UMASS/AMHERST
312066 0333 3189 5

LIBRARY
OF THE

MASSACHUSETTS
AGRICULTURAL
COLLEGE

SOURCE College funds

[redacted]

v. 54

FLOR.
DEPT.

This book may be kept out

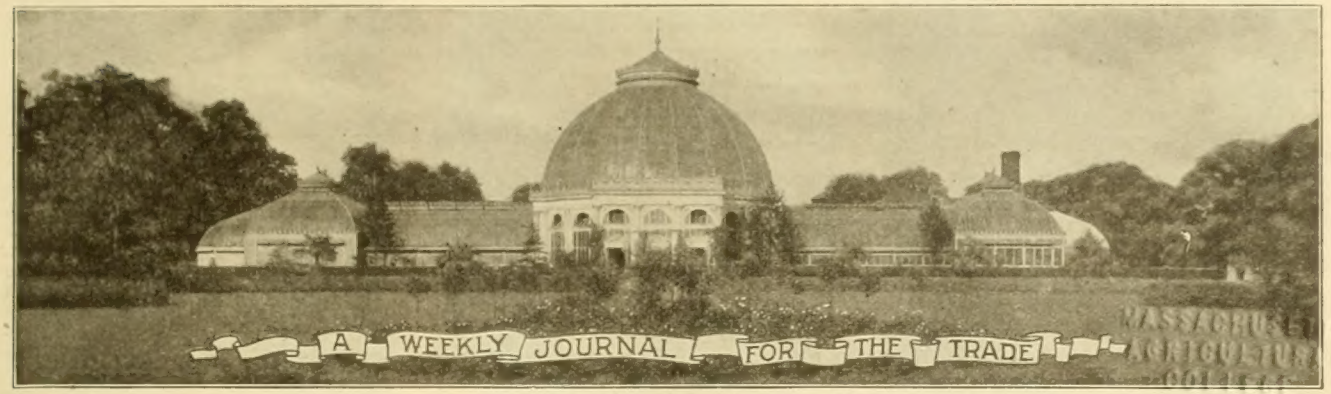
TWO WEEKS

only, and is subject to a fine of TWO CENTS a day thereafter. It will be due on the day indicated below.

Library Bureau 13-723

MASSACHUSETTS AGRICULTURAL COLLEGE LIBRARY

THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LIV. **CHICAGO AND NEW YORK, JANUARY 17, 1920.** **No. 1650**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company. Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,

440 S. Dearborn St., Chicago.

Long Distance Phone: Harrison 7465.

Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treas. The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Chicago, January 21-22, 1920. OFFICERS: THEO. DORNER, Lafayette, Ind., President; C. W. JOHNSON, Morgan Park, Chicago, Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next annual convention and exhibition, Washington, D. C., November 1920. OFFICERS: THOMAS W. HEAD, Lake Forest, Ill., President; Z. D. BLACKISTONE, Washington, D. C., Vice-President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary; CHAS. H. TOTTY, Madison, N. J., Treas.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa., President; F. L. ATKINS, Rutherford, N.J., Vice President; E. A. WHITE, Cornell University Ithaca, N.Y., Secretary; HARRY O. MAY, Summit N. J., Treasurer.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition, Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

State Florists' Association of Indiana.

Annual Meeting at Indianapolis, January 13.

Fine Attendance and Interesting Session.

With an excellent attendance of out-of-town members, the State Florists' Association of Indiana held its annual meeting at Indianapolis, January 13, the Independent Athletic Club being the scene of the gathering, and re-elected Anders Rasmussen, of New Albany, president, despite the protests of that gentleman. His administration has been a noteworthy one, and the association recorded its thanks and faith by re-electing him without a dissenting voice. In addition, President Rasmussen was authorized to attend, not only the meeting of the board of directors of the Society of American Florists, to be held at Cleveland, January 24-25, but all future meetings of that body as the representative of the Indiana association, his expenses to be borne by the organization, and a further fee of $5 allowed.

W. W. Coles, Kokomo, was elected first vice-president, succeeding Herman Junge, Indianapolis. L. E. Hitz, Madison, was made second vice-president in the stead of E. E. Temperley, Indianapolis. Oliver E. Steinkamp, Indianapolis, was re-elected secretary, and Charles Pahud, of Indianapolis, treasurer.

In making his annual report, President Rasmussen commented on the success of the fall flower show and the entertainment of the Kentucky association, which, he said, had aroused much favorable comment among members of the trade south of the Ohio river.

Secretary Steinkamp reported the recent death of Robert McCann, florist for the National Military Home at Marion, Ind., and Mr. Rasmussen said a committee would be appointed to draw up suitable resolutions of regret.

Treasurer Pahud's report showed a satisfactory balance on hand. A gratifying gain in membership was registered during the year, according to the report of Secretary Steinkamp. More than 40 new members were added to the roster, the total membership now being 184. Eleven meetings were held in 1919, at Richmond, New Albany, Waveland, and Indianapolis. "Of these, our president attended seven, which is doing very well, considering his business responsibilities, and the fact that he took a wife during the year," commented Mr. Steinkamp. "Our worthy secretary might do well to follow the president's example," returned Mr. Rasmussen. In concluding his report, Mr. Steinkamp urged the florists of Fort Wayne, Terre Haute, South Bend and other Indiana cities to arouse public interest by holding annual flower shows, such as that given in Indianapolis.

A. F. J. Baur, chairman of the committee recently appointed to confer with the authorities at Purdue University, reported that a meeting had been held at Lafayette in September, and that Purdue officials had promised to conduct experiments to determine the reasons for bud-dropping in connection with sweet peas, and those for blight of asters. Another meeting was held during the flower show in Indianapolis in November, he said, and the college experts indicated that they would go at the research thoroughly, to decide how to prevent the diseases named, or otherwise that nothing could be done to prevent them. Suggestions from any source in connection with these two questions would be welcome, Mr. Baur said.

The question of insurance, was given a thorough airing, Dillon Myers, of the American Mutual Cyclone & Hail Insurance Company, Muncie, Ind., telling in detail of the efforts of the company to obtain releases from policyholders outside the state, in accordance with a decision of the state auditor, and what had been accomplished in the reorganization of the company. Out of 72 policyholders living outside of Indiana, 31 releases had been obtained, he explained. The company has $102,500 insurance in force in Indiana, the losses in 1919 being $1,094, and the expense of administration, caused by the difficulties related, were about $1,000. The

634.705
Am3+ v.54

company has one outstanding claim, of which, according to Mr. Myers, there is some doubt as to its justice. The association decided to continue in power the committee appointed some time ago to report back when it believes the company's progress has been sufficient to permit the members to obtain reliable insurance. O. E. Steinkamp, Anders Rasmussen, M. Elder, Herman Junge and Charles Pahud constitute this committee. Mr. Rasmussen went on record as favoring a refund of unearned premiums to florists who were asked for releases from the policies. Most of the members present favored insurance on the basis of so much per square foot of glass.

A letter from the Indiana Horticultural Society was read, inviting the state florists' association to have a speaker at the annual meeting of the former to discuss co-operation between the two organizations. Secretary Steinkamp explained that he had invited H. H. Swaim, of Lafayette, secretary of the horticultural society, to attend the florists' annual meeting, but that he had been unable to come. A. H. Nehrling, of Crawfordsville, believed the florists' association should participate in the $4,600 state appropriation allowed the horticultural society, expressing the view that this appropriation was intended partly for florists. Secretary Steinkamp was authorized to discuss the question of a combination flower and fruit show with the officers of the horticultural society.

A. F. J. Baur announced that Irwin C. Bertermann, of Bertermann Brothers Co., Indianapolis, had been elected vice-president of the Florists' Telegraph Delivery Association, which would meet in Indianapolis next October. Mr. Bertermann explained that many growers are now in the F. T. D., and are getting benefits. "Indianapolis is regarded as the center of the flower industry in many quarters," he said, "and the members of the F. T. D. are coming here for one of the biggest conventions it has ever had." The association decided to appoint committees at a later date to make the necessary arrangements for the reception of the organization.

For the sixth consecutive time, or since the trophy was established in 1915, W. Frank & Sons, Portland, Ind., won the rose trophy, and after a spirited disdussion, the association voted to award the trophy to the firm for permanent keeping. Hartje & Elder, Indianapolis, won the carnation trophy. Other exhibitors of various seasonable flowers, all of whom received honorable mention, were Baur & Steinkamp, Hartje & Elder, E. E. Temperley and A. Wiegand's Sons Company. Not only did the association decide to give to the Portland firm the cup it had won so many times, but it adopted a motion to make future awards permanent when the trophy has been won three consecutive times by any florist. As indicated, W. Frank & Sons captured the rose trophy six consecutive years. The winners of the carnation trophy are as follows: Baur & Steinkamp, 1915 and 1916; W. Frank & Sons, 1917 and 1918; Hartje & Elder, 1919 and 1920. The committee on awards was composed of Karl Sonnenschmidt, Lincoln A. Coles and A. H. Nehrling. The flowers shown were sent to local hospitals. Irwin Bertermann explained that the illness of John Bertermann, president of the company, was not serious.

L. E. Hitz, the new vice-president of the association, invited the florists to come to Madison some time during the summer. "We may not raise as many flowers as some of you, but we think our natural scenery is hard to excel," he said. "Also, we cannot give you anything to drink, but we can show you a government warehouse across the Ohio River full of good Kentucky whisky." The association decided to accept the invitation, the date to be set later by Mr. Hitz.

A pleasant interruption was the serving of a buffet luncheon during the afternoon. The annual banquet was held at the Independent Athletic Club in the evening, Harry H. Dietz, formerly with the government at Washington, but now with the state of Indiana, being the chief speaker. Mr. Dietz has traveled all over the world in the study of flowers and his address was deeply interesting. M. E. C.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

As the season moves on, the busy days are alternated with dull periods that at times are discouragingly continuous, but that is no reason for sitting down and twirling one's thumbs. The department stores have the right idea, and that is to always anticipate and have ready some striking feature that will keep up the interest in their stock, and draw people to the store. Immediately following the Christmas holidays, they usher in the New Year with a sale of white goods, the stocks of which are fairly bewildering in their variety. August was always the dullest month of the year in all kinds of merchandising, until Wanamaker started his August furniture sales, which were so successful that they are now a regular feature of the business in all furniture and department stores throughout the country.

As cut flowers will soon be more plentiful, and lower in price, it is well to feature and encourage their use in every possible way. Calendulas, both the orange and lemon shades, are now to be had in quantity, and of splendid quality. They can be arranged in baskets or flower bowls, with mignonette, to make a striking window. A table decoration with these flowers alone will make a conspicuous display, and show their worth for this purpose. This is the season of social events, when balls, dinners and theatre parties are of nightly occurrence. For such occasions, corsage bouquets are always in demand, and as they are frequently required at a moment's notice, a sample or two made up, ready to put on, will gladden the heart of the man in a hurry. A few well made corsages, finished to the ribbon and pin, shown in the window, in a small hamper, basket or corsage box, will invite sales, and at the same time, show the artistic ability of the shop.

A "stork" window would be a good feature at this between-times season. A few of the various suitable receptacles, such as cradles, cribs, and baskets, with figures to one side, of the stork, etc., filled with small flowers, will call to mind that some friend has just had such a visit and sales will result. At all events, such a window will attract admiring attention and increased interest in the store.

As a special, keep in stock a made up wreath of tasselled ferns, such as Norwood, Verona or Smithii. This, of itself, is beautiful, and a splendid background for cattleyas, roses or other choice flowers that will make it into a handsome design.

A long narrow basket, filled with flowers, is good to recommend as a family selection to be placed on the floor, to the front, underneath the casket, taking the place of the more expensive mat.

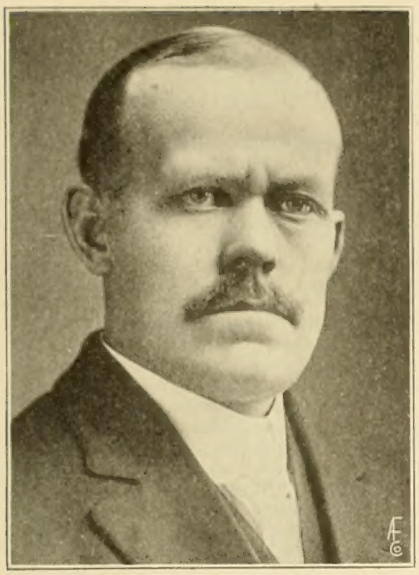
The first good freesia is about due. A dozen sprays in a box, sent to a few good customers with a card "First of the Season," will be an agreeable surprise, and call to mind the store and its readiness to serve.

Fern dishes to be refilled are now coming in every day, for which there should be a good stock of suitable varieties. A card, stating that this work is a specialty, and calling attention to the large assortment of hardy ferns, and a quick service that can call for and return the dish "within the hour," should be sent to all whose names are in the fern book. There should be a record here of every filling, and the date, as, at times, complaint is made that the ferns died the next day, and the record perhaps shows the dish to have been filled three weeks before. However, it is best not to argue over such matters, but let it go and make it up in some other way.

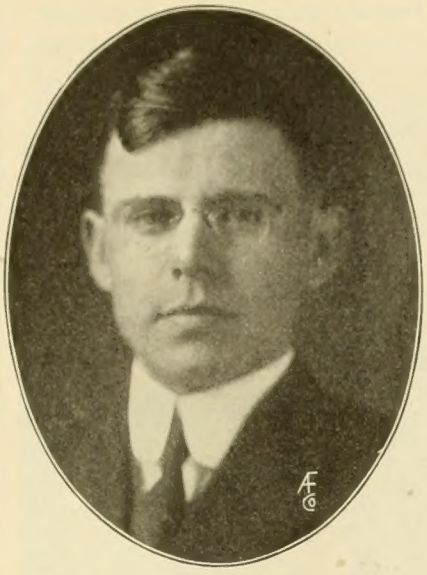
In all matters of dispute with customers, it pays to smooth it over at once. No matter how unreasonable the

A GOOD ADVERTISEMENT.

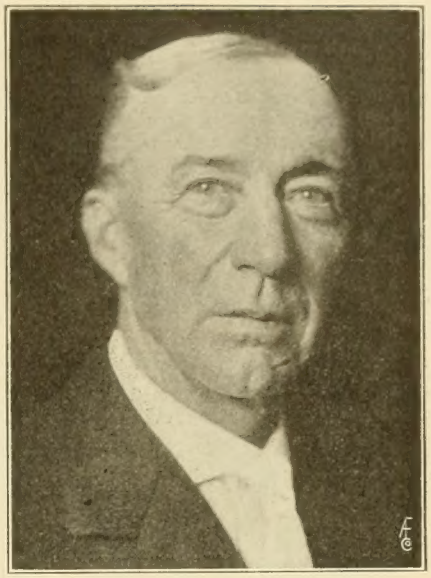
A Good Advertisement Inserted in Leading Financial Papers Before the Holidays.



Anders Rasmussen, New Albany.
President State Florists' Ass'n of Indiana.



O. E. Steinkamp, Indianapolis.
Secretary State Florists' Ass'n of Indiana.



W. W. Coles, Kokomo.
Vice-President State Florists' Ass'n of Indiana.

complaint may be, or if there has been flagrant error on your part, do not let a day go by without having the matter straightened out to the satisfaction of the patron.

It is but a little less than a month before the next floral holiday, that of St. Valentine's day, which this year is to be strongly featured by the trade all over the country. Some very excellent posters have been arranged for, and stickers 1½ by 2 inches in size, which should, not later than January 15, be used on all store packages until St. Valentine's day. It will be the theme of the national campaign, as well as of all the local publicity bodies, and from all accounts there will be a number working regularly by that time. Give earnest thought to St. Valentine's day business. If you feature the day, encourage the use of flowers, and invite the business, it will come to you.

The 1920 publicity fund is now open. Those who have not as yet contributed, have been getting the benefit of the men that did. Now is the time to step up and square yourself with a check. Help put that $100,000 across. It will be a great incentive to your business. Do it today.

Planning for 1920.

Experience is the best teacher, and the happenings of the past year, in which were scored many successes, as well as some failures, will make an excellent guide for the future. The new year is the time for resolutions, so let each resolve to make this the record business period of his career. There is a clear field ahead, and a better demand for plants and flowers than ever before. There is a greatly increased business to be had, if one makes the proper bid for it. It is, however, clearly up to the individual; if success is to come, one must show himself worthy of it. No matter how well conducted or successful the business of the past year, there will be found room for improvement, as there is no such thing when it comes to running a retail cutflower store as 100 per cent efficiency.

Now is the time to plan for the next twelve months, when there should be distinct features brought out week by week that will fit in with the varying seasons. If this work is planned ahead, and arrangements made to get the required stocks, and at the same time see that the store's customers are kept in touch with the new things as they appear, there is no question but what the business will be greatly stimulated and increased in volume.

There is a difference in the methods of conducting the cut flower business, as carried on by the one-man store in the suburbs or busy residence section, and the large retail houses in the central shopping districts, but the percentage of profits on the total of the business transacted will not vary greatly if strict attention is paid to overhead charges in both cases.

The proprietors of many small shops conduct their business in a very primitive way, carrying but meagre stocks, doing a hand-to-mouth business, as one might call it, for the most part waiting to get the order before stock is obtained to fill it. It is a great pity that such dealers do not see the light, or appreciate their opportunities. They are surrounded by people who love flowers, and who would buy and enjoy them if they were invitingly presented. It is not a high priced location that is necessary to bring business. What is required is a well arranged and inviting looking store, both inside and out, carrying a stock that should always be kept just a little ahead of the demand. The proprietor must be always on the job, seeing to it that customers are properly served and satisfied. He does not wait to be asked for this or that, for if standard, it is sure to be found in stock.

A large and successful retailer stated recently, that the public did not have to be coaxed to buy flowers half so much, as most retail florists should be given instructions how to sell them. At least half of the retailers appeared to know but little about the business and kept such uninviting stores, carrying little, if any, stock, that it was a wonder to him how they made even a living.

Ambition, initiative and a progressive spirit, are essentials to the success of any undertaking; while to a large extent, born or inherent in the individual, yet these necessary attributes can be cultivated and brought to a perfection that will produce wonderful results. Planning and laying out the work, day by day, week by week and month by month, is of great help in bringing out these good qualities. It is the first step to system, without which there is never much progress.

The very best thing we can do to better the business today, should always be uppermost in the mind. Can the store interior be arranged to make it more inviting? Are there goods distinctly not salable in sight? Perhaps little jobs of repair that, "when we get a chance," will be fixed up, are very noticeable. How is the floor? Does it want a new coat of stain, or is the linoleum worn out in spots? There is nothing gives such an untidy appearance to a store as a neglected floor. How about the window? Is it so attractive that people stop to have a look as they go by? Are there cards calling attention to the merits of the plants or flowers displayed?

THE STORE FRONT.

Go across the street and see if the outside appearance of the store can be improved. There is great advertising value in an attractive, decorated store as seen from the opposite side of the street. There is so much that the florist can do with boxes of flowering plants and vines in summer, and evergreens in winter, both in tubs and boxes to make the store noticeable, and at the same time feature this branch of his business, that he should continually plan to make the most of this form of publicity. If necessary to use an awning, see that this is always bright and fresh, and that it carries the slogan, "Say it With Flowers," across its entire length.

Can the store service, to which so much attention is now paid, be improved? There is nothing that is so satisfactory to customers as promptness in delivery. There should be system in keeping up the stock, particularly of standard supplies, such as ribbons and chiffon, letters, palm leaves, galax and magnolia leaves, wire, wire frames, moss and many other essentials; to buy these piecemeal, sufficient for a day or two at a time, is most expensive. A book, in which to put down "Things we need," as soon as they are discovered running low, is a great help when the supply man comes around.

PUBLICITY.

The activities of the S. A. F. nation-wide publicity campaign, the great strides recently made in addition

NOV 12 1923

to the membership in the Florists' Telegraph Delivery Association, the increase in the number and membership in the various florists' clubs all over the country, together with the inauguration of local publicity campaigns, is doing much to increase the sale of plants and flowers. All these progressive movements will be of the greatest advantage to the individual retailer, who, by cultivating this spirit of the times, and doing his full share in carrying full lines of stock and pushing the business to the utmost, will not only benefit himself, but the whole body, of which he is a part.

The above are but a few of the details that, if well planned and carried out, month by month, will put the business of 1920 away ahead of previous records. If each individual volume at the end of the year, shows an increase of only 10 per cent, which is easily possible, it will indeed be a banner year, and source of great satisfaction to those who are striving so hard to place the business on a higher plane.

St. Valentine's Day Poster.

The national publicity committee of the Society of American Florists has planned a great drive for St. Valentine's day, one of the features being a wonderfully effective poster which should be working overtime in every cut-flower store in the land from now until the event is past. In addition, there is a miniature reproduction, or posterette, 1½x2 inches, gummed, to be used as a stamp or seal, which, if placed on all letters, packages and boxes, will spread the propaganda for this occasion as has never been done before.

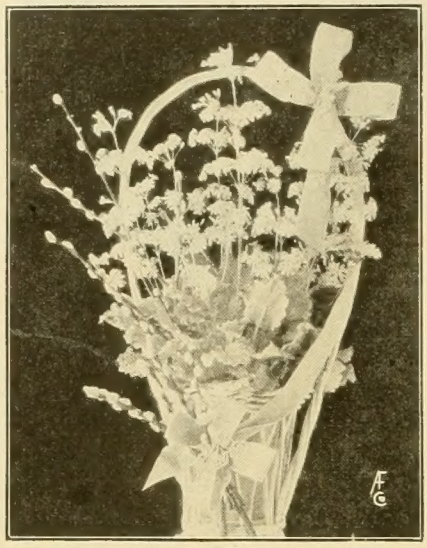
The poster, shown in the acompanying illustration, is 14x21 inches in size, and can hardly be improved upon, as its colors are harmonious, the lettering so well done by a winged Cupid, who is shown just finishing the job, that it tells the story at a glance. The sheet, of which there is but a border showing, is a light green. On a large, black ground, with dentil edges, is an immense red heart, which extends beyond the black relief at its extreme edges on the sides. The lettering is in white. A paint pot and bow and arrow on the ground, and the "little fellow" who is so earnestly at work, add life and fit so into the picture, as to make it a great success. The suggestion, "You can send flowers by wire," in the lower left hand corner, will be sure to start something and make the public acquainted with the Florists' Telegraph Delivery service. If used intelligently by the trade, the posters and stamps should be the means of making people so think of St. Valentine's day, that they will enter heartily into the spirit of it, and many will buy flowers for this occasion who have never done so before.

Some men are timid of all innovations. To them, the old things are "good enough." To all such, here is a grand opportunity to test out something really worth while. If featured and kept to the front, these little stamps and posters will more than do their part, but they must be backed up by an earnestness and confidence in the day as a floral holiday, that will, in its aggressiveness, create a record-breaking business.

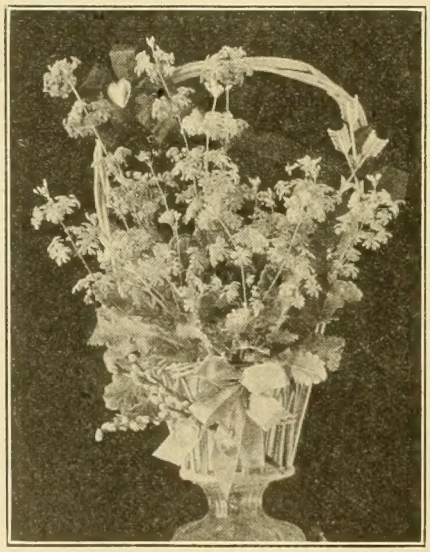
The poster should have the center space on each side of the delivery cars. It should be shown in the windows and store. With all florist autos of a city carrying these conspicuous posters, it is sure to give wonderful importance to St. Valentine's day, and the necessity of using flowers in its proper observance.

Primulas Malacoides and Townsendii.

For the next six weeks these very valuable flowering pot plants will be at their best, and should form an important addition to the stock of the retail store. For the most part, they are flowered in four-inch pots, and for their size, carry a greater wealth of blossoms than any other plant. The pleasing lilac-pink blossoms are so profuse from the pot up, that they can be worked into baskets of cut flowers, and are particularly adapted and decorative for table ornamentation. For hotel and restaurant dinner tables, one plant, with the pot in a small jardiniere or with paper cover, is a satisfactory adornment, taking the place of the small vase of flowers that is now so expensive.



Primula Malacoides in Decorated Basket.



Primula Malacoides from - n. Pot. In Small Basket.

Many of the cheaper handle baskets are of a size to hold one plant, either with or without the pot. With a touch of narrow ribbon on the handle, this will often take the place of cutflowers, and satisfy the customer that would have walked out without purchasing anything. The narrow wicker jardiniere boxes with handles at the ends are very showy when filled with these primulas and are just the thing for a window ledge. Where there is sale for something larger, several may be put into a pan together, which, with a little decoration, will be found very effective.

The greatest use should be made of all kinds of decorative helps, the newest offerings of the supply houses. Many of these, such as mats, colored papers, skeleton baskets, etc., are inexpensive. Colored cords, with tassels, come in all colors; the thinnest of these, about the size of stout wrapping string, cost but a trifle. They, however, give a good finish when the same color as the flower, they are used to bind a white paper cover to a blooming plant.

These primulas can be made very useful, worked in with cut flowers in large designs and clusters. Wash out the soil and bind the roots in sphagnum, making a small, compact ball. When trimmed of unnecessary foliage, this can be stemmed or wired to be conveniently handled and suitable for any floral arrangement. They will remain fresh considerably longer than the cut flowers.

Retailers who make a specialty of plant baskets, find they are good stock to feature, not only at the holidays, but all through the season, many customers preferring them on account of their lasting qualities to baskets of cut flowers. For these, arranged with choice ferns and variegated foliage, the primulas are very desirable. A tube vase, holding a few choice roses, snapdragons or other flower, hidden among the plants, will add a decorative feature for which many will be willing to pay the extra cost.

Lindley Co. Buys Arnold Box Department.

The Lindley Box & Paper Co., Marion, Ind., which specializes in the manufacture of florist boxes, announces that it has bought the flower box department of the A. A. Arnold Paper Box Co., of Chicago, which will be moved at once to Marion. The Arnold Co. has made a feature of heavy weight boxes, the Lindley product being the standard containers for local delivery of light weight packages. In the consolidation of the two lines, the Lindley Box & Paper Co. plans to eliminate considerable of the selling expense made necessary in the past by two representatives calling on the same trade, and improvments in the operating department will also reduce manufacturing costs, which will offset continued advances in raw material.

BRAMPTON, ONT.—According to W. G. Peacock, of the Dale estate, higher prices for Christmas stock prevailed than in 1918, with not nearly enough roses, carnations and violets to meet the demand. The supply of bulbous flowers was about as usual. In quality, roses were better than in former years, but carnations showed poor condition. The call for orchids and roses proved greater than in past seasons, and high prices did not deter customers in buying what they wanted.

SEDALIA, MO.—With prices about 50 per cent advanced over last year, Christmas trade reported by the State Fair Floral Co. showed an increase of 25 per cent in volume of business, with more cash transactions and fewer charge accounts than usual. In cut flowers, the supply and demand were almost evenly balanced, with no bulbous stock sought. The quality in general was about the same as last season. Poinsettias had a strong movement, but otherwise pot plants did not move any too well until the supply of cut flowers was depleted.

THE CARNATION.

Carnation Society's Coming Meeting.

The annual meeting and exhibition of the American Carnation Society is to be held at the Hotel LaSalle, Chicago, January 21-22, and every carnation grower should make an effort to attend the meeting and exhibit some blooms and help make both the meeting and exhibition a big success. The society deserves the support of everyone who grows carnations. Owing to the war conditions of the last few years, the interest in the society's work has not been as active as in the earlier years of its existence, but as the secretary states in the schedule of premiums, conditions are now restored to practically normal. This, together with the various features of interest that will be undertaken at this exhibition, will well repay anyone for the time and expense of attending the meeting. The many problems connected with the culture of the carnation, together with the control of the diseases, and the eradication of the insect pests that attack the plants, are live subjects that are of important interest to every grower. Any member can bring any or all of these questions before the meeting, have them discussed, and get the experience of the growers present, which is one of the great advantages the members of the society derive from attending its meetings.

The display of new varieties will also be of special interest to the growers. There are quite a number of new ones that will be on exhibition for the first time in the west, showing that though the conditions of the past few years have been far from encouraging for the production of new seedlings, the enthusiastic carnation breeder has been keeping steadily on with his work.

The feature of the exhibition that will be of particular interest to the florist from the smaller cities will be the re-arrangement of the flowers on the second morning of the exhibition by the Chicago Retail Florists' Association. This will show what can be done to popularize the carnation for the purposes of home display and presentation.

Article 3 of the rules and regulations, governing the exhibition, states that only members of the American Carnation Society are permitted to stage either competitive or non-competitive exhibits, except in classes 35 and 36, which are open to all. Therefore, non-members who wish to exhibit should get in touch with the secretary and join the society.

Care of the Plants.

The Christmas holidays have now gone down in history, and the carnation grower can reflect on results obtained for his product. First quality carnation blooms were in great demand and brought good prices, in some sections, the demand being far greater than the supply, and according to a general observation of the conditions of the trade, there is going to be a healthy demand for good carnations for several weeks yet. But do not let this tempt any grower to drive and feed up his plants to hurry up the crop. The plants have a long season before them, and when they can be made to produce blooms and make new shoots steadily together, much better results for the season will be obtained.

THE S. A. F. ST. VALENTINES' DAY POSTER.

Take advantage of the bright sunshine during a clear day to air the plants freely, so as to give the growth substance and strength to withstand the many dark, cloudy days which follow one fine one at this season of the year.

The plants are now full of buds and growths as thick as the proverbial field of wheat, and to keep them steadily carrying on in this state, they must receive the closest attention to their general routine needs, of which watering disbudding, cutting the flowers and keeping the insect pests in check are the most important.

GETTING BLOOMS READY FOR EXHIBITION.

The quality of the blooms the plants are producing now are an indication of what they will be at the time they are needed for the C. S. A. show, January 21-22. The plants will continue to gain strength every day from now on, and if they are producing good quality blooms now, they will be a little better two or three weeks from now, and the grower's principal concern will be to be careful with the watering and maintain an even temperature. Cut the blooms as soon as they are ready, so as to give those coming along a chance to keep up the quality. If the quality of the blooms being cut now are of second rate, with weak stems and the calyx bursted, there is little chance to make exhibition blooms out of them.

Read carefully the instructions to judges of seedling classes on page 17 of the C. S. A. premium list, and if you have a seedling, judge it for yourself and see how it measures up to the qualifications called for.

PROPAGATING.

One of the principal parts of the work which should receive attention at this time, is the propagation of the stock for next season. Every healthy cutting that can be taken without distressing the plants should be put in the propagating bed until a good surplus beyond the actual requirements of the establishment is obtained. Then, if there are any left, and there is time for them to be propagated, it will pay to root them for sale or to be grown on for field plants.

C. W. JOHNSON.

NEW ORLEANS, LA.—With prices better than in 1918, this year's Christmas business showed a 20 per cent gain, according to Abele Bros. In cut flowers, carnations and roses were the short items, but there was a good supply of bulbous stock with moderate sales. Carnations were the leaders in popularity, followed by roses. There was an increase in the volume of business in flowering plants.

PLANT NOTES.

Seeds for Present Sowing.

There are a number of plants, that in order to obtain the best stock, it is necessary that the seeds be sown during January. Centaurea gymnocarpa is slow in making its growth, and to have nice plants for edging the beds of geraniums and other plants, an early start is required. Vinca rosea should be sown in January to obtain a good blooming stock at planting time. Lobelias should be sown by February 1 that fine stock plants may be had. If it is proposed to reset the smilax beds next year this is the time to get the seed started. Begonia Vernon and the other summer blooming varieties, if sown early, make fine plants by May, full of flowers. Gloxinias and tuberous begonias can be sown at this time and blooming plants had for the coming summer. Many growers have given up the propagation of verbenas from cuttings and depend upon seedlings, and to have a nicely branched plant by June 1 the seed should be sown the last of January. Another useful border plant is Pyrethrum aureum (golden feverfew) and this should be sown early to get good sized plants at bedding out time. There are not many cannas these days, grown from seed, but anyone intending to grow them in that manner should sow the seeds in January. These seeds will germinate much more readily and evenly if soaked in water for 24 hours before planting. Asparagus plumosus and A. Sprengeri should be sown now when there is good heat in the greenhouses, and these seeds, like the cannas, start much more evenly if soaked.

Cyclamens.

"What can we do with the old cyclamen plants?" is a question often asked by many growers. As a rule the answer is, "Throw them away," for a plant can be grown to a 6-inch or 7-inch pot size in 16 months. That is, seed sown in September will produce such a plant for Christmas the following year, and it is uncertain how the old plants will carry through the spring and summer. There is a limited demand for cyclamen plants in larger sizes than 7-inch pots and they must of necessity bring a good figure to make them remunerative. After they are through blooming the best way to handle them is to shake the old soil out and pot them up in fresh soil, two parts loam, one part well rotted manure and one part leaf mold, with a good sprinkling of sharp sand. If the soil is inclined to be heavy and sticky, add more sand. They can frequently be potted in a pot a size smaller than that in which they have been growing. Place them in a cool temperature, that is, in a house from 45° to 50° at night, so as to encourage root action and slow growth. It used to be the custom to dry the bulbs off so that they lost all their foliage, and start them in the spring, but growers have found that our springs and summers are too hot and dry and it is often difficult to make the bulb, after it has been dried off, break a good luxuriant foliage, and it is far better to keep the plant growing all the time. As the warm, sunny days of spring come on, the plants should be slightly shaded and as early as possible placed in cold frames and the glass shaded. The shade should not be made too heavy or the leaves will become drawn and an unshapely plant will be the result. After the plants have begun to grow, care should be taken that they do not become pot bound, but shifted into large sizes as soon as necessary. The watering of this stock will require constant study and attention. They should never become too dry and it is very easy to over-water, so they will require looking after very closely until a good growth has been encouraged.

Begonias of Lorraine Type.

For the large plants for next winter's flowering we are placing the cuttings in the propagating bench now. The plants were selected before Christmas and strong, healthy specimens taken for propagation. The flowers were removed and the plants given a warm location that the best vigor might be maintained. Any leaf showing blemish is discarded, only clean, healthy leaves being used from which to raise the young stock. A warm propagating bed is chosen for these plants and the stems are inserted in the sand deep enough so that about half an inch of the leaf is below the surface. They are kept moist and warm until they are rooted, when they are potted in 2½-inch pots and placed in a warm house and shifted along as required. This may seem a trifle early by many growers to start the propagating of these plants, but there is always demand for some large specimens and fine leaves are obtainable at this time and they root easily during January and February when the propagating bench is warm. The plants will require considerable care and attention during the heated spell of July and August, but with plenty of ventilation and a light shade, they are easily kept moving and make fine plants for the holidays.

American Carnation Society

and the

Illinois State Florists' Association

ANNUAL CONVENTIONS AND EXHIBITIONS

to be held at

THE HOTEL LA SALLE CHICAGO

JANUARY 21-22

Come and Bring Your Interested Friends

Spiraeas.

The spiræas are always a very useful plant at Easter, but they are classed among the cheaper plants at that time, so should be grown in such a way that they do not occupy valuable space any more than necessary. They should be brought into a cool house by the middle of January and until the foliage begins to grow can be placed along the edge of the walks if room is not available, but they must not be left standing in this location too long, for when the leaves begin to unfold they quickly draw toward the light and a plant growing to one side of the pot will be the result. So as soon as growth starts they should be placed on the bench in full light. They can be grown quite close together for some time, but when the foliage begins to touch that of the plant beside it they should be spaced out and given room enough for the plants to grow shapely. Spiræas require a large quantity of water during their entire culture, especially those that are potted in as small a pot as possible, which is the general custom with all growers. To make the large specimens, two or three clumps are planted in the same pot when started. These will make large plants for church decorations at Easter. If the plants are grown in a house which is to be fumigated by tobacco smoke they should either be removed from the house or well covered with papers; the foliage quickly burns when subjected to tobacco smoke and the plants are blemished.

Fuel Conservation.

Oil as fuel, and practical burners, together with water grates for burning culm and other low-grade coal, were the interesting subjects of the January meeting of the Florists' Club of Philadelphia. It was clearly shown that both methods were practical and economical. It is said that culm, fine coal and coal dirt are but coal flakes, having the same heating qualities, ton for ton, as the larger commercial sizes. The difficulty heretofore has been to get oxygen through this compact material in the ordinary grate. A new hollow water grate, connected with the water in the boiler prevents its burning out, while a forced draft through numerous small holes or openings in the grate underneath affords perfect combustion. As the supply of this class of fuel is practically inexhaustible, and its price less than that of the higher grades, it follows that it will be much more economical.

Petroleum fuel oil embraces certain grades of crude oil, from which gasoline and some other by-products have been taken, which is necessary to make it safe and free from explosive gases. At its present price of five to five and one-half cents per gallon, it is said to equal coal for the same amount invested, three and one-half barrels of crude oil being equal to one ton of best coal, but oil is the most efficient, being always the same in fuel value, while coal varies. There is no occasion to frequently replenish fires as with coal, which operation always, for the time being, chills and reduces the steam pressure ,while the ease of operation by simply adjusting valves, so as to insure perfect combustion at whatever pressure desired, does away with all the labor of handling coal and ashes. In mild weather, or during the day when the sun gives sufficient heat, when coal fires are banked, consuming fuel, there need be no consumption of oil, but the moment it is turned on again there is no waiting for the fire to come up, it being at once at full efficiency.

The oil burning apparatus is very simple and compact. It consists of a half-horse power motor, which is connected to a pump that draws the oil from its storage tank. The same power drives a fan and rotating cup to 3,200 revolutions a minute, which centrifugal force breaks the oil into a fine mist or spray, mixing it with the air that is then projected at a low pressure into the ash pit and ignited. The apparatus is attached to an iron plate, which takes the place of the ash pit doors. It is necessary to take out the grate bars

and set in fire brick all around the sides of the ash pit, so that the iron is not touched by the flames.

The heat is regulated by the usual steam automatic apparatus, which, connected to the oil pump, regulates the supply of oil, so that any desired steam pressure can be maintained.

Just at present, on account of conditions in Mexico, the fuel oil supply is uncertain, but it was predicted that with increased transportation facilities, particularly more tank steamers, the supply would, in the near future, be ample and continuous, so that the price would not exceed that of coal, and perhaps be cheaper. Growers not convenient to railroad sidings, or near industrial centers where delivery was possible with tank auto trucks, will have difficulty in getting economic delivery.

K.

Steam Sterilization for Soils.

The urgent need for practical methods of steam sterilization whch can be applied to hotbeds and cold-frames, as well as to greenhouse soils, is commented on in Circular 151 of the Ohio agricultural experiment station, Wooster, which contains much useful information on the subject. The methods as developed, are three in number; involving, first, the perforated pipe method of steam sterilization; second, the inverted pan method, using steam; and third, the formaldehyde or formalin drench method.

The perforated pipe method of steaming appears to consist at its best, of a set of perforated pipes, with crosshead and high pressure boiler connection. These pipes are connected and buried in the soil of the bed, either with or without partial banking up of the soil. The surface of the bed is then covered with canvas or other covering, and the steam passed into the system for such a period as is required to heat the soil to the necessary temperature, which for best results, is 180 to 212 degrees Fahrenheit, maintained for a period of one hour or more. The time required to reach this temperature will vary with the boiler area, pressure and other steam and soil factors. The length of the pipes should be one-half or one-third the total length of the large beds. Generally 1½ inch pipe is used, with holes ⅛-inch, bored in a straight line about one foot apart. The pipes are buried in the beds at intervals of 12 to 16 inches. The crossheads and main to the boiler should be 2-inch pipe or larger. In practice, it is found that to make the best use of fuel and labor, two sets of perforated pipes are necessary. Estimating eight pipes to a bed, and 30 feet long, 240 feet of pipe will be required for and waving to the cheering children one set, and two sets, wth crosshead pipe will require about 500 feet. The two sets are suggested in order to save the time necessary in digging up and resetting the system, as this resetting of one system may be done while steam is kept going in the other; thus, no labor is idle, and steam will not have to be kept on unnecessarily long.

The inverted pan, as originally devised to treat nematode infested soils in Florida, is adapted to being lifted and transferred where the distances are not too great. The apparatus consists of a galvanized iron pan, six inches deep, and 6x10 feet in size, which is inverted over the soil to be sterilized, and the steam admitted under pressure. The pan is supplied with steam hose connections, has sharp edges which are forced into the soil on all sides to prevent the escape of steam, and is equipped with handles to facilitate moving, the weight being about 400 pounds. The steam should be kept at as high pressure as possible, 80 to 100 pounds being best, and the treatment should continue for one or two hours, depending on the pressure maintained. Experiments conducted at 80 degrees C., under 100 pounds pressure, for one hour, showed the best results in killing both fungus and weed seeds. When one section of the bed is finished, the pan is carried to an unsterilized portion and the operation is repeated until the entire bed has been steamed. The material used in the construction of the pans is galvanized sheet iron, the most useful weight being 20 guage, or possibly 22 gauge, the latter being heavy enough to require little in the way of frame supports. The entrance pipe for the steam should

Wm. F. Ekas, Baltimore, Md.
Director Society of American Florists.

be in T-form, so as not to blow holes in the soil, and if placed at the end of the pan, will not interfere with the box boards when on the frames. For the most economical use of fuel and labor in the pan method of steaming, three or possibly four pans will be necessary, according to the width of the beds. The estimated cost of the pans is $15 each. The first outlay will be about $50 for a set of three pans and connections.

For the work of drenching, it is rather difficut to make estimates as to the cost of appliances, as well as labor, since appliances are the usual watering devices of greenhouses and cold frames, and the labor will be somewhat variable according to the effectiveness of these devices, usually some form of a sprinkling can, a force pump with hose and nozzles for application through the Skinner system of overheat watering. Naturally, the cost items in the drench method become reduced almost to the cost of material. The best strength seems to be three to three and one-half pints or pounds of formaldehyde to 50 gallons of drench, applied at the rate of seven-eighths to one gallon per square foot of surface. Estimating that formaldehyde (U. S. P. 40%) costs 80 cents per gallon, and that a strength of approximately 1-125 (3½ pints or pounds to 50 gallons of water) be used at the rate of one gallon of solution to each square foot of area, the material to treat one house of 3,000 square feet would cost approximately $21. The estimated cost by the perforated pipe method for the same area is figured at $15.40, and for the inverted pan method, $12.20.

Wm. F. Ekas, Baltimore, Md.

DIRECTOR, SOCIETY OF AMERICAN FLORISTS.

William F. Ekas, president of the Florists' Club of Baltimore, Md., state vice-president of the Society of American Florists since 1917, and also a director in the national organization under affiliation for 1920, was born in the above city, October 5, 1890, the son of the late William A. and Mrs. Minnie Ekas. He is the descendant of a long line of experienced growers, his grandparents and three uncles on his mother's side, and two uncles in his father's family, being well known in the trade, and his father, at the time of his death, was foreman for Samuel Feast & Sons, prominent Baltimore florists.

William F. Ekas was educated in the public schools of his native city and at an early age began to gain knowledge of the profession he has so successfully followed. For 17 years he was associated with his uncle, Harry Ekas, in the growing and retail trade, later taking the position he now occupies with the Baltimore branch of the Leo Niessen Co., of Philadelphia, Pa. During the world war he spent some months in government construction work at Edgewood arsenal, Edgewood, Maryland. When but six years of age, he was elected an honorary member of the Florists' Club of Baltimore, and attained full membership in the organization on reaching his majority. He is a member of the Maryland Horticultural Society, a life member of the Society of American Florists, secretary of the publicity committee of the state of Maryland, and a member of Hiram lodge, A. F. & A. M.

Mr. Ekas is widely known as one of the aggressive, younger members of the trade, and is keenly interested in the advancement of floriculture in general, and the success of the publicity campaign to "Say It With Flowers."

G., Jr.

FREDERICTON, N. B.—J. Bebbington & Son had a better Christmas demand than last year, with prices showing an advance of 100 per cent. The supply of roses, carnations and violets, which came largely from Ontario and Boston, was plentiful, with quality better than a year ago. Roses and carnations led the demand. There was a limited call for ferns, palms and holly wreaths. A splendid lot of cinerarias in bloom sold at from $1 to $2 each and solanums proved another popular item. Geraniums helped out wonderfully.

TERRE HAUTE, IND.—N. B. and C. E. Stover report 1919 Christmas sales as showing an increase of about 110 per cent over those of a year ago, with a corresponding advance in prices. While bulbous stock was of good quality, there were plenty of poor roses, no violets and a light demand for carnations. In fact, the quality in general was much inferior to that of the 1918 holiday season. Poinsettias took the lead, with roses in second place. The demand for the former seems to increase with each succeeding year. Plant sales were about the same as a year ago. The middle and working classes were the flower buyers this year, the best trade demanding plants.

New York Florists' Club.

INSTALLATION OF OFFICERS.

The New York Florists' Club met in its hall in the Engineering building, 25-33 West 39th street, on the evening of January 12 and officers-elect were installed as follows: A. M. Henshaw, president; Charles Knight, vice-president; John Young, secretary; Wm. C. Rickards, Jr., treasurer. Trustees to serve two years: Arthur Herrington, Max Schling, Emil Schloss. The following were elected to membership: Robert Johnson, Ardsley, N. Y.; A. L. Underhill, Babylon, N. Y.; Samuel Seligman, 239 Fourth avenue; Edward J. Brenner, 103 West 28th street; David Bielefield, 11 East 101st street, New York. A number were proposed for membership.

Retiring President Kessler called the meeting to order and after well chosen remarks, turned the gavel over to President Henshaw, who made an appropriate address. All the other officers were duly installed and pledged their best efforts for the good of the club. Treasurer Rickards read his report, which showed a satisfactory balance in the treasury. President Henshaw appointed committees as follows:

Dinner—Roman J. Irwin, Charles Schenck, P. F. Kessler, L. E. Dupuy, A. Buckholtz.

Legislative—W. H. Siebrecht, Jr., F. R. Pierson, Patrick O'Mara.

Exhibition—Harry O. May, Paul A. Rigo, Aubrey Nash, Percy B. Rigby, Alfred Kottmiller.

Awards—Wallace R. Pierson, Joseph A. Manda, P. W. Popp, Wm. H. Duckham, C. H. Totty, Frank Traendly, Max Schling.

Publicity—J. H. Pepper, A. T. De La Mare, G. E. M. Stumpp.

Transportation — Thos. Boothe De Forest, E. A. Manda, C. Lowther.

Essay—Arthur Herrington, A. T. De La Mare, J. H. Pepper.

Delegates to New York State Federation of Clubs—Charles Weathered and Max Schling.

The house and entertainment committee for 1919 was reappointed.

C. Englemann, who has an extensive carnation range at Saffron Walden, England, who has been on a trip to South America, and is now touring this country, was introduced to the meeting and made a pleasing talk. He left England in September. President Vincent, of the American Dahlia Society was also a visitor.

Charles H. Totty reported a meeting of the flower show committee had been held in the afternoon and that the outlook was favorable.

The meeting was called for 7:30 o'clock and the business was quickly transacted. A large number of ladies were present and dancing and refreshments caused many to linger until the "wee sma" hours. A. F. F.

National Publicity for Flowers.

In the preparation of the list of subscribers to the campaign for 1920, it is found that only about one-eighth of the florists in the country have, so far, realized that it is to their advantage to support this movement to the extent of pledging subscriptions. There is no longer any doubt as to the efficacy of the campaign—in the face of the exceptionally large volume of business accomplished during the recent holidays there could not be. If the campaign was not the most prominent factor in bringing about this condition, what was? Various features figuring in the volume of the Christmas trade were not mere happenings—the unusual demand for flowers and plants for gifts, for instance. This can be traced directly to our magazine advertising, which emphasized most strongly the suitability of our products for gifts.

Our publicity committee, of course, takes a very broad view of the matter of publicity for the year just opened. The prestige we have gained for our slogan must be kept up, and this can only be done by our further and most persistent effort. We need no longer urge the importance of this, for if it is not now realized to the full, it never can be. The public likes the slogan and responds to it readily enough, so that we have the prospect of immediate returns for our efforts continually before us. The more we do, the greater the returns, and we must not lose sight of this influence, which it is in our power to exert.

A notable instance of the possibilities for popularizing the slogan is found in the Von Tilzer song, "Say It With Flowers," which has pleased the public so much that it has become one of the greatest "hits" ever made on the stage. At the big new Capitol theatre in New York, the largest in the world, the very astute producing director, Ned Wayburn, has taken the song for an especial feature in his season's programme covering many weeks, and stages it two or three times daily, with an ensemble of 39 singers, including chorus and ballet. The attendance at each performance averages about 6,000 people, very many in the audiences coming from distant points, so that it is not merely local publicity.

A new series of magazine advertisements have been prepared covering special flower days and special occasions for gifts of flowers, and the use of these advertisements in large or small degree depends wholly on the support we are to receive from those most interested—the florists. The St. Valentine's day advertisement is a page, in four colors, to appear in seven national magazines, and it promises to awaken a great deal of otherwise dormant interest in this "people's festival." The trade should link up with this advertisement by using liberally the poster stamps and posters supplied by our promotion bureau, particulars of which are promptly furnished on application to the secretary.

Is our committee to have the financial support necessary in all this work for the uplift of the trade? Will that large body of florists who have stood aloof from this movement, join their more generous brethren in the trade who have sponsored the campaign in the last two years, and have pledged their support during the present year? Will they help us to take more than a few steps into the "promised land" we have sought?

We do not ask contributions of a size that would "pinch"—merely an equitable support, accompanied by good-will and the desire to participate in work which is for the general good of the trade. "Help us to help you." That is the slogan of the committee, and expresses a whole lot. Will you do it?

JOHN YOUNG, Sec'y.

ROSE DAY

January 25

For particulars see Page 10 of This Issue.

Pittsburgh, Pa.

SUPPLY LOW AND HIGH PRICED.

Market conditions have not changed any since the last writing. Stock is still scarce and high in price, and there is no relief in sight until we get some sunshine. Cloudy weather with rain or snow has been the programme ever since the first of the year. The retailers report a decrease in business since the holidays, but the demand has been heavy enough to use all the stock coming in, and, in fact, anyone calling on the wholesale houses after 9 a. m. usually finds them with nothing to offer except a few fancy roses. There are more of these seen than those of medium or short stem, and of these Columbia is the best. Carnations have been the big disappointment of the present season, as the cut has been small and of poor quality. Lily of the valley is arriving in greater quantity and is somewhat cheaper in price. The supply of violets is equal to the demand and of better quality than this market has seen for some time.

NOTES.

The Florists' and Gardeners' Club held its regular monthly meeting, January 6. Frank Alker gave an interesting talk on horticultural books, and F. Bates, representing Lord & Burnham Co., read a paper on "Standardized Greenhouses." An exhibition of plants and cut flowers was made by Thos. Stingiss and Roderick W. Ross. Three lady florists attended and met with a hearty reception. After the session, the members enjoyed a bountiful lunch at the expense of the latest addition of the Ludwig family, son of DeForest, whose birth was recently chronicled.

George Wessenaur, of Sewickley, Pa., reports the largest season, in a social way, in his history.

There will be a large delegation from this district attend the carnation convention in Chicago.

Homer Wood, of the McCallum Co., is on a business trip in the east.

M.

BLOOMINGTON, ILL.—A 55 per cent gain in volume of Christmas business as compared with 1918, with little advance in prices, is the report of A. Washburn & Sons. The supply of carnations, violets and roses was nearly equal to requirements, with quality better than last year. Plants sold as well as usual. Buying began early and cash sales were more numerous than in previous years.

CINCINNATI, O.—Forty per cent greater business during the 1919 Christmas period, with prices higher on all items than a year ago is reported by H. W. Sheppard. There was a plentiful supply of roses, but carnations and violets were not equal to the demand. Sales of bulbous stock were moderate. In comparing quality of the stock with that offered last year, roses and carnations were good, with lily of the valley and orchids poor. Ward roses and baby primroses were in greater demand than in previous years and flowering plants sold best. An interesting feature of the trade was the willingness of the public to pay for the best stock available.

Albany, N. Y.

CLUB MEETING.

Over 40 members of the local florists' club were present at the January session, which was held in Troy on the invitation of the members who live in that city. The meeting place was the store of Joseph Gettings, who conducts the Colonial Flower Shop, 452 Fulton street, and commodious and satisfactory it proved to be. William Newport, the retiring president, called the meeting to order, and Robert Davidson, the retiring secretary, read the minutes of the December meeting. The new president, Edward P. Tracy, and Louis H. Schaefer, the secretary-elect, were escorted to their chairs by a committee named by the retiring president. They accepted their new offices gracefully, and upon the cessation of the applause, James H. Snyder, of Rhinebeck, a violet grower, presented a bouquet of violets to each of the new incumbents. Discussions of reports submitted by Fred A. Danker, chairman of the flower show committee, and Thomas F. Tracey, the treasurer, took up considerable time. Mr. Danker said that the "Say It With Flowers" week, observed last November in Albany, Troy and Schenectady, had been satisfactory to the trade. Mr. Tracey reported $123 still owing for expenses in connection with the work of the special committee in the three cities, and that this amount could be collected from the growers, retailers, and those affiliated with the trade. Several voluntary subscriptions were made at the close of the reading of the report, and Mr. Danker said that at the next meeting of the committee, the members expected to be able to pay all bills and to prepare a final report. The subject of trade through the holidays, 1919, brought responses from a considerable number. The retailers, Trojans, said that the high prices had acted as a deterrent to many of their customers, but that the total of sales was about the same as a year ago. Some of the retailers were disposed to blame the growers for increasing their prices too abruptly at the opening of the holiday season, and other retailers said that the growers, in view of the greatly increased costs of growing their commodities, were justified in making the increases they did. James Snyder explained the violet situation from the growers' standpoint at Rhinebeck. The complaints from the trade about the wide variations in quotations from the growers, he said, were due to differences in the class of stock offered and a lack of co-operation and agreement among the growers themselves. The club voted to entertain the delegates to the convention of the New York State Federation of Horticultural Societies and Floral Clubs with a banquet at The Hampton, Albany, on the night of January 15. The delegates will hold their sessions during the day in the hotel, and will be the guests of the Albany club at a number of entertainments and the dinner. The Albany florists will decorate the banquet hall in a befitting manner.

Five applications filled out at the meeting were accepted in order that the new members might attend the dinner on January 15. Among the visitors at the meeting were: Louis Hanfling, New York; Stephen Green, with H. Bayersdorfer & Co., Philadelphia, Pa., and James J. Karins, with Henry A. Dreer, Inc., Philadelphia, Pa., Messrs. Hanfling and Green gave optimistic reports of the condition of trade in their territory. The club begins the year with 70 members, a gain of 16 in one year, and a balance of about $200 in the treasury. After the meeting, refreshments supplied by the Trojan hosts and a social hour were enjoyed.

NOTES.

Through the holidays, poinsettias, solanums, cyclamens, greens, and decorative material sold best. There was a good supply of Christmas trees, all of which brought record prices. F. A. Danker was perhaps the only retailer who had azaleas. He showed some fine plants in the smaller sizes, and they sold well.

Joseph W. Seibert, a retail florist of 199 Congress street, Troy, and a member of the club, died during the holidays, after a two days' illness of pneumonia. He had been a member only six months. He was fond of cacti, and had a unique collection of those queer plants. His wife and several adult children survive.

R. D.

Kansas City, Mo.

LIMITED SUPPLY CURTAILS.

With continued cloudy weather, home-grown stock is still scarce. In roses, Ophelia, Russell and Premier are very good but the supply is limited and fancy prices maintain. Killarneys move at more moderate figures. Carnations are also in short supply and wholesale at from 10 to 15 cents, depending on grade. Paper Whites, now more plentiful, are playing an important part in many orders. Stevia is also increasing and pot plants in seasonable varieties are numerous.

NOTES.

W. J. Barnes had a busy week with orders for many decorations for the implement show and installations of lodge officers. Funeral and hospital orders keep up well.

Manager Neff, of the Muehlbach Flower Shop, says the new year is making a good start, with many orders for decorations, corsages and funeral work.

The Wm. L. Rock Flower Co. reports a strong demand but short crops are curtailing business at times.

Arthur Newell is having excellent business in all lines at his fine establishment.

H. Kusik reports stock falls short of requirements daily.

A. F. Barbe reports a good start on the 1920 business.

E. J. B.

Buffalo, N. Y.

BUSINESS VERY GRATIFYING.

This city has every reason to be proud of the holiday trade, all reports indicating better business than in any previous year, the volume increased by many entertainments and social functions, which called for much florists' stock and handiwork. Flowers were plentiful and prices never better. There were, however, very few complaints. Plants were not of as good quality as in former years, the flowers seeming smaller, especially in poinsettias and begonias. Cyclamens and primulas were good, as were solanums, and there were a few baby azaleas offered. American Beauty roses were in good demand, but there was only one grade, selling at $36 per dozen. Other varieties ranged $10 and upward. Carnations sold out completely at $4 and $5 per dozen. Violets met with fair movement, but receipts were uncertain. The shops were never more attractive than this year. The leading hotels and clubs were busy with various functions and many debutantes were presented in their own homes. Three bank openings also gave the trade plenty of work. Weather conditions were favorable until New Year's day when the mercury went down to zero and remained there for the day following, making deliveries difficult.

NOTES.

Miss A. L. Faul, of S. A. Anderson's force, is taking a much needed rest. The employes at this establishment were given a two-day rest period after the holiday rush.

W. Mark Palmer is now a very active member of the Kiwanis club.

BISON.

OBITUARY.

William Stuart Allen.

William Stuart Allen, a pioneer wholesale florist of New York, died at his home in Larchmont, N. Y., January 13. His illness began with influenza in February, 1919, and continued until September, when he improved. From October until the week before his death, he was at his New York store almost every business day. Complications set in, however, and he sank rapidly toward the end.

Mr. Allen was born at Union Springs, N. Y., 65 years ago, the son of the late Charles Linnaeus Allen, a noted writer on horticultural topics. In 1880, he embarked in the wholesale business in New York and had been active in it since that date. For a time he was manager of the New York Cut Flower Co., but for many years was in business for himself. He was the first secretary of the New York Florists' Club and was one of its organizers, but in late years he had withdrawn from public activities.

Of Quaker parentage, he had the peace loving attributes of that sect. He is survived by his widow, one daughter, one grand-daughter and one brother, Charles H. Allen, of Floral Park, N. Y.

A. F. F.

F. C. Weber.

F. C. Weber, a well known florist of St. Louis, Mo., died recently in that city, age 74 years, after a week's illness with pneumonia. He came to this country from Germany at an early age and his career had been one of achievement. As a young man he was employed as gardener on the Chouteau estate, later entering the retail florist field in which he continued for nearly half a century, being located at the time of his death at 4300 Olive street, where he had one of the finest stores in the city. Always progressive, many of the newer ideas in flower merchandising originated in his establishments. During the past 15 years many of the responsibilities of the business have been placed in the hands of his son, F. C. Weber, Jr. He had a wide circle of friends by whom Mr. Weber was held in the highest esteem.

J. J. W.

DOVER, O.—According to C. Betscher, Christmas business for 1919 was on a par with last year's volume, and while sales were much higher, the shortage of stock of nearly all lines held the amount of sales down. The quality of the stock was better than in 1918. Moderate priced purchases were curtailed and many sales were missed on this account.

PHOENIX, ARIZ.—An unusual increase in Christmas business, namely, 200 per cent. with prices 50 per cent higher than a year ago, was the result of extensive local newspaper advertising, and an increase in Florist Telegraph Delivery business. There was an adequate supply of carnations, violets and roses and a fair offering of bulbous stock, all of better quality than usual. Violets came in for an unusually heavy demand.

BALTIMORE, MD.—Christmas trade at the establishment of Samuel Feast & Sons showed a gain over 1918, with prices much higher. The quality of the stock was good and the supply on December 24 and Christmas Day was equal to the demand. American Beauty roses and gardenias were not up to usual standard, however. There was a marked increase in the sales of plants and plant baskets. Buyers were not critical, and with the good variety available, seemed well satisfied.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

State Florists' Association of Indiana.... 1
—Fine attendance and interesting session 1
The retail trade (illus.)..... 2
—Next week in the flower shop..... 2
—Planning for 1920..... 3
—St. Valentine's day poster..... 4
—Primulas Malacoides and Townsendii.. 4
Lindley Co. buys Arnold box department 4
The Carnation 5
—Carnation society's coming meeting.... 5
—Care of plants..... 5
Plant notes 6
—Seeds for present sowing..... 6
—Cyclamens 6
—Begonias of Lorraine type..... 6
—Spiraeas 6
Fuel conservation 6
Steam sterilization for soils..... 7
William F. Ekas (portrait)..... 7
New York Florists' Club..... 8
National publicity for flowers..... 8
Pittsburgh 8
Albany 9
Kansas City 9
Buffalo 9
Obituary 9
—William Stuart Allen..... 9
—F. C. Weber..... 9
Coal prices advance..... 10
Society of American Florists..... 10
Rose day, January 25..... 10
National growers' association..... 10
Plant Quarantine No. 37..... 10
Carnation convention hotel rates..... 10
Illinois plant quarantine..... 10
Ladies' Society of American Florists.... 10
San Francisco 12
Denver 12
Cincinnati 13
Milwaukee 13
Chicago 14
Chicago Florists' Club..... 18
Chicago florists' publicity..... 19
Cleveland 20
St. Louis 20
Philadelphia 22
New York 24
Horticultural Society of New York..... 24
The seed trade..... 32
—Railroad and express claims..... 32
—Illinois plant quarantine..... 32
—Seed testing at Ohio University..... 32
—Seed analysis by Ill. dept. of agr..... 32
—Catalogues received 32
—Uncle Sam cannot pay for lost seed... 33
—Grass and clover seed prices..... 33
Columbus 38
Market gardeners 40
—Prices of indoor fruits and vegetables. 40
—Vegetable markets 40
—Lettuce under glass..... 40
The nursery trade..... 42
—Grape anomaly 42

THE father of Harry Lauder was a potter.

THE First National Bank of Chicago, in a New Year's card, recently addressed to its patrons, says: "More than half a century of continuing faith in the United States and its people impels us to look forward to a domestic tranquility bringing happiness and prosperity."

Coal Prices Advance.

Prices for anthracite coal in New York now are $11.05 to $11.60 per ton, an increase of 60 cents over last week. Dealers explain wages of truck drivers and handlers have risen from $175.00 per month to $10.00 per day, making necessary an advance in price of coal to consumer.

AN important decision regarding railroad and express claims is noted in our seed trade department this week.

Society of American Florists.

DEPARTMENT OF PLANT REGISTRATION.

Public notice is hereby given that J. A. Peterson & Sons, 3132 McHenry avenue, Westwood, Cincinnati, O., submits for registration the new plant here mentioned:

Begonia seedling, No. 442. Parentage Begonia Mrs. J. A. Peterson x Socatrana. Strong, sturdy grower, large flowers, about the size and shape of those of Begonia Melior, color American Beauty rose, foliage dark bronze, turning to green. The variety was originated by this firm about three years ago, and as a commercial variety is considered by them as the best they have ever offered for dissemination, flowers lasting well on the plant, not falling readily.

Any person objecting to this registration, or to the use of the proposed name, is requested to communicate with the secretary at once. Failing to receive objection to the registration, the same will be made three weeks from this date.

JOHN YOUNG, Sec'y.
January 12, 1920.

Rose Day, January 25.

Governor Harding of Iowa has issued a proclamation, designating Sunday, January 25, as a day of tribute in that state, on which occasion all of its citizens are asked to wear a rose in honor of the American women who served, or are serving, in the Army Nurses' Corps.

The Fort Sheridan Recall, published by wounded soldiers at Fort Sheridan, Ill., realizing the sentiments of the thousands of men who have been under the devoted care of these noble women, endorses the movement in the hope that its observance will be nation-wide. Thousands of these nurses, justly called the "Roses on No Man's Land," are still serving in our army hospitals. A large number gave their lives, and as yet far too little credit has been given them for their unselfish, patriotic service. It would indeed be fitting were the governor of each state to issue a similar proclamation.

The governors of Kansas, Massachusetts, Ohio, Wisconsin and Maine have asked the citizens of their respective states to observe the day and Miss Nellie C. Jarvis, 4109 Plainview drive, Des Moines, Ia., has asked President Wilson to issue a proclamation making the occasion one of nation-wide tribute.

National Growers' Association.

J. F. Ammann, Edwardsville, Ill., past president of the Society of American Florists, in a recent communication urging the organization of a national flower growers' association, says:

"Since the Detroit convention last August, I have conferred with many of the leading growers of cut flowers and plants and the consensus of opinion is in favor of forming a national flower growers' association. It is also believed that during the meeting of the American Carnation Society at Chicago, January 21-22, would be an opportune time to form a temporary organization and make plans for a permanent body to be perfected during the convention of the S. A. F. at Cleveland, O., next August.

"I hereby issue a call for all growers interested, to be in Chicago, January 21-22, prepared to assist in planning a sister organization to the Florists' Telegraph Delivery Association, and also another strong adjunct to the S. A. F.

"It is not necessary to at this time set forth the advantages to growers in uniting for a common cause. Come to Chicago and we feel sure you will be convinced."

Plant Quarantine No. 37.

It is proposed to extend the quarantine against the Japanese beetle in New Jersey. This affects all kinds of food plants, fruits and vegetables, also nursery and greenhouse products, including trees, shrubs, plants of all kinds, bulbs and flowers, and notice has been issued of a hearing to be held at the Department of Agriculture, Washington, D. C., Room 11, Federal Horticultural Board, at 10 o'clock a. m., January 27, 1920.

Congressman Hudspeth, of Texas, has introduced a bill in the House of Representatives to amend the Federal Plant Quarantine Act of August 20, 1912, so as to provide and include that all expenses connected with the fumigation of importations, in cases where the same are required to be fumigated, be borne and paid by the United States government.

Carnation Convention Hotel Rates.

Members and friends of the American Carnation Society and the Illinois State Florists' Association expecting to attend the annual meeting and exhibition to be held at the Hotel La Salle, Chicago, January 21-22, should make their reservations at once. The hotels are filled up all the time, and unless reservations are made early, visitors are very likely to be unable to secure the accommodations they desire. Rates are as follows:

ONE PERSON	Per Day
Room with detached bath	$2.00 to $4.00
Room with private bath	3.50 to 7.00
TWO PERSONS	**Per Day**
Room with detached bath	$3.50 to $6.00
Room with private bath	5.00 to 10.00
Two connecting rooms with bath.	Per Day
Two persons	$ 6.50 to $10.00
Three persons	8.50 to 16.00
Four persons	10.50 to 19.00

Make your reservations immediately direct to the Hotel La Salle, Chicago.

CHAS. W. JOHNSON, Chairman.
Local Committee of Arrangements.

Illinois Plant Quarantine.

Governor Lowden, of Illinois, has issued a proclamation dated January 2, 1920, declaring it will be unlawful on and after January 20, 1920, to import into or within the state of Illinois, corn, broom corn, celery, dahlias, chrysanthemums, gladioli and geraniums grown in the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut and New York, on account of infestation by the European corn borer.

Ladies' Society of American Florists.

The following appointments on the board of directors of the above society have been made by the president, Mrs. B. Hammond Tracy:

For three years—Mrs. R. C. Kerr, Houston, Tex.; Mrs. W. W. Edgar, Waverly, Mass.; Mrs. Frank H. Traendly, New York. For one year—Mrs. Philip Foley, Chicago, to fill unexpired term of Mrs. J. F. Ammann.

MRS. ALBERT M. HERR, Sec'y.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

When answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By an all around grower, single, 20 years' experience. Address
Key 452, c o American Florist.

Situation Wanted—To take entire charge by a practical grower of cut flowers and plants; excellent credentials; when writing state wages, etc. Address
Key 457, care American Florist.

Wanted—Party with $4,000 to $6,000 to take interest in greenhouse and store in Chicago; high-class residence district; money secured by property; good chance. Adress
Key 455, care American Florist.

For Sale—Greenhouse and nursery. Government irrigation project; six acres; fine location; new buildings; fully equipped; no competition; good reason for selling; easy terms. Address
Rupert Floral Co., Rupert, Idaho.

For Sale—Greenhouse business, operating, paying well, all new stock growing, six acres land; space under glass 53x150 ft., insured, all equipment new; splendid field for business; nearest competitor one hundred miles. Address
H. H. Rothe, Moultrie, Ga.

FOR SALE

On account of other interests will sell florist and seed business, established over 20 years, practically for the cost of fixtures. A good opportunity for a live man or lady. Close to New York City. Correspondence solicited. Address
Key 451, care American Florist.

HELP WANTED

One expert assistant orchid grower and one expert assistant rose grower. Location, Indiana. Address
Key 453, care American Florist.

Help Wanted

Florist for all around greenhouse work. Wages $30 per week. Apply
JOHN A. MICHAL
7045 Stony Island Ave., CHICAGO

HELP WANTED.

Single young man, who has some knowledge of and interest in trees and shrubs; willing to learn and to make himself general useful as assistant in city cemetery. Position permanent; give age, education, etc. Protestant preferred.
Key 450, care American Florist.

HELP WANTED.

Young man of energy and ability to take charge of a branch nursery for the growing of ornamental trees, shrubs, evergreens and roses. First-rate opportunity to a man who demonstrates his ability, as a share of the profits of an old established business will be given in addition to his salary. Give full particulars, references and wages expected.
ELLIOTT NURSERY CO., Pittsburgh, Pa.

BOILERS BOILERS

ALL SIZES.

Selected Boiler Tubes, all sizes, for greenhouse piping and **Retubing Boilers.** Thoroughly cleaned like **New** and trimmed. Complete stock of **New** and **Second Hand** Pipe, Valves, Fittings, etc.

LEVINE & CO.
3738 South Halsted Street, CHICAGO, ILL.
Phone Boulevard 9354.

WANTED

Retail Storeman

Capable of taking charge of flourishing business in good sized manufacturing city. State age, experience and wages expected. Address
Key 448, care American Florist

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors, gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

MANAGER WANTED

For Commercial Greenhouses

Must be capable of handling men and all lines of commercial stock. Mail full particulars, including salary. Address
Key 447, care American Florist.

Fleischman Wants A Florist

Florist and Salesman wanted who is at the present time employed; one who seeks to elevate himself in the knowledge of handling and selling flowers.

A first-class opportunity for a young man to become thoroughly acquainted with the best workmanship and handling the best flowers obtainable.

A position for a man who is bright and active, and an opportunity to command a good salary.

FLEISCHMAN, 5th Ave., cor. 42nd St., New York

PLANT STOCK

OF ALL KINDS

Needed Promptly

TO FILL THE

VACANT BENCHES

CLEARED OF CHRYSANTHEMUMS AND HOLIDAY PLANTS

MAIL YOUR AD TODAY

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

For Florists' Supplies, Baskets, Chiffons and St. Valentine Novelties

PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., **Pittsburgh, Pa.**

San Francisco.

NEW YEAR'S DEMAND WONDERFULLY GOOD.

The trade is jubilant over the outcome of the New Year's demand. While the stores had prepared for a large amount of business, it turned out much better than anticipated. There was a fine lot of stock to select from, and prices ranged only slightly lower than at Christmas. Freesias are coming in much more freely this week, and are meeting with ready sale. As yet we have had none of the colored ones, but they are promised shortly. The carnation market is greatly improved. Stock of the best quality is now being freely offered. Sweet peas are appearing in larger quantities now. They are of excellent quality and bring good prices. The number of orchids has increased considerably during the past week and there is now an ample supply. Prices are from $1.50 to $2.00 each. Cypripediums are seen in all the better stores. A steady demand is reported for them. There are plenty of gardenias with no change in prices. Cut cyclamens are being much used for corsage work. There have been some extra well grown Glory of Mordrecht ferns shown at the various stores. For some reason they did not appeal to the public as was expected, but they were of much use in window decorations. Enormous quantities of Boston ferns were sold. Cibotiums, aspidistras, and aspleniums were also good sellers. At present there is a strong demand for ferns and asparagus. This is the season when this stock is usually in short supply.

NOTES.

The MacRorie-McLaren Co. made a splendid New Year's display of ericas. Many of the newest varieties were to be seen in pots. Some of them give promise of becoming good commerical sorts. The New Year's trade was very good at this establishment, the demand being about equally divided between cut flowers and plants.

M. H. Ebel, of Sacramento, was a visitor this week. He says he had a fine holiday trade this year. He noted a much heavier demand for flowering plants than in former years. Prices ruled a trifle higher than heretofore, but he had no difficulty in selling all the stock it was possible for him to obtain.

Podesta & Baldocchi's store was a splendid sight for New Year's. They had a fine collection of flowering and foliage plants. Their Erica melanthera and azaleas were especially fine. Victor Podesta is greatly pleased over the amount of business transacted.

Pelicano, Rossi & Co. made their usual rich display and a large volume of business was done. Cattleyas and cypripediums in pots attracted plenty of eager buyers. They are handling a fine grade of Erica melanthera from the nursery.

Domoto Bros. were still able to supply the trade with some of their fine azalea stock at New Year's. Tom Domoto is well pleased over the season's trade, and thinks business will remain as good as it now is for a long time.

LINDLEY PAPER BOXES

Write us for prices or see list of sizes and prices in The American Florist issues of December 6th and 13th. Prices advance soon. Do not delay in placing orders.

LINDLEY FLOWER BOX CO., - Marion, Indiana

Mention the American Florist when writing

The E. W. McLellan Co. is supplying the trade with a fine cut of American Beauty roses. They had a large supply of flowers from their own greenhouses for their New Year's trade, and shipped a large amount of stock.

Albert O. Stein's store on Sutter street arranged one of the best displays in the city. Many beautiful specimen flowering plants were shown here to the best advantage, owing to the great size of the store.

J. A. Axell had a much heavier shipping trade than he expected. He says the demand for white chrysanthemums for long distance shipments is as strong as ever. He also handled a large supply of orchids.

Mrs. Darbee, on Hyde street, did a heavy shipping business in violets. She says the demand from the north and middle west was heavier than in other years. She is still shipping chrysanthemums.

Julius Eppstein, of the St. Francis hotel, is busy nearly all the time now on decoration work. The increase in the orchid supply has helped his trade very much as this flower is one of his leaders.

The Bay Counties Seed Co. made a fine display of flowering plants during the holidays. They had a fine lot of ericas as well as berried plants, all of which, Manager Tonini says, sold well.

Charles Stappenback, on Polk street, says the holiday trade in his neighborhood exceeded his expectations, and he could have sold more flowering plants if they were obtainable.

The Hollandia Nurseries, Berkeley, have a nice retail store and are doing a steady business. They carry a good line of flowering plants and shrubs of every description.

F. C. Jaeger & Son made a beautiful showing of foliage and other plants at New Years. They had a fine lot of specimen cibotiums, which sold out completely.

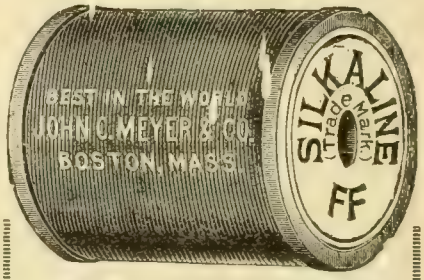
The Francis Floral Co. displayed a great quantity of their baskets filled with plants at New Year's. Basket work is a specialty here.

JAMES T. LYNCH.

Denver, Colo.

GOOD TRADE AND FAVORABLE WEATHER.

Business in general has been exceptionally good, and present conditions indicate a much better supply of stock in the near future than has been available during the past two weeks, the result of favorable weather. Roses are very scarce. Carnations are now arriving in better form and are more plentiful. Spencer sweet peas and violets are in splendid condition, and the demand for them far exceeds the supply. Some very fine Freesia Purity are among the daily offerings. Greens of all kinds are in good supply, a feature being shipments of Oregon ferns, received during the past few days. The fine quality is much appreciated.



The Meyer Green Silkaline

size F, fine; FF, medium, and FFF, coarse, is $2.25 per lb., and the green Silkaline is $2.00 per lb., with liberal discounts in case lots of 500 lbs. and upwards. Every spool contains 2 oz. of actual thread, 16 oz. to the lb., not weighing in the wood or boxes. Can be had on 2 oz. spools or 1 lb. tubes at 10c per lb. less. Send your orders direct to the manufacturer.

JOHN C. MEYER FLORIST THREAD WORKS
LOWELL, MASS. Dept. XY.

NOTES.

Conrad Lengenfelder, the well-known grower, of West 32nd avenue, left for the Pacific coast, January 10, where he will enjoy a rest ordered by his doctors. He expects to meet S. R. Lundy in San Francisco, and they will travel together, visiting various parts of the state.

S. R. Lundy, of Boldt-Lundy, the House of Flowers, is on a visit to Portland, Ore., from which city he will go to California, where he will remain until the middle of February. During his absence, Mrs. Lundy is in charge.

Marion W. Uhlschmidt, of the A. L. Randall Co., Chicago, has been visiting the trade in this section, and intends to make his headquarters in this city.

J. Schoepke, formerly at the Crump range, at Colorado Springs, is now with the Park Floral Co., at its cut flower plant.

Joe Ennigan, of the New York Floral Co., has been confined to his home for several days on account of illness.

Frank Frazier has moved his establishment from 1527 Arapahoe street to Fifteenth and Welton streets.

F. D.

The holiday demand has undoubtedly depleted your supply of Prepared Foliages and Artificial Flowers.

Now Is the Time to Stock Up for 1920

Magnolia Leaves--Cycas--Evergreens

SPECIAL PRICES ON ARTIFICIAL FLOWERS

	Per 100		Per 100
WAXED ROSES, white, pink, yellow.....	**$2.50**	**Waxed Dahlias,** lavender, pink, white.....	**$4.00**
WAXED CARNATIONS, white or pink..	**2.00**	**Waxed Orchids**	**5.00**
Waxed 'Mums, lavender, pink, white, yellow	**4.00**	**Waxed Sweet Peas**.....	**$10.50** per 1000

THE OVE GNATT CO., Inc.

Preservers of Natural Foliage. **La Porte, Ind.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorators' Novelties.

Cincinnati.

ROSES TAKE DECIDED PRICE DROP.

Good roses have declined in price perhaps 33 1-3 per cent since Christmas, and in some instances, a level 50 per cent below the holiday prices was accepted. Short stock is quoted at $10, and is short as to length and supply. Premier, Columbia and Butterfly are the best flowers. Carnations are still holding their own, and the best are bringing as high as $12 per 100, while shorter stemmed stock and slightly inferior flowers sell as low as $8. Matchless, Benora and Mrs. C. W. Ward are of excellent quality. Calendulas are more plentiful, but short stemmed. The price remains as advertised. Paper Whites are of good quality and move at $6 per 100, some extra fine stock being quoted as high as $8. Soleil d'Or, the best yellow, is not grown extensively for this market. Sweet peas are more plentiful, and the quality is up to standard. Rose Queen, Mrs. Skaach, Venus and Christmas Pink are at their best, while Yarrawa and the lavender and blues are not as advanced as the pink varieties, and in consequence, shorter stemmed. Home grown single violets are still a scarce article and the California stock fills the void. Stevia is done for locally. What is being sold on the market, is shipped from Chicago. The retail end of the business has let down considerably since the first of the year and a few dull days were noted, but the life-saver of the established florist, funeral work, has helped to keep things going, the funeral of Dr. Christian R. Holmes, January 12, perhaps calling for the greatest amount of choice floral arrangements ever put out by local florists, and this in spite of the fact that friends were earnestly requested not to send flowers.

NOTES.

C. Jones, of the Walnut Hill Floral Bazaar, is busy taking inventory, and says he is well satisfied with the season's business, but claims the wholesale prices were too high. Stores in residential district, catering to local trade, are of necessity compelled to have a more uniform price, not being able to meet the wholesale fluctuations like the stores doing a transient business.

H. W. Sheppard and C. E. Critchell will be in the party that is going to Chicago next week to attend the annual meeting of the American Carnation Society.

C. E. Critchell is receiving some fine stock of the new rose, Dunlop. It should prove a welcome addition to the retailers' wares.

The Avondale Floral Co. is doing its share of business, and reports the demand for New Years ahead of last year.

Gus Adrian, Clifton, is maintaining his reputation as a grower of narcissi, his stock being of excellent quality.

Wm. Murphy Co. is receiving some very fine sweet peas.

K.

Milwaukee, Wis.

SCARCITY OF CUT STOCK CONTINUES.

The scarcity of cut flowers, which began with the holidays, is with us as much as ever. While the weather for the week ending January 10 was ideal for the growers, and to a certain degree increased the daily cut, nevertheless the demand is far ahead of the supply. Funeral work has been an important factor, and it is not a case of price. On the contrary, "Can I get what I want?" is the order of the day. The supply of carnations has increased, but many more could be moved at good prices. Sweet peas, violets and bulbous stock are more plentiful and move well. Callas and rubrums are few and far between and sell at sight, while roses still continue scarce. The supply of stevia is still too great, while the green goods market is holding its own.

PUSSY WILLOWS

FOR FORCING.

The Big Pink Kind. Good Quality.

15 to 30 inches..... ... . $4.00 per 1000
2 to 4 feet ... .. . 7.00 per 1000

Cash with order. Packing free.

MINNEAPOLIS NURSERY,
4117 So. Aldrich Ave., MINNEAPOLIS, MINN.

CLUB MEETING.

A good attendance at the regular florists' club meeting held January 8 was on hand to give the retiring officers a good send off, and promised the new officials their hearty support for the year 1920. Those installed were: Henry Welke, president; Fred H. Holton, treasurer; Eugene Oestreicher, secretary, and Gust Pohl, trustee for three years. Fred Gutermuth, vice-president-elect, was absent. Alfred Locker and Arthur Arndt, both of Wauwatosa, were elected to membership. James Livingstone's annual report proved that the club's financial standing had improved considerably over the year previous. A. Hare, chairman of the entertainment committee, announced the mid-winter dancing party to be held at the Calumet club, January 29. The chair called attention to the carnation convention and meeting of the Illinois State Florists' Association to be held at Chicago, January 21-22, and expressed his wish that a large party from this city attend. This no doubt will be the case, as most of our carnation specialists are interested. President-elect Welke promised to greatly increase the membership list, and make the coming year the best ever, if he gets the hearty cooperation of the members. Just a little energy given by all ought to help our new president to accomplish a great deal. The main thing is to attend all the meetings.

E. O.

TO FLOWER BUYERS

We grow all the flowers we sell and specialize particularly in roses. We are now cutting from 245,000 rose plants all grown in one big range of glass. We pay our growers higher wages than others do and thus get the best help. A visit to our greenhouses will convince anyone of the superior quality of our flowers, and a comparison of our prices and values given will show the advantage of becoming a regular customer of ours.

CURRENT PRICE LIST

RUSSELL

Fancy Long, per 100	$25.00 to $30.00
Long Medium, per 100	20.00
Medium, per 100	16.00
Short, per 100	12.00

COLUMBIA AND HOOSIER

Fancy Long, per 100	$25.00
Long Medium, per 100	20.00
Medium, per 100	16.00
Short, per 100	$ 8.00 to 12.00

OPHELIA

Fancy Long, per 100	$20.00
Long Medium, per 100	16.00
Medium, per 100	12.00
Short, per 100	$ 8.00 to 10.00

SUNBURST AND WHITE KILLARNEY

Fancy Long, per 100	$16.00 to $20.00
Medium, per 100	12.00 to 15.00
Short, per 100	8.00 to 10.00

ASSORTED ROSES—OUR SELECTION

In lots of 200 or more.
Per 100 ..... $10.00 to $12.00

CARNATIONS

Good shipping stock scarce.
Per 100 ..... $10.00 to $15.00

AMERICAN BEAUTIES AND OTHER FLOWERS AT MARKET PRICES

NEW FANCY FERNS, per 1000	$3.50 to $4.00
Adiantum, per 100	1.00 to 1.50
New Galax, green or bronze, per 1000	1.50
Asparagus Sprays, per 100	3.00 to 4.00
Sprengeri Sprays, per 100	3.00

All seasonable flowers not grown by us will be procured on orders.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

NOTICE:—We close at 5 o'clock week days. Closed all day Sundays.

Mention the American Florist when writing

Chicago.

STOCK IS CLEANING UP EVERY DAY.

Stock of all kind is cleaning up completely every day at high prices. Roses are in strong demand, especially American Beauty, Mrs. Chas. Russell, Columbia and Premier. Ophelia, Sunburst, Milady, Hoosier Beauty, Champ Weiland, Mrs. Aaron Ward, Killarney, White Killarney, Killarney Brilliant, Richmond, Montrose, My Maryland, Mrs. George Shawyer, Cecile Brunner, George Elgar and all the other varieties grown for this market, are also having a heavy call and there is never any surplus to speak of. Carnations are holding their own, and continue to command high figures. Sweet peas appear to be a trifle more plentiful, but are moving right along at prices ranging from $2 to $5 per 100. Lily of the valley is not selling as well as it might, even at the reduced prices, but the demand is gradually strengthening, and it would not be at all surprising if quotations advanced again. White and yellow narcissi are selling well this season, and some very high figures have been realized on this item. Jonquils and tulips are to be had in limited quantities. Orchids are more plentiful, but are in good demand. Gardenias continue to clean up every day. Snapdragons, stevia, mignonette, daisies, calendulas and violets are to be had. Callas are good property and clean up rapidly. Green goods are having a good call, especially galax and boxwood. Pussy willows are quite a factor in the market, and are selling at about 50 cents per bunch of 12 sprays. Wedding work has been plentiful the past few weeks with the retailers, and funeral orders have been numerous. Business so far during January has been exceptionally good, and the total sales show a great increase over those of the same period of 1919.

OFTEN HEARD——

"Among the leading wholesale houses in CHICAGO, for CUT FLOWERS you will find KENNICOTT BROS. CO., a most reliable house to do business with."

Kennicott Bros. Co.
CHICAGO
Wholesale Cut Flowers

39th YEAR

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

Cattleyas

The Best in the City at
$1.50 to $2.00 Each.

ORDER LONG ROSES

Short and medium roses are scarce
so order the longer grades instead.

Premier--Russell--Columbia--Milady--Etc.

Carnations-Violets-Valley--Peas
Daisies -- Snapdragons -- Stevia
Narcissus--Calendulas--Greens

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

You are invited to visit our Store and Greenhouses while you are attending the Annual Conventions and Exhibitions of the American Carnation Society and the Illinois State Florists' Association, January 21-22.

Buy Direct from the Grower. CURRENT PRICE LIST **Subject to Change Without Notice.**

	Per 100
MRS. CHAS. RUSSELL	
Extra Special	$40.00 to $50.00
Specials	30.00 to 35.00
Select	25.00
Medium	15.00 to 20.00
Short	12.00 to 15.00
COLUMBIA	
Specials	30.00 to 35.00
Select	25.00
Medium	15.00 to 20.00
Short	12.00
MILADY	
Specials	25.00 to 35.00
Select	20.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

		Per 100
Champ Weiland, **Killarney**, **Killarney Brilliant**, **White Killarney**, **My Maryland**	Specials	$25.00
	Select	$15.00 to 20.00
	Medium	10.00 to 12.00
	Short	8.00

	Per 100
SUNBURST, OPHELIA	
Special	$25.00 to $30.00
Select	20.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
PREMIER	
Specials	$30.00 to $35.00
Select	25.00
Medium	15.00 to 20.00
Short	12.00
ROSES, OUR SELECTION	8.00
Carnations	10.00 to 12.00
Sweet Peas	3.00 to 4.00
Adiantum	2.00
Asparagus, per bunch	50 to 75c
Boxwood	per bunch, 35c
Ferns	per 1,000, $4.00
Galax, bronze and green, per 1,000, $2.00	
Leucothoe Sprays	1.00
Smilax	per doz. strings, $3.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

EXCELLENT CROP OF

Roses and Carnations

In All the Leading Varieties.

CURRENT PRICE LIST Subject to Change Without Notice.

RUSSELL and PREMIER.	Per 100
Select	$35.00
Fancy	25.00
Medium	20.00
Short	15.00

COLUMBIA and RICHMOND.	Per 100
Select	$30.00
Fancy	20.00
Medium	15.00
Short	12.00

SUNBURST and OPHELIA, KILLARNEY BRILLIANT	Per 100
Select	$20.00
Fancy	15.00
Medium	12.00
Short	10.00

WHITE and PINK KILLARNEY.	Per 100
Select	$15.00
Fancy	12.00
Medium	10.00
Short	8.00
ROSES, OUR SELECTION	$8.00

CARNATIONS.	Per 100
Fancy Stock	$8.00 to $10.00

MISCELLANEOUS.	
Calla Lilies, per doz.	$2.50
Ferns, per 1,000	4.00
Smilax, per doz.	3.00
Galax, per 1,000	2.00
Sprengeri, bunch	.50

Other Greens at Market Prices.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

NOTES.

One of the best bits of recent evidence of flourishing prosperity in the trade, comes in the form of an announcement by Radon, French & Company, investment securities bankers, 111 West Monroe street, of a $200,000 preferred stock issue by The American Greenhouse Mfg. Co. The issue is being sold by the above named investment house, the Central Trust Company of Illinois functioning as transfer agent. Officers elected at a recent stockholders' meeting are as follows: Philip L. McKee, president and treasurer; J. D. Purdy, Jr., vice-president; John M. Cameron, secretary. Mr. McKee is sufficiently well known in the trade to require no identification. Mr. Purdy has been western representative of Spang-Chalfont & Co., pipe manufacturers, for several years, while Mr. Cameron is one of the most prominent corporation lawyers in the middle west. The American Greenhouse Manufacturing Co. will open its new Kansas City, Mo., office, January 19, in the New York Life Insurance building.

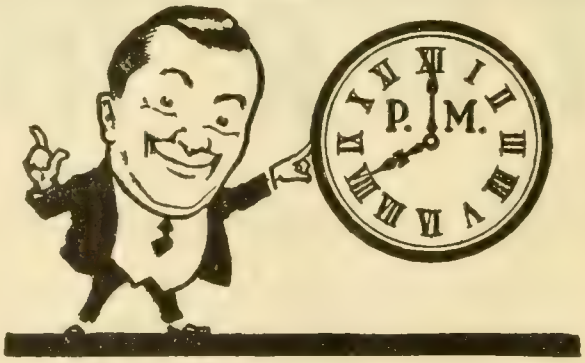
Otto Siebenthal, of Siebenthal & Nelson, Peoria, was here on a business trip this week. He has just equipped his store with an entire set of Randall's store fixtures, which he says gives him one of the prettiest establishments in that vicinity, thanks to William Abrahamson, manager of the A. L. Randall Co.'s store fixture department.

M. C. Wright, of the Lord & Burnham Co., reports business as exceedingly brisk, with the demand for greenhouse materials at this time of the year, the heaviest that his firm ever experienced.

A. L. Vaughan & Co.'s sales for January so far, show a great increase over those of the same period of 1919.

Miss Marguerite Arlin, of Bellevue, O., visited friends and relatives here this week.

Percy Jones, Inc., is supplying its trade with freesias.



Now is the Time

TO BUY AND USE

BOXWOOD

When Cut Flowers Are Scarce.

Choice Dwarf Baby Boxwood.....25c per lb.

GALAX

$10.00.....per case of 10,000

All Other Greens. All Cut Flowers.

PUSSY WILLOWS.....5c each

A. T. PYFER & COMPANY

164 North Wabash Ave., **CHICAGO, ILL.**

L. D. Phone, Central 3373.

Good Supply of Roses

Russell-Premier-Columbia-Sunburst
Ward-Ophelia-Richmond-Milady, Etc.

FANCY CARNATIONS

are in better supply with us now so order what you need from us.

Violets, Daisies, Sweet Peas, Stevia, Calendulas, Paper White Narcissus, Yellow Narcissus, Snapdragons, Jonquils, Other Flowers and Greens.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572-
161 North Wabash Ave, Chicago

Mention the American Florist when writing

Visit our establishment when you are in the city during the annual conventions and exhibitions of the American Carnation Society and the Illinois State Florists' Association, January 21-22, or at any other time that you may be here. You are always welcome.

JOSEPH FOERSTER CO.
WHOLESALE FLORISTS
160 N. Wabash Avenue, CHICAGO, ILL.

Mrs. C. L. Washburn, chairman of the ladies' reception committee of the florists' club, entertained the members of her committee at luncheon at Carson, Pirie, Scott & Co.'s store, January 15, at 4 p. m., when they discussed the programme for entertaining the lady visitors to the annual conventions and exhibitions of the American Carnation Society and the State Florists' Association to be held at the Hotel La Salle.

Percy Jones
INC.
Wholesale Florists
30 E. Randolph St., CHICAGO, ILL.

Tonner
Wholesale Florists
Dealers in Supplies
Chicago Ill.
30 East Randolph Street.
L. D. Phone: Central 62 4.

Make Our Store Your HEADQUARTERS

During the week of the Annual Convention and Exhibition of the American Carnation Society and the Illinois State Florists' Association or at any other time that you may be in the city. Have your mail sent n our care, arrange to meet your friends here, etc.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones {Central 3283 Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady **Sunburst**

Killarney Brilliant

Ward **Ophelia**

Premier

MINIATURE ROSES

Cecile Brunner

CARNATIONS

MISCELLANEOUS

Valley **Cattleyas**

Stevia **Jonquils**

Paper Whites **Violets**

Sweet Peas

GREENS.

Plumosus **Sprengeri**

Galax, bronze. Galax, green

Ferns

Adiantum **Smilax**

Boxwood

Mention the American Florist when writing

January 21-22. The members of her committee are Miss Edna Frauenfelder, Mrs. A. J. Zech, Miss Keenan, Mrs. Geo. Asmus, Mrs. W. N. Rudd, Mrs. August Poehlmann, Miss Marie Groth, Miss Barbara Ott, Mrs. C. W. Johnson, Miss L. A. Fonner, Miss M. C. Gunterberg, Mrs. T. E. Waters, Mrs. Philip Foley, Mrs. Adolph Poehlmann and Miss Nettie Parker.

Governor Lowden has issued a proclamation dated January 2, 1920, declaring it will be unlawful on and after January 20, 1920, to import into or within the state of Illinois, corn, broom corn, celery, dahlias, chrysanthemums, gladioli and geraniums grown in the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut and New York, on account of infestation by the European corn borer.

The following, representing the florists, seedsmen and nurserymen, have been elected to the Association of Commerce ways and means committee: R. B. Howe, chairman; George Asmus, vice-chairman; John Leonard, Leonard H. Vaughan and Frank M. Johnson.

As will be noted from account of meeting elsewhere in this issue, the local wholesalers, growers and retailers are fully alive to the importance of publicity with costs properly adjusted and distributed.

H. A. Alspack, formerly with the Kewanee Boiler Co., and later with the A. L. Randall Co., has joined the force of the American Greenhouse Manufacturing Co.

Peter Reinberg reports a heavy demand for carnation cuttings this season, with the orders calling for larger quantities than in former years.

C. L. Sherer, of the Chicago Flower Growers' Association, has the sympathy of the trade in the loss of his son, whose death occurred last week.

John Michelsen, W. J. Keimel, H. C. Wendland, C. A. Claussen, M. C. Wright and Paul Weiss visited the growers at Richmond, Ind., January 10.

Julius Staack and wife, daughter and son-in-law, of Moline, passed through here this week on their way to Miami, Fla., on a six weeks' visit.

H. B. Kennicott left January 9 for Clearwater, Fla., on a combined business and pleasure trip. His mother and sister are located there.

Vaughan's Seed Store employes are busy filling the cases with new crop seeds in preparation for the spring rush.

Poehlmann Bros. Co. is enjoying a brisk demand for cut flowers with a heavy call for roses and carnations.

Wietor Bros. are filling a large number of orders for rooted cuttings with every mail bringing in new ones.

M. Uhlschmidt, formerly of St. Louis, Mo., is representing the A. L. Randall Co. in Denver, Colo., and vicinity.

The directors of the Chicago Flower Growers' Association held their regular quarterly meeting at its store, Monday, January 13.

Zech & Mann are enjoying an early clean-up in stock each day with a heavy demand from out-of-town points.

It is rumored that the young ladies in the trade will organize a florists' club in the near future.

A. Miller, of the American Bulb Co., called on the trade at St. Paul and Minneapolis this week.

H. N. Bruns reports his lily of the valley pips arrived in fine condition.

Visitors: John Walker, Youngstown, O.; William Feniger, Toledo, O.; Mrs. Ella Grant Wilson, Cleveland, O.; P. W. Peterson and M. Sterling, Joliet; H. H. Cade and John Williams, Youngstown, O.; Adolph Rees, Shelbyville; J. F. Ammann, Edwardsville; H. J. Seal, Milwaukee, Wis.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Hotel Randolph, January 8, President Zech in the chair. After the various committees had presented their reports, the retiring president gave thanks to all the members for the support given him in his administration during the past year and expressed the hope that the club would soon have a home of its own. He urged every member to give loyal support to President-elect T. E. Waters, who was then escorted to the chair by E. A. Ollinger. Mr. Waters, in an eloquent address, promised fairness to all and punctuality in opening the meetings. The new president, who assumed his new work like a veteran, next installed Vice-President-elect A. T. Pyfer, Secretary-elect Fred Lautenschlager, Treasurer-elect Paul E. Weiss, and W. J. Keimel, director. Applications for membership were received from Ralph B. Howe, 231 West Madison street, Walter G. Poehlmann, Morton Grove, and Wm. T. Collins, 1457 East 70th street. Joseph Werstler, 2221 West Madison street, was elected to membership.

C. W. Johnson, chairman of the committee on arrangements for the joint convention of the American Carnation Society and the Illinois State Florists' Association, laid before the club the plans of this committee, all of which were approved. Arrangements have been completed for the annual banquet of these associations, to be held in the grand ballroom of the La Salle hotel, January 22, cost $3.00 per plate, including dancing and entertainment. There will also be a ladies' theatre party on the evening of January 21. President Waters on motion appointed a committee of club members to secure carnation exhibits for the show as follows: A. J. Zech, Guy French, Geo. J. Ball and Paul R. Klingsporn. The committee was instructed to do everything possible to insure a creditable display of carnations from this district. Attention of visitors was called to the urgent

BEST QUALITY TO BE HAD IN

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Ward,
Weiland, Brilliant, Double White and Pink Killarney,
Sunburst, Hearst, Nesbit, Brunner and Richmond

NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

We are now in heavy crop with Carnations; hence we can take good care of you on this item as well as Roses.

Choice stock of Valley, Jonquils, Sweet Peas, Daisies, Yellow Narcissus, White Narcissus, Calendulas, Violets, Stevia, Mignonette, Pansies and all other Seasonable Stock

Don't Forget Us on GREENS, as We Have Mexican Ivy, Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

WE ARE CLOSED ALL DAY SUNDAY.

need of making hotel reservations early, all the local hotels being crowded to the point of turning away. Applications for reservations should be addressed to the La Salle hotel.

President-elect T. E. Waters and Secretary-elect F. Lautenschlager tendered their resignations as trustees, and the following were elected to serve for the unexpired terms: A. J. Zech, two years; August Poehlmann, one year.

Chairmen of standing committees for the ensuing year were appointed as follows, the appointees to select their associates on the committees: Good-of-the-club, Guy French; advertising, Fred Lautenschlager, Michael Barker and George Asmus; publicity, Aug. Lange; garden, James Morton; coal, C. L. Washburn; transportation, Michael Barker.

George Asmus made a rousing appeal for the housing of the club in a home of its own. This matter was placed in the hands of Mr. Asmus and the trustees for investigation with report at the February meeting.

The next meeting to be held February 5, has been set aside as the annual novelty night. Guy French, chairman of the good-of-the-club committee, will be in charge, and growers who have novelties to show should make arrangements at once.

The visitors included Fred Henoch, of the Ove Gnatt Co., La Porte, Ind.

Chicago Florists' Publicity.

There have been three great local meetings in the history of the Chicago trade. The first was held January 4, 1912, when P. J. Foley was elected president of the florists' club. The second great gathering was held October 10, 1918, when Fred Lautenschlager, chairman of the florists' Fourth Liberty Loan committee and his co-workers sent this branch of the trade over the top with subscriptions to the amount of $331,600. The latest great meeting occurred at the Hotel Randolph, January 12, the object being to raise funds among the wholesale, retail and grower florists for a local advertising campaign. The attendance on this occasion numbered considerably more than 200, the keenest interest being taken in the entire proceedings.

President Kohout of the Commercial Flower Growers' Association called the meeting to order and George Asmus was elected temporary chairman, Paul E. Weiss, secretary. Mr. Asmus told the object of the meeting and the urgent necessity for co-operation of the three groups of florists in raising funds for the purpose of advertising flowers and exploiting their uses. Mr. Asmus said the great problem of the florists had been in the gluts caused by over-production. The noticeable absence of gluts recently he attributed largely to the people having more money to spend for flowers, this due in some measure to the prohibition of liquor and generally to other war conditions, also the great publicity campaign of the Society of American Florists. Prosperity in the trade is such that greenhouse builders are far behind in their work. The greater part of the expense of advertising the business, he added, should be borne by the growers, who had by far the largest investment at stake.

Mr. Asmus then introduced Shelby S. Jones, formerly of Vaughan's Seed Store, and now advertising man for James S. Kirk & Co., well-known soap manufacturers. Mr. Jones pointed out the great value of co-operation as illustrated in the results obtained by California fruit interests, which had been remarkably successful in placing this business on a better financial basis,

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Violets. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

stabilizing prices and avoiding waste of product. Large sums of money, he said, are needed in advertising, together with great care in its expenditure. Before investing large sums, well considered experiments should be made with small amounts to make reasonably certain that the work will not be in vain. Advertising, he said, is cumulative, and much time as well as money is needed to obtain results, citing one case in which it required three years to turn the tide in favor of the advertiser.

H. J. Seel, representing the Milwaukee Florists' Club, described the community plan of advertising adopted by the trade of that city. He claimed that advertising in general paid for itself. The plan of his associates has been frequently described in these columns, and it has given highly satisfactory results thus far. The three branches of the trade are joined in an organization, managed by a board of directors, in which each branch is represented by three members. The growers are assessed one per cent, retailers one-half of one per cent, the wholesalers contributing their share in the work of accounting. Similar plans are in successful operation at St. Louis, Mo., and Buffalo, N. Y.

J. F. Ammann, former president of the Society of American Florists, and secretary of the Illinois State Florists' Association, came on from Edwardsville especially for this meeting and made a stirring address. He told of the great publicity work done by the national society, but he said each community and each individual must take strong hold of this subject to make it a success and contribute what is due in broadening business in the interest of the individual, the community and the nation.

Joseph E. Pollworth gave a series of examples of the actual financial benefits to be derived from the adoption of some such scheme as that which is operated in other cities, and a number of other speakers joined in the discussion.

Chairman Asmus then presented a provisional constitution, and a large number of those in attendance signed in favor of organizing.

Some difficulty having been encountered in making the plans of other cities suit this market, a committee was appointed to readjust matters and present the proposed changes at another meeting to be called within a week or two. The committee consists of W. J. Keimel, Otto H. Amling, N. J. Wietor, A. Lange, L. R. Bohannon, Geo. Asmus, Paul R. Klingsporn, August Poehlmann and C. J. Michelsen.

Mrs. Ella Grant Wilson, of Cleveland, O., was an interested visitor.

COPENHAGEN, N. Y.—John M. Lewis, after a successful career of over 30 years, has closed out his business, owing to advancing age, and is going away for several months' well earned rest.

Cleveland.

MARKET OFFERS LITTLE CHOICE.

Neither the supply or variety of cut flowers on the local market has increased to any noticeable extent since the holidays, and as to quality there has been no great improvement, due to the cloudy weather. Many poor carnations are being received. Roses are short of the demand, with the possible exception of American Beauties. Sweet peas are a little more numerous, but clean up daily at fair prices. A little stevia is also available. Narcissi now comprise the bulk of the supply. Daffodils are promised very shortly. A few calendulas are seen.

NOTES.

Martin Arban narrowly escaped serious injury recently when an auto in which he was riding was struck by a motor truck. He sustained numerous cuts and bruises, being thrown through the windshield. Added to this misfortune, his range a short time ago suffered a $1,000 fire loss and his wife is recovering from a sprained ankle.

The J. M. Gasser Co. has taken out insurance for all of the firm's employes, the amount based on length of service.

Frank Lisy, of East 116th street, is now the happy father of two boys. The latest arrival came January 4.

Visitor: Martin Reukauf, representing H. Bayersdorfer & Co., Philadelphia, Pa. C. F. B.

St. Louis.

FUNERAL WORK TAKES THE LEAD.

Business slowed up considerably since the first of the year, with very little social work going on. Also, weather conditions have been against the business, with heavy snows to contend with. Funeral work has been somewhat light, but, no doubt, will be a larger factor the rest of the month. The supply of stock has been anything but encouraging. Roses are the bulk of the offerings, and they are scarce. Only the better quality of roses are obtainable in any quantity, and they are almost too prohibitive to use in ordinary funeral work. Carnations have been a failure up to this time. This season's cut has been shorter than any experienced in this market for years, and aside from the shortage, the quality is not the best. From present indications, they will not be in crop for another month. Sweet peas are only in fair supply, with prices high.

NOTE.

The past week was florist week at the court house. Ray Young, Frank and J. J. Windler were on jury service. Thus are we able to prove our citizenship.

The local publicity committee has an important meeting scheduled this week, at which time they intend to take up their advertising programme for the coming month. The St. Valentine day advertising will come under this head also. The results obtained from this joint advertising seems to be gaining momentum with every month, and deserves all and more of the support it is getting. J. J. W.

Sell More Potted Plants

You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a

Little Wonder Plant Irrigator

They keep your plants watered just right. Wholesale price, $20.00 per 100.

If your supply house does not carry them send us their name with your order.

Sample by mail, 35c

The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO

Mention the American Florist when writing

GOLDFISH 1,500,000 (Fancy and Plain)

Ready for market at rock-bottom prices.
Ship anywhere in U. S. or Canada.
Write for our illustrated catalogue.

Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.

1920 Catalogue

48 Pages for Florists
sent free on request.

THE JOHN HENRY CO.
LANSING, MICH.

MILWAUKEE, WIS.—J. M. Fox & Son, Inc., report a larger holiday trade at prices higher than last year. Carnations, roses and violets were in short supply and there were no bulbous flowers. Quality in all offerings was excellent and was considered by purchasers rather than price. Flowering plants sold better than in former years.

PAWTUCKET, R. I.—About 15 per cent increase in holiday business with no advance in prices over last year is reported by Hoffman, the Florist. The supply of violets, roses and carnations was equal to requirements and there were also moderate offerings of bulbous flowers. Quality was about as usual. There was a noticeable increase in the call for ferns and basket arrangements in which boxwood was used. Local flower buyers seemed very reluctant to pay the unusually high prices necessitated by the advanced wholesale list.

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 873 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen
Roses, Beauty		$4.00@$12.00
		Per 100
"	Mrs. Chas. Russell	10.00@ 50.00
"	Columbia	10.00@ 50.00
"	Premier	10.00@ 50.00
"	Hoosier Beauty	8.00@ 40.00
"	Killarney Brilliant	8.00@ 35.00
"	Killarney	8.00@ 25.00
"	White Killarney	8.00@ 25.00
"	Richmond	10.00@ 35.00
"	My Maryland	8.00@ 35.00
"	Mrs. Geo. Shawyer	8.00@ 35.00
"	Milady	8.00@ 35.00
"	Sunburst	8.00@ 35.00
"	Mrs. Aaron Ward	8.00@ 25.00
"	Ophelia	8.00@ 35.00
"	Double W. Killarney	8.00@ 25.00
"	Champ Weiland	8.00@ 25.00
"	Stanley	8.00@ 35.00
"	Bayard Thayer	10.00@ 50.00
"	Cecile Brunner	4.00@ 8.00
"	George Elgar	4.00@ 8.00
"	Baby Doll	4.00@ 8.00
"	Nesbit	4.00@ 8.00
"	Our selection	8.00@ 10.00
Carnations		10.00@ 15.00
Cattleyas	per doz	18.00@ 24.00
Cypripedium	per doz.	4.00@ 6.00
Migonette		6.00@ 8.00
Yellow Narcissus		8.00@ 10.00
Snapdragons	per doz.	1.00
Daisies		2.00
Valley		12.00@ 15.00
Calendulas		4.00@ 6.00
Gardenias	per doz.	6.00@ 9.00
Jonquils		10.00@ 12.00
Paper Whites	per 100	6.00@ 8.00
Callas		25.00@ 35.00
Sweet Peas	per 100	3.00@ 4.00
Violets		3.00@ 4.00
Ferns	per 1,000	4.00
Galax	per 1,000	1.50@ 2.00
Leucothoe		1.00@ 1.25
Mexican Ivy	per 1,000	5.00@ 6.00
Plumosus Strings	each	.60@ .75
Smilax	per doz.	2.50@ 3.00
Sprengeri, Plumosus, Sprays		3.00
Boxwood, 35c per lb., per case		9.00

ZECH & MANN

WHOLESALE FLORISTS

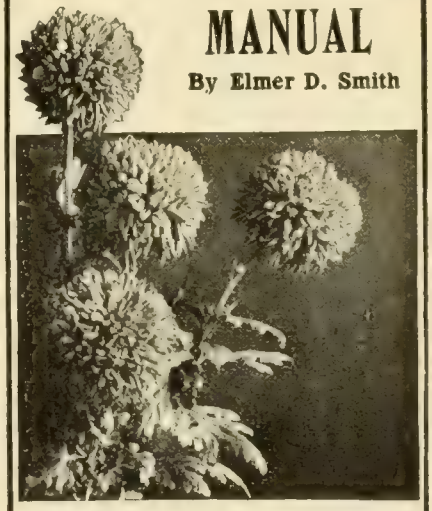
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO,

Estimates Submitted.

155 No. Clark Street. CHICAGO

Rooted Carnation Cuttings

C. W. Ward, Theo, Alice, Belle Washburn, Beacon, Matchless, White Perfection, $6.00 per 100; $50.00 per 1000. Pink Benora, very fine light pink, **$100.00 per 1000.**

January and February Delivery.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

LIGHT DEMAND AND SHORT SUPPLY.

Conditions the past week have been much the same as for the previous seven days; a light demand and a still more limited supply. It is estimated by those competent to judge that the crop of carnations is not more than half what it was this time last season, and owing mostly to weather conditions, there are at least one-third less sweet peas. With the exception of single and Double White Killarney, the stock of short stemmed roses is very meagre, anything salable readily bringing 10 cents. There is quite a stock of Columbia, Premier and Russell, together with Ophelia and Maryland, but as all these varieties are somewhat shy after their Christmas crop, there are none too many and high prices are the rule. Calendulas and snapdragons are apparently waiting for sunshine, as shipments are small. Cattleyas are about the only quantity stock, being equal to the demand at lower prices. White lilac is in good supply. Violets are getting more plentiful, but there are none too many as yet. There are still belated crops of stevia, which helps out. Few Easter lilies are seen, while callas sell up very close. Nearly all commission dealers look for a more plentiful supply next week, depending on better weather. What is needed is more sunshine. Sweet peas are likely to be the first quantity flower, as many more houses have been planted and are now about due. Calendulas are more largely grown, as are snapdragons, both of which will soon show a substantial increase. Not much improvement in the rose crop can be looked for before February, as it will take that long for the new growth to mature. By that time carnations should be nearly at their best and conditions about normal. A carnation grower commenting on the record-breaking prices, stated that his returns in money will not equal those of last season, as his crop is not more than half as large, and that most other growers are in the same condition. Retail storekeepers, on account of the high prices, are put to their wits ends to make both ends meet without scaring off their customers. One solution as given, was, "Do not quote dozen prices on anything, but try and find out for what purpose they are wanted; then suggest a box or basket of assorted flowers, or a pretty flowering plant." If for a funeral, sprays, wreaths or other arrangements, or a graduated scale of prices are proposed, which selection, if left to the florist, will be sure to please. In many of the stores, there is little cut flower stock kept for display, as each day's supply is used up almost as fast as it comes in. Under these conditions, prices that will give a moderate profit should not be difficult to obtain, and those who take the chance in carrying a good stock, should win out.

January 11.—Two sunny days, Saturday and Sunday, helped somewhat, but shipments from the growers were very unsatisfactory, there not being one-fourth enough to meet requirements. The funeral of a popular member of the "400" made a great demand for choice stock. It is estimated that there were more than 100 pieces, totaling over $5,000.

NOTES

Vice-President F. C. W. Brown of the S. A. F., and George Stumpp, were in town for a few hours January 9. Both looked well and brought their smiles with them. Mr. Brown states that the Gasser Co., of Cleveland, O., is about to open a "cash and carry" flower shop across the street from their present location. The new store is to be quite unique, something different, but sure to become popular.

One of the most important illustrated lectures to be given before the Pennsylvania Horticultural Society at its monthly meetings, which are now held at the New Century Drawing Rooms, 12th, below Sansom street, is that of Dr. E. H. Wilson, of the Arnold Arboretum, Jamaica Plain, Mass., January 20, at 3:30 p. m. Dr. Wilson's subject is "Flora and Vegetation of Korea and Formosa."

John Habermehl declares this to be one of their busiest seasons, one large affair following another so closely that they scarcely had any rest. They find stock very scarce, but manage to get

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Jan. 14. Per 100

Roses, American Beauty	25.00@	150.00
" Shawyer, Russell	10.00@	30.00
" Killarney	10.00@	30.00
" Milady	12.00@	30.00
" Francis Scott Key,		
" Radiance	12.00@	30.00
" White Killarney	8.00@	30.00
" Killarney Brilliant	16.00@	25.00
" Ward	12.00@	20.00
" Hadley	25.00@	100.00
" Ophelia	15.00@	30.00
" Premier	8.00@	30.00
" Columbia	25.00@	50.00
" Maryland	25.00@	50.00
" Hoosier Beauty	15.00@	35.00
" Stanley	16.00@	25.00
Cattleyas, per doz	9.00@	18.00
Cypripediums, per doz	12.00@	36.00
Sweet Peas		4.00
Carnations	12.00@	15.00
Longiflorum Lilies	20.00@	25.00
Pompons, per bu, $0.50@$1.00		
Violets	2.50@	3.00
Marguerites	4.00@	6.00
Calendulas, per doz	.75@	1.00
Paper White Narcissi		8.00
Bonvardia, per doz	1.50@	2.50
Callas	16.00@	25.00
Snapdragons, per doz	2.50@	3.00
Adiantum		1.50
Asparagus Strings, per doz		9.00
Asparagus bunches, each		.50

BUFFALO, Jan. 14. Per 100

Roses, Beauty, Special		75.00
" Fancy	40.00@	50.00
" Extra	25.00@	30.00
" 1st	15.00@	20.00
" Killarney	8.00@	15.00
" My Maryland	8.00@	20.00
" White Killarney	8.00@	20.00
" Sunburst	8.00@	20.00
" Ward	8.00@	15.00
" Columbia	15.00@	25.00
" Ophelia	10.00@	25.00
" Russell	12.00@	25.00
" Shawyer	8.00@	20.00
" Bon Silene	4.00@	6.00
Cattleyas	150.00@	200.00
Daisies	1.00@	3.00
Violets	1.50@	2.00
Valley	15.00@	20.00
Calla Lilies	25.00@	35.00
Japan Lilies	8.00@	10.00
Easter Lily	25.00@	35.00
Paper Whites	6.00@	7.00
Carnations	5.00@	10.00
Mignonette	6.00@	10.00
Snapdragons	8.00@	15.00
Sweet Peas	2.00@	3.00
Asparagus Sprengeri	.35@	.50
Ferns, per 1000		3.00
Calendulas	3.50@	5.00
Smilax		25.00
Stevia		2.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Carnations, Violets, Stevia.

1225 Race St. Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street, PITTSBURGH, - PA.

Growers of Quality Flowers.

CINCINNATI, Jan. 14. Per 100

Roses, Premier	10.00@	50.00
" Columbia	10.00@	50.00
" Butterfly	10.00@	35.00
" Golden Rule	10.00@	35.00
" White Killarney	8.00@	25.00
" Pink Killarney	8.00@	25.00
" Sunburst	10.00@	35.00
" Mrs. Aaron Ward	8.00@	25.00
" Ophelia	8.00@	25.00
" Baby Doll		4.00
Carnations	8.00@	12.00
Calendulas	4.00@	5.00
Paper White Narcissus	6.00@	8.00
Sweet Peas	2.00@	3.00
Violets (California)		1.00
Ferns, per 1,000	3.00@	3.50
Leucothoe, per 1000		6.00
Galax, per 1000	1.50@	2.00
Mexican Ivy, per 1000		6.00
Smilax, per string	.15@	.20
Plumosus (southern), per bunch	.25@	.35

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Fancy Chiffons

(About 35 to 40 yards to bolt.)	Per yd.
Dotted effect, 4 in. wide	$0.10
Lily of the Valley effect, 4 in. wide	.10
"Blue" Valley, cut edge, 6 in. wide	.09
Dotted effect, 6 in. wide	.13
Lace effect, 6 in. wide	.13
Lily of the Valley effect, 6 in. wide	.13
"Gold" Valley effect, 6 in. wide	.14
Silk, with Satin Borders, 6 in. wide	.15
Silk, with Satin Borders, 8 in. wide	.20
Maline, 27 in. wide	.30
Silk Gauze (or netting), 6 in. wide	.13
Silk Gauze (or netting), 14 in. wide	.23

Special list of many other useful items sent free.

Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

Mention the American Florist when writing

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

enough. Their large supply of azaleas are a great help to give color to their decorations.

Robert Craig contemplates a trip to Porto Rico, leaving New York January 17. He is going for a rest, and to escape the rigors of the cold weather of the next six weeks. The Craig houses are being rapidly filled with stock of all the popular Easter plants.

James Heacock, Robert Jamison and Carl Korts, paid a flying visit to the Madison, N. J., rose growing district, January 5. They were much pleased with their trip and the excellence of the roses as seen in several large establishments.

Carl Corts and Martin Gannon, active as flower salesmen for the past 15 years and keen observers, declare flowers have never been as scarce as for the past 10 days. Many other good judges coincide with them in this view of the market.

Primulas of the malacoides type are now being featured by a number of growers. W. K. Harris, H. I. Faust and Robert Craig Co., all have well-flowered stocks which are in good demand.

Harry Anderson, representing A. N. Pierson, Inc., has been calling on the rose growers in this vicinity the past week in the interest of the new varieties, Pilgrim and Crusader.

John Berger believes the coming week will see quite an addition to the flower stocks and that the worst is over for this season.

The sympathy of the trade is extended to Ferdinand Le Cierse, in the death of his wife, who passed away, January 10. K.

Wholesale Flower Markets

PHILADELPHIA, Jan. 14. Per 100

Roses, Beauty, special	90.00@	100.00
" " fancy	50.00@	75.00
" Mrs. Chas. Russell	25.00@	60.00
" Killarney	10.00@	18.00
" Hadley	25.00@	75.00
" Sunburst	12.00@	20.00
" Wards	12.00@	15.00
" Ophelia	12.00@	30.00
" Columbia	15.00@	30.00
" Premier	20.00@	50.00
Cattleyas	.75@	1.50
Stevia	.35@	.50
Lilac, bunch	2.00@	2.50
Narcissus	6.00@	8.00
Mignonette	10.00@	12.00
Gardenias	9.00@	12.00
Cypridediums		35.00
Carnations	10.00@	15.00
Carnation Laddie	20.00@	25.00
Snapdragons, per doz.	2.00@	3.00
Callas	25.00@	35.00
Easter Lilies		35.00
Violets	1.00@	1.50
Calendulas	6.00@	8.00
Adiantum	1.50@	2.00
Smilax		.25
Asparagus Strings	.50@	.75

MILWAUKEE, Jan. 14. Per 100

Rose, Killarney, W. Killarney	8.00@	20.00
" Ward	8.00@	15.00
" Mrs. Charles Russell	10.00@	25.00
" Ophelia	10.00@	25.00
" Columbia	15.00@	35.00
" Hoosier Beauty	10.00@	25.00
Carnations, assorted	8.00@	10.00
Cattleyas, per doz.		24.00
Oncidium	10.00@	15.00
Stevia		2.00
Paper Whites	6.00@	8.00
Violets		3.00
Callas, per doz.	2.50@	3.00
Rubrums, per doz.		1.50

PITTSBURGH, Jan. 14. Per 100

Roses, Beauty, special, per doz.		12.00
" " fancy, per doz.		10.00
" " extra, per doz.		7.50
" " No. 1, per doz.		4.00
" Hadley	20.00@	50.00
" Killarney	8.00@	25.00
" Maryland	8.00@	25.00
" Scott Key	20.00@	75.00
" Sunburst	8.00@	20.00
" Mrs. Aaron Ward	8.00@	20.00
" Russell	15.00@	60.00
" Columbia	15.00@	50.00
" Ophelia	10.00@	25.00
" Hilda	6.00@	18.00
" Premier	20.00@	60.00
Carnations		10.00
Cattleyas, each		2.00
Ferns, per 1,000		3.50
Sweet Peas		4.00
Daisies	4.00@	6.00
Galax, per 1,000		2.00
Plumosus, per bunch		.40
Sprengeri, per bunch		.50
Smilax, per doz.		3.00
Calendulas		4.00
Stevia, per bunch	.50@	.75
Narcissus, white		6.00

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Mention the American Florist when writing

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.

Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

Mention the American Florist when writing

ST. LOUIS, Jan. 14. Per 100

Roses, Hadley	10.00@	25.00
" Premier	10.00@	30.00
" Killarney	6.00@	12.50
" White Killarney	6.00@	15.00
" Hoosier Beauty	15.00@	30.00
" Russell, per doz.	4.00@	12.50
" Ward	6.00@	12.50
" Sunburst	10.00@	20.00
Ferns		3.00
Carnations		12.50
Carnations, Laddie		25.00
Orchids, each	.50@	2.00
Stevia, bunch	.35@	.50
Sweet peas	3.00@	4.00
Narcissus		6.00
Chrysanthemums, pink, doz.	5.00@	12.50
Chrysanthemums, yellow, doz.	5.00@	12.50
Calendulas	4.00@	6.00
Calla	10.00@	25.00
Mignonette		12.50
Violets	1.00@	2.00
Galax, per 1,000		1.50
Leucothoe, per 1,000		7.50
Boxwood, per lb.		.25

New York.

MARKET CONTINUES DULL.

Business was slow in the wholesale district during the past week. It strengthened a little, January 10, as the retailers must have stock to carry them over Sunday, but that was an incident rather than a marked improvement. Special American Beauty roses dropped as low as $50 and $60 per 100, with but little demand. Prices on the best cattleyas did not exceed $75 per 100, and many went for $40 and $50. But only a comparatively few retail stores handle American Beauties and orchids—unless they are very cheap. However, their decline shows that the more prominent retailers are having light business. Up to January 10, special tea roses were also slow, but with a better movement on that day. In the shorter grades of tea roses, carnations, Paper White narcissus, good sweet peas and various minor stocks, prices held reasonably firm. Cold weather, followed by a thaw and dark foggy days, necessarily kept down the supply, but there was enough to care for all demands. Golden Spur narcissus, freesias and a few short tulips are now on the market and command good prices. White lilac is also a factor, but moves slowly. Violets are slow at 75 cents to $1 per 100.

January 12.—There is a more active movement this morning and it is hoped that the reaction that always follows the holiday trade is about spent.

NOTES.

On the night of January 12, the then president-elect, now President Henshaw, of the New York Florists' Club, gave a dinner at the Hotel Pennsylvania, to the past-presidents, retiring officers and officers-elect of the club, members of the trade press and several other guests. The affair was staged in the large and handsome conservatory, on the hotel roof, in the center of a great bower of palms, ferns and foliage plants. After the menu had received full justice, the president designated Secretary John Young as toastmaster, who, with various clever remarks, introduced in their turn, all that were present, and each had something to say, which gave variety to the sentiments expressed. A welcome visitor from abroad was F. C. W. Brown, of Cleveland, O., vice-president of the Society of American Florists. In attendance were: A. L. Miller, president, Society of American Florists; Past Presidents W. A. Manda, Henry Weston, J. B. Nugent, Wm. H. Duckham, Chas. Weathered, W. H. Siebrecht, Sr., Jos. A. Manda, Chas. Schenck, C. H. Totty, Frank H. Traendly, G. E. M. Stumpp, Walter F. Sheridan, Retiring President Kessler. Other officers and members: Vice-President-elect Knight, Secretary Young, Treasurer Rickards, W. R. Pierson, P. W. Popp, Arthur Herrington, Roman J. Irwin, Harry O. May, P. Gerlaird, A. T. De La Mare, W. H. Siebrecht, Jr., A. F. Faulkner and J. H. Pepper. All the past-presidents, Vice-President Brown, W. R. Pierson and others gave interesting talks, and it was a most enjoyable affair. Retiring President Kessler and President Henshaw were lauded in song as "jolly good fellows."

"It's lonesome in our street." The hotel of the War Camp Community service, formerly the Hotel Earlington, which in the past two years has housed over 2,000,000 soldiers and sailors, closed January 4. It is located at 55 West 27th street, next door to our "den." There were accommodations for over 1,000 men, the charge for a bed being 25 cents per night. There were many changes, as the men came in from camps and ships and departed, with new arrivals taking their places, which accounts for the great number lodged.

Frank H. Traendly and Eugene Daildouze spent several days of the past week visiting the trade in New England. They were in Boston and looked over the wholesale markets. At Hadley, Mass., they visited the Montgomery range and report a great stock of Pilgrim and Crusader is being made ready to disseminate. Alexander Montgomery, who has been ill, is now much improved and able to be about. They also visited A. N. Pierson, Inc., Cromwell, Conn., and report that range in fine shape.

Theodore Malandre, of Malandre Brothers, a retail firm that always carries heavy stocks of plants for the holiday trade, says that the plantsmen should grow more good pepper plants for the market. For this season, the trade has been overstocked with poinsettias, some of them so small and poor as to be almost worthless. Poinsettias that do not sell for Christmas, come near to being a dead loss, whereas pepper plants will keep and can be sold for seevral weeks after.

Mrs. Charlotte D. Conkling, mother of Miss Mabel Conkling, bookkeeper for H. E. Froment, died January 6, age 74 years. She was a native of this city, and previous to her marriage, a member of one of the old families, the Froments.

H. W. Naumann, a Brooklyn retailer, with a store at 5221 Third avenue, that borough, died recently in a hospital following an operation. He is survived by his wife.

Manager McCarty, of James Weir, Inc., Brooklyn, reports an excellent holiday business. They were well stocked with seasonable plants and cut flowers.

George Cotsonas, of the New York Florists' Supply Co., and wife, have the sympathy of many friends in the recent death of one of their children.

R. W. Peterson, of J. A. Peterson & Sons, Westwood, Cincinnati, O., is in the city calling on the trade.

William P. Ford is receiving, in addition to other good stock, a fine quality of lilacs and irises.

Traendly & Schenck, in addition to their fine stock of roses, are handling good tulips.

A. F. F.

Horticultural Society of New York.

On January 21, at 8:15 p. m., at the American Museum of Natural History, 77th street and Central Park west, a lecture will be delivered by M. G. Kains on "Pruning, Especially as Applied to Fruit Trees and Ornamental Shrubs." The lecture will be illustrated with lantern slides. Mr. Kains is too well known as an authority on this subject to need an introduction.

Those having rare, interesting, or unusual plants or flowers, are invited to bring them to the meeting. Facilities will be provided for their display. A fund has been placed at the disposal of the exhibition committee for the purpose of awarding prizes for worthy exhibits.

All are invited to come and bring their friends. Admission is free.

GEORGE V. NASH, Sec'y.

UTICA, N. Y.—Fire, the result of crossed electric light wires, caused damage at the flower shop of James Fards, 516 Bleeker street, December 22.

MONMOUTH, ILL.—The Maple City Floral Co. is making extensive improvements at its establishment, according to the Monmouth Atlas, including the addition of one house, 25x125 feet.

SWEET PEAS, ROSES, Carnations, Violets.

Joseph S. Fenrich, 51 West 28th Street, NEW YORK
Telephones: 420-421-422 Watkins.

HENTZ & NASH INC. N.Y. WHOLESALE COMMISION FLORISTS CROWER AGENT 55 and 57 West 26th St.

C. Lecakes & Co.

Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Leucothoe Sprays, and Moss, Our Specialties.
116 W. 28th St., New York
Telephone Watkins 2315
No connection with any other concern.
Prompt and careful attention to Mail, Telegraph and Telephone Orders.

Mention the American Florist when writing

Traveling Wholesale Florist
INC.
133 W. 28th St., NEW YORK
Telephone 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

WHOLESALE FLORISTS
A. L. Young & Co.
54 WEST 28th ST. NEW YORK.
Consignments Solicited

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
133 West 28th St., NEW YORK
Established 1887
West of 6th Ave. Open 6 a. m. every morning.

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Watkins

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone: 759 Watkins

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 1582-3533 Watkins 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments Solicited.

Riedel & Williams
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phone 4024 and 4025 Watkins.

Wholesale Flower Markets

NEW YORK, Jan. 14. Per 100

Roses, Beauty, Specials	50.00@	75.00
" " extra and fancy	30.00@	40.00
" Hadley	10.00@	75.00
" Hoosier Beauty	10.00@	40.00
" Francis Scott Key	10.00@	40.00
" Columbia	10.00@	30.00
" Prima Donna	10.00@	30.00
" Double White Killarney	10.00@	30.00
" White Killarney	8.00@	25.00
" Aaron Ward	10.00@	25.00
" Ophelia	8.00@	25.00
" Sunburst	8.00@	25.00
" J. L. Mock	10.00@	30.00
" Mrs. Chas. Russell	10.00@	40.00
" Premier	15.00@	50.00
Cattleya orchids, special	50.00@	75.00
Carnations	8.00@	12.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Asparagus Plumosus, doz. bchs.	2.50@	3.00
Smilax, doz. strings	1.50@	2.50
Bouvardia, per doz.	.50@	1.00
Lilies, white	25.00@	35.00
Gardenias, per doz.	3.00@	6.00
Callas, per doz.	3.00@	4.00
Paper White Narcissus, doz.	.50@	.75
Lilies, Rubrums	12.00@	15.00
Sweet Peas	2.00@	4.00
Lily of the Valley	8.00@	10.00
Violets	.50@	.75
Calendulas, per doz.	.50@	1.00
Stevia, bunch	.25@	.35
Yellow Narcissus, per doz.	1.00@	2.00
Snapdragons, per doz.	.50@	2.00
Cypripediums	25.00@	60.00
Mignonette, per doz.	1.50@	2.50
Iris, per doz.	8.00@	9.00
Wallflowers	.50@	.75
Lilac, per bunch		2.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED.
Mention the American Florist when writing

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
115 West 28th Street, New York

Telephones 4422 4423 Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
101 West 28th Street, NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

DESIGNS OR CUT FLOWERS Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.
Bellevue Avenue, NEWPORT, R. I.
Summer Season.

NEW YORK Orders Sent to **H. H. BURNS,** 509 Madison Ave.
Will be filled with the choicest flowers. Send us your Long Island, Tuxedo and Westchester, N. Y., orders.

KANSAS CITY, MISSOURI.
Rock's Flowers
Members Florists' Telegraph Delivery Ass'n

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

HARTFORD, CONN.
George G. McClunie
165 MAIN STREET
Right in the Hospital District—Hartford, Charter Oak, Williams, Insane, St. Francis and Memorial Hospitals within two blocks of Flower Shop.
Member of Florists' Telegraph Delivery.

New York.
J. G. Papadem Co.
(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

New York.
A. B. CAZAN
FLOWERS OF QUALITY
2751 Broadway
Member of Florists' Telegraph Delivery.

New York.
The Aphrodite Co.
THE ARTISTIC FLORISTS
Floral Decorations for All Occasions.
2703 Broadway. Phone Academy 2479

"Where Roses and Lilies and Violets Meet."
GUIDO, Inc.
FLORIST
595 Lexington Ave., cor 52nd St.,
Phones: Plaza 7570
Night Call, South 1125 NEW YORK
Members of Florists' Telegraph Delivery.

ESTABLISHED 1847
F. T. D.
Thos. F. Galvin INC.
THE NAME PROTECTS YOU
BOSTON
1 PARK STREET
799 BOYLSTON STREET
NEW YORK
561 FIFTH AVENUE
Steamers are Again Sailing on Schedule
Deliveries made on board

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS
KOTTMILLER 426 Madison Ave., NEW YORK

Mention the American Florist when writing

ROANOKE, VA.
FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros. Finest floral studio in Northwest. Member F.T.D.

Mention the American Florist when writing

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Mention the American Florist when writing

C. Frauenfelder
FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

A. LANGE

77-79 E. Madison St., **CHICAGO**

Member of F. T. D.

New York DARDS

Member of Florists' Telegraph Delivery.

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction Nearly 50 Years.

Let Us Fill Your Steamer Orders. **Regular European Sailings Now Established.**

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders
We have the Best Facilities in the City
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, Sheboygan, Wisconsin.
Member of Florists' Telegraph Delivery.

FROM NEW YORK EXCEPT AS NOTED.

January 15.

Niagara, French Line (Bordeaux.)
FROM SAVANNAH, Themisto, Holland-America Line (Rotterdam.)
FROM BOSTON, Novian, I. M. M. Line (Manchester.)
FROM BALTIMORE, Persier, I. M. M. Line (Antwerp.)
FROM BALTIMORE Dunaff Head, I. M. M. Line (Belfast.)
Vardulia, Cunard-Anchor Line (Liverpool.)
Anglo-Chilean, Cunard-Anchor (Rotterdam.)
FROM BOSTON, Netherpark, Cunard-Anchor Liverpool.)

January 16.

FROM PHILADELPHIA West Gambo, I. M. M. Line (Antwerp.)

January 17.

FROM BOSTON, Winifredian, I. M. M. Line (Liverpool.)
Monmouth, I. M. M. Line (Manchester.)
Eglantier, I. M. M. Line (Antwerp.)
FROM PHILADELPHIA, Western Ally, I. M. M. Line (Glasglow.)
Kaiserin Auguste Victoria, Cunard-Anchor Line (Southampton.)

January 18.

FROM NEWPORT NEWS, Yseldyk, Holland-America Line.
Irishman, I. M. M. Line (Liverpool.)
FROM NEW ORLEANS, Alexandrian, I. M. M. Line (Liverpool.)
FROM PHILADELPHIA, Zirkel, I. M. M. Line (Rotterdam.)
Vestalia, Cunard-Anchor Line (Bristol.)

January 20.

FROM GALVESTON, Napierian, I. M. M. Line (Liverpool.)
Minnesota, I. M. M. Line (London.)
Lapland, I. M. M. Line (Antwerp.)
Eglantier, I. M. M. Line (Antwerp.)
Vascoria, Cunard-Anchor Line (London.)
Anglo-Chilean, Cunard-Anchor Line (Rotterdam.)
Pannonia, Cunard-Anchor Line (Trieste.)

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS
930 PROSPECT AVE., Erie Building. **CLEVELAND**

New York. **Established 1849**

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus.

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Member of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF HEINL'S

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists

Correspondence Solicited.

48 Willoughby St., Brooklyn, N. Y.

Wilkes-Barre and near-by Pennsylvania Towns

Member F. T. D.

14 N. Main St. A.W.B.EVANS

Astoria Florist

2188 Broadway, Tel. 9414 Schuyler.

NEW YORK CITY

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Brooklyn, N. Y.—The Long Island Floral Co.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—Fleischman, Railway Exchange Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., 35 Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Hartford, Conn.—Geo. G. McClunie.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Philips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, 413 Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—N. Christatos, 1028 Sixth Ave.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—John D. Flessas, 665 Columbus Ave.
New York—Henry Hart, Inc.
New York—Guido, Inc., 595 Lexington Ave.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—A. B. Cazan.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
Stamford, Conn.—Quality Flower Shop.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.

High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Member of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

FLORIST

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Best Flowers
Best Service

ROSES Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
NINE STORES.
Main Store— **334 Lewis Ave.**
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506. Long Dist. Bell ph. 2189
Members of Florists' Telegraph Delivery.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Kansas City, Mo.
W. J. Barnes FLORIST, KCMO.
Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890.
Mention the American Florist when writing

J. W. RODGERS
Elks' Building, 4 South Jefferson Street. Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.
Mention the American Florist when writing

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to
Schiller The FLORIST
2221-2223 W. Madison St. CHICAGO.
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Washington, D. C.
Louise Flower Shop
Connecticut Ave at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3379, 3841, 3842.
Member of Florists' Telegraph Delivery.

Albany, N. Y.
EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

Hession
Madison Ave. and 76 St.
NEW YORK
Quality Flowers
TWO GREENHOUSES
ON PREMISES
Plant Specialists Phones { 107 420 775 } Lenox
Member of Florists' Telegraph Delivery.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.

STAMFORD, CONN.
Quality Flower Shop
43 Atlantic Street
MEMBER F.T.D.
Prompt Delivery
Noroton, Darien, Norwalk,
Bridgeport, Greenwich.

Mention the American Florist when writing

QUALITY and PROMPTNESS
New Orleans, La.
Members F.T.D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.
Mention the American Florist when writing

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.
Mention the American Florist when writing

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270 271 Main.

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.
200 miles in any direction. We are the center of the great Northwest. Daily deliveries
DULUTH, MINN.
to Superior, Wis.

ORDERS IN OR AROUND PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.
Mention the American Florist when writing

Name Index to Retail Florists Filling Telegraph Orders.

Alpha Floral Co., 146 S. Wabash Ave., Chicago.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Aphrodite Co., The, New York.
Astoria Florist, 2188 Broadway, New York.
Avenue Floral Co., The, New Orleans, La.
Baer, Julius, Cincinnati, O.
Barnes, W. J., Kansas City, Mo.
Baumer, August R., Louisville, Ky.
Bergerow's, 746 Broad St., Newark, N. J.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Buckbee, H. W., Rockford, Ill.
Bunyard, A. T., 413 Madison Ave., New York.
Burns, H. H., 509 Madison Ave., New York.
California Florist, Tacoma, Wash.
Central Floral Co., 132 N. State St., Chicago.
Central Floral Co., 35 Broadway, Detroit, Mich.
Clarke's Sons, David, New York.
Cooke, Geo. H., Conn. Ave. and L., Washington.
Danker's, Albany, N. Y.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., The, Montreal, Que., Can.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eble, Chas., New Orleans, La.
Evans, A. W. B., Wilkes-Barre, Pa.
Eyres, 106 State St., Albany, N. Y.
Fallon, Florist, Roanoke, Va.
Fleischman, Chicago.
Fox, J. M. & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., 1133 O St., Lincoln, Neb.
Frey & Frey, 1338 O St., Lincoln, Neb.
Friedman, 522 S. Michigan Blvd., Chicago.
Galvin, Thos. F., Inc., New York and Boston.
Gasser Co., J. M., Cleveland, O.
Grakelow, Charles H., Philadelphia, Pa.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Guido, Inc., 595 Lexington Ave., New York.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., 1000 Madison Ave., N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison Ave. and 76th St., New York.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Idlewild Greenhouses, Memphis, Tenn.
Jahn, Hugo H., Brooklyn, N. Y.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. R., Rochester, N. Y.
Kottmiller, 426 Madison Ave., New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 77-79 E. Madison St., Chicago.
Littlefield Florist, Worcester, Mass.
Long Island Floral Co., Brooklyn, N. Y.
Louise Flower Shop, Washington, D. C.
McClunie, Geo. G., Hartford, Conn.
Malandre Bros., New York.
Mangel, 17 E. Monroe St., Chicago.
Matthews, The Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
Metairie Ridge Nursery Co., New Orleans, La.
Miller Floral Co., Salt Lake City, Utah.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
New York Floral Co., Yonkers, N. Y.
Papadem, J. G. Co., 2953 Broadway, New York.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Philips Bros., 938 Broad St., Newark, N. J.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Quality Flower Shop, Stamford, Conn.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Rodgers, J. W., Dayton, O.
Rosery Floral Co., The, Newark, N. J.
Rosaia Bros., Seattle, Wash.
Saake, O. C., Los Angeles, Cal.
Salzer Seed Co., John A., La Crosse, Wis.
Schiller, The Florist, 2221 W. Madison, Chicago.
Schling, Max, 785 Fifth Ave., New York.
Sceery, Edward, Passaic, N. Y.
Sceery, Edward, Paterson, N. J.
Schlatter, Wm. & Son, Springfield, Mass.
Schmidt, Chas. L., Harrisburg, Pa.
Shaffer, Geo. C., Washington, D. C.
Sheppard, Henry W., Cincinnati, O.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St. Louis, Mo.
Weir, James, Inc., Brooklyn, N. Y.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wittbold Co., G., 745 Buckingham Pl., Chgo.
Wolfskill Bros. & M. Goldenson, Los Angeles.

Albany, N. Y.
Danker FLORIST
The Best Service
MEMBER F.T.D.
Mention the American Florist when writing

Kansas City, Mo.
A. Newell FLORIST
Established over 30 years.
1122 Grand Avenue.
Mention the American Florist when writing

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Rockford, Ill.
H. W. BUCKBEE.
Mention the American Florist when writing

LITTLEFIELD, Florist
WORCESTER, MASS.
Mention the American Florist when writing

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

"SAY IT WITH FLOWERS"
Max Schling Flowers
Schling Service
Nothing Better
785 Fifth Avenue
NEW YORK CITY

Mention the American Florist when writing

Yonkers, N. Y.
New York Floral Co.
Cor. Manor House Square
and North Broadway
Mention the American Florist when writing

Friedman
.:.:.FLOWERS.:.:.
522 SO. MICHIGAN BLVD., Auditorium Annex CHICAGO
Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.
Mention the American Florist when writing

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City.
Mention the American Florist when writing

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.
Mention the American Florist when writing

CHICAGO DETROIT
Central Floral Co.
132 N. State St., CHICAGO
35 Broadway, DETROIT
Best service in both cities and adjoining territory.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Worcester, Mass.
Randall's Flower Shop
Member of Florists' Telegraph Delivery.

Orders in or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

San Francisco
Podesta & Baldocchi
224-226 Grand Avenue
Mail or telegraphic orders promptly and most carefully executed.

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO.
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

New York
Malandre Brothers
2077 Broadway, near 72nd St.
'Phone, Columbus 6883
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark.
Telephone Market 494

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

CHICAGO
Mangel
The Palmer House Florist
17 E. MONROE ST.
Member of Florists' Telegraph Delivery.

For St. Louis.
WIRE
Grimm & Gorly

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

THE price of bags at Chicago, January 14, was $60.

POTATOES in Chicago went to $5.00 per 100 pounds, January 9.

VISITED CHICAGO: Morrell Gihon Lion, of Fosgate & Lion, Mt. View, Calif.

PHILADELPHIA, PA.—David Burpee, of the W. Atlee Burpee Co., has returned from the south.

ALEX. SETTERBERG, of the Everette R. Peacock Co., Chicago, is at Fowler, Ind., this week on catalogue work.

ROCKFORD, ILL.—H. W. Buckbee is running full page advertisements in the farm papers, offering "Full of Life" seeds.

THE Department of Agriculture, Washington, D. C., has just issued Farmers' Bulletin No. 1060, entitled "Onion Diseases and Their Control," 24 pages, illustrated.

BEANS.—White field seed beans were $7.75 per 100 pounds at Chicago, January 3; Baltimore, $8.00; Minneapolis, $8.40. Average price for the United States the same date in 1919, $6.00.

VISITED SALT LAKE CITY: L. W. Wheeler and Mrs. Wheeler, of the Pieters-Wheeler Seed Co., Gilroy, Calif., en route east; C. C. Massie, of Northrup, King & Co., Minneapolis, Minn.

TOLEDO, O.—Clover was active, January 12, opening 15 cents higher than the closing price, January 10, with cash offered at $33.30. Timothy was steady with cash, 1919, at $6.17½, January $6.17½, March $6.27½, April $6.27½ and May, $6.27½.

ONION SETS in the Chicago district have been moving lively the past week, by reason of the fine shipping weather, and excellent condition of the sets. Prices are advancing, $3.50 being asked for colors and $4.00 for whites in carlots, prompt shipment.

FLAX SEED YIELD.—Wisconsin has for several years claimed first rank in the yield of flaxseed to the acre. According to the state bureau of crop estimates, the five-year average yield is 10.7 bushels to the acre. In 1919, the 5,600 acres grown in the state averaged 10½ bushels. In 1918, the acreage was 4,200 and the average yield 11 bushels.

NEW YORK.—The Peter Henderson & Co's farm, Jersey City, N. J., 12 acres or more, which has been conducted as a trial ground, has been purchased by the Federal Shipbuilding Co., which will erect thereon, houses for its employes. The price paid has not been stated. This is a separate property from that where the greenhouses are located.

CATALOGUES would be classified as third-class mail under a bill which has been introduced in Congress by Representative Steenerson of Minnesota, chairman of the house committee on the postoffice. At the present time such publications are mailable as parcel post matter, and it is believed that the postoffice department would derive a greatly increased revenue from this business if the third-class rate was applied.

Railroad and Express Claims.

The interstate commerce commission has decided that railroads and express companies cannot protect themselves from liability for damages on their claimed legal limitation of two years and one day. The commission holds that suit may be filed within six months after claim is definitely declined by the railroad, even though it is beyond the two-year period.

Illinois Plant Quarantine.

Governor Lowden, of Illinois, has issued a proclamation dated January 2, 1920, declaring it will be unlawful on and after January 20, 1920, to import into or within the state of Illinois, corn, broom corn, celery, dahlias, chrysanthemums, gladioli and geraniums grown in the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut and New York, on account of infestation by the European corn borer.

Seed Testing at Ohio University.

Seed testing demonstrations for farmers will be given during farmers' week, January 26-30, at the Ohio State University, Columbus, two hours each day being devoted to the work. Persons interested are requested to register in advance. The demonstrations include germination tests of grass and clover seed and identification of grass seeds; identification of legume and weed seeds, and practice in testing.

Seed Analysis by Illinois Dept. of Agri.

Albert C. Wilson, chief seed analyst of the Illinois department of agriculture, Springfield, in a recent communication, reports that the work of analyzing samples of seed is proving very satisfactory. A small percentage of the samples sent to the department are found to contain too large a proportion of noxious weed seeds, therefore, are unsalable for seeding purposes. The seeds represented by some of the unsalable samples have been recleaned, and the second sample analyzed. A great many others sent in, contain quite large percentages of inert matter and weed seeds, and most probably were taken from seeds which had not been recleaned after coming from the huller. Attention is called to the fact that all samples submitted should be from seed that has been given as thorough a cleaning as possible, because the analysis will determine whether it is salable or not. Many of the samples received for analysis are too small to make a proper report possible. All persons sending in samples should endeavor to have at least 12 teaspoonfuls, which is equivalent to two ounces, the amount required. Unless the correct amount is sent, the sample will be held until the additional quantity is furnished, thus causing several days' delay and additional work for the office. Care should be exercised that containers will not become broken in the mails. A little cotton sack, tied at the top, with tag attached, is one of the best methods for forwarding such samples. Such packages, if marked "Seeds," are mailable as third-class matter, at the rate of two ounces for one cent, if no writing is put inside. All writing in regard to the sample should be sent by letter.

Catalogues Received.

Robert Buist Co., Philadelphia, Pa., garden guide; Currie Bros. Co., Milwaukee, Wis., seeds; George Tait & Sons, Norfolk, Va., seeds; Wood, Stubbs & Co., Louisville, Ky., seeds; Chris. Reuter, New Orleans, La., seeds; Jelle Roos, Milton, Mass., gladioli; Jackson & Perkins Co., Newark, N. Y., nursery stock; Geo. S. Woodruff, Independence, Ia., gladioli.

Pieters-Wheeler Seed Company

Growers of High Grade SEED

Gilroy, California

Beet, Carrot, Lettuce, Onion, Radish.

Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY

NORWALK, OHIO.

Growers Exclusively of

Sweet Corn Seed

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids, Mich.

The Best Color Chart

PRICE $1.00 POSTPAID.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.

SAN JOSE, CALIFORNIA

—— We are headquarters for the **BEST OF EVERYTHING** in ——

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Uncle Sam Cannot Pay for Lost Seed.

The United States postoffice department, after deliberating since April, 1918, has acknowledged in a communication from the third assistant postmaster general that it owes the Robert Buist Company, seed growers, Philadelphia, Pa., $6.50, but really cannot pay it until congress makes an appropriation. On April 10, 1918, the Robert Buist Company mailed a package of seeds valued at $6.50, which was insured accordingly. But the seeds were never delivered.

Eighteen months' correspondence between the seed grower and the postoffice department has resulted in a letter from the department in which the claimant is informed that his claim has been approved, but that the firm will have to wait for the money a while longer. The communication, commonly known as a form letter, signed by Third Assistant Postmaster A. M. Dockery's own rubber stamp, follows:

"Returned with the information that the claim in question has been approved in favor of your company for $6.50, but that payment cannot be made at this time, as there is no money available for that purpose.

"A request for additional funds has been submitted to congress, and as soon as practical after an appropriation is made, a warrant in settlement of the claim will be mailed to the payee; therefore, further correspondence on the subject is unnecessary.—Philadelphia Public Ledger.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution, Jan. 3, 1920, as given by the Government Market Reporter of January 10, 1920:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$13.50	$28.00	$19.50	$50.00
Baltimore	13.15	26.00	20.00	52.50
Richmond	13.00	27.00	20.00	52.75
Buffalo	13.25	26.25	19.75	52.00
Toledo	13.25	27.50	21.00	52.60
Louisville	13.00	28.00	22.00	53.00
Chicago	12.50	28.00	19.00	51.50
Minneapolis	13.00	....	22.00	53.00
St. Louis	13.25	31.00	20.00	53.00
Kansas City	14.00	28.50	20.50	53.50
Denver	13.00	29.00	22.00	....
Sale Lake City	13.50	29.00	....	52.50
Seattle	17.00	35.00	25.00	56.00
Memphis	13.00	....	23.50	56.00
Average for the United States same date 1919	$11.10	$22.25	$14.25	$42.65

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) **CHICAGO**

Salvia or Scarlet Sage

We have just completed harvesting our own Bloomsdale Farm Grown, crop 1919, Salvia or Scarlet Sage. We offer you this exceptionally good strain, and high vitality seed, of the following varieties:

Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30.00 per lb.; 5 lbs. and over, $25.00 per lb.

Net, 60 days, 2% off 10, f. o. b. Bristol, Pa., if unsold on receipt of order, as we did not have a large crop.

D. Landreth Seed Company, Business Established 1784 **Bristol, Pa.**

Mention the American Florist when writing

C. C. MORSE & CO.

Seed Growers

San Francisco, Calif.

GROWERS OF SELECTED STOCKS OF

Onion, Lettuce, Radish, Carrot, Sweet Peas, Etc.

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, FREMONT, NEB.
Growing Station, ROCKY FORD, COLO.

J. Bolgiano & Son

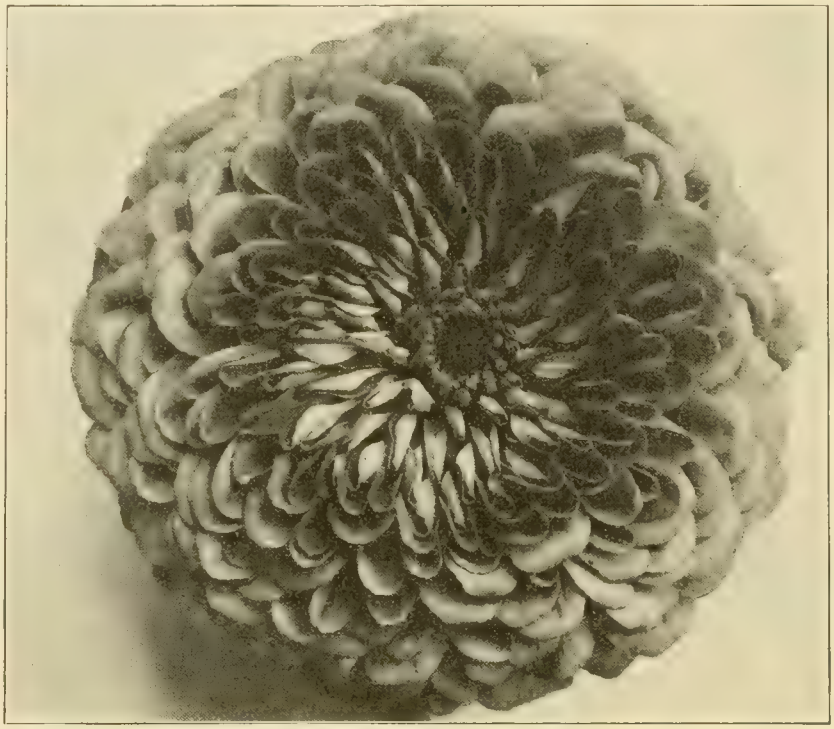
CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1920 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

We are preparing to meet the growing demand for

Sweet Peas, Asters, Zinnias, Nasturtiums



BODGER'S NEW GIANT DAHLIA-FLOWERED ZINNIA.

And Other

FLOWER SEEDS

Now is the time to place Contract Orders for 1920 Crop

We Also Grow Vegetables:

TOMATO, BEANS, LETTUCE

and Other California Specialties

John Bodger & Sons Co.

Contract Seed Growers

Los Angeles, California

For **SEEDS**

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

75 YEARS UNRIVALLED REPUTATION

Wait for **KELWAY'S** Wholesale

SEED CATALOGUE FOR 1920

before placing your order.

The most favorable prices of the year. If not received wire or write

KELWAY & SON, Wholesale Seed Growers, **Langport, England**

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS "McGILL-SEED" SAN FRANCISCO CALIFORNIA

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

SEEDS

Flower, Vegetable and Farm.

Send your inquiries to

The W. W. BARNARD CO

231-235 W. Madison St., Chicago

We Are Growers of

Gladiolus

Bulbs

AND NOW IS THE TIME TO FILL YOUR EMPTY BENCHES

or Plant Between Your Carnations as a Catch Crop.

THIS season's Bulb Crop on our Michigan Farms was first-class. The giant cut spikes we showed at the S. A. F. Detroit Exhibition dominated the show, and in size and foliage were double the size of the average exhibits there. The harvest has put into our warehouse a big stock of bulbs in which our **"first size"** grade showed a strong percentage of **"overs," many bulbs from 1¾ to 2 inches in diameter.**

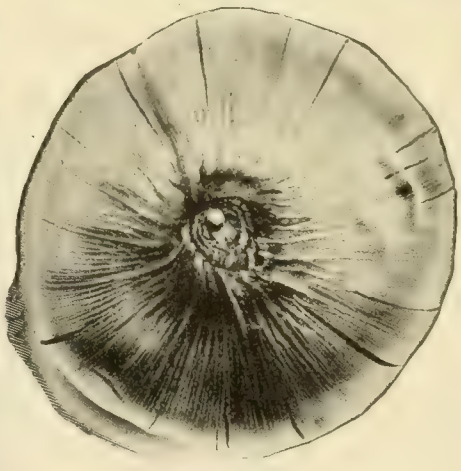
Bulbs for forcing under glass are carefully selected for this purpose. Following prices are for January only:

	Per 1000
Mrs. Francis King, First size	**$25.00**
Mrs. Francis King, Medium size	**20.00**
Chicago White, First size	**33.00**
Chicago White, Medium size	**28.00**
Augusta, First size	**32.00**
Augusta, Medium size	**27.00**
America, First size	**27.00**
America, Medium size	**22.00**
Halley, First size	**35.00**
Halley, Medium size	**30.00**
Europe, First size	**65.00**
Europe, Medium size	**60.00**
Niagara, First size	**50.00**
Niagara, Medium size	**45.00**
Panama, First size	**47.00**
Panama, Medium size	**38.00**
Mrs. Frank Pendleton, First size	**50.00**
Mrs. Frank Pendleton, Medium size	**45.00**
Schwaben, First size	**60.00**
Schwaben, Medium size	**55.00**
Primulinus Sunbeam, First size	**60.00**

We are in position to quote all Florists, Seedsmen and amateurs who are interested in **Gladiolus,** either for counter trade, for outdoor planting, or for the home garden.

Of several leading kinds we can supply planting stock, white bulbs under one inch and small black bulblets by the bushel.

VAUGHAN'S SEED STORE, Chicago New York



CHICAGO WHITE.

MRS. FRANK PENDLETON.

Lily of the Valley

Order Now **FOR ST. VALENTINE'S DAY**

Best Holland Pips
$25.00 per 1000.

Bruns' Special Early Forcing
$35.00 per 1000.

Bruns' Celebrated Chicago Market Brand
$45.00 per 1000.

H. N. BRUNS, 3040 W. Madison St., Chicago

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

GARDEN SEED
Beet, Sweet Corn, Garden Beans, Onion Sets and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to
S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK
and ORANGE, CONN.

GRASS SEEDS
H. A. PETERSEN, Ltd.
SEED MERCHANTS
Brisbane, Queensland, Australia
are Exporters of Rhodes Grass, Paspalum Grass, Soudan Grass, Couch, Prairie Grass, Red Top Grass. Correspondence invited.
Mention the American Florist when writing

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS
Mention the American Florist when writing

Special Prepared
Hyacinths for Christmas Flowering
Order your next year's supply now, from
Segers Brothers, Ltd., WHOLESALE BULB GROWERS **Lisse, Holland**
Prices on application

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

RUBRUM LILIES

BUY NOW

A few cases of Hardy Lilies planted now will come in very handy, for they will bloom at the time when flowers are scarce. These flowers last longer than any others you can use in a floral piece. They improve the character of the floral design when used with other flowers.

We offer for immediate shipment the following varieties: Rubrum, Album, Magnificum and Auratum. Sizes: 7-9, 8-9, 9-10, 9-11, 10-11 and 11-12.

The quality of our Lily Bulbs cannot be surpassed. We positively assure you that these bulbs have been properly cultivated to produce the best bulbs for florists' forcing. This type of Lily in Japan grows wild, and during the war very few were cultivated for export purposes; so when our Mr. Miller arrived in Japan, and knowing of the scarcity, he immediately purchased fields that had been cultivated

To produce a good Hardy Lily, it is necessary to gather the bulbs in the mountains, where they grow wild, and then cultivate them for a season or two in open land. This method improves the quality and has long been practiced by the Japanese growers. Very few are available this season, so we can expect many uncultivated Lily Bulbs. **In trusting us with your order, you assure yourself of the best cultivated bulbs from the Orient.**

American Bulb Co.

172 North Wabash Ave., Chicago

LILIUM FORMOSUM

7 to 9 and 9 to 10 in.

Lilium Multiflorum, 7 to 9 and 9 to 10 in.
Lilium Multiflorum Giganteum, 7 to 9 in.

LILY OF THE VALLEY PIPS

Begonia Gracilis Luminosa.
Dracaena Indivisa.
Salvia Zurich.
Smilax Seed.

Prices on application.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

THE
J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO.

Contract growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Mention the American Florist when writing

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners.

Mention the American Florist when writing

Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS SEED
GREENHOUSE GROWN

1000 seeds	$ 3.50	10,000 seeds	$30.00
5000 seeds	16.25	25,000 seeds	68.75

ASPARAGUS SPRENGERI SEED

1000 seeds	$0 75	10,000 seeds	$ 5.50
5000 seeds	3.00	25,000 seeds	12.50

LOBELIA	Tr. pkt.	Oz.
Crystal Palace Compacta, dwarf blue	$0.30	$2.00
Barnard's Perpetual (Trailing)	.30	1.75
Crystal Palace Speciosa (Trailing)	.20	.75
Sapphire (Trailing), deep blue	.40	

CENTAUREA	Per 1000 seeds	Oz.
Candidissima	$0.40	$2.00
Gymnocarpa	.15	.50

PETUNIA	½ tr pkt.	Tr. pkt.
Grandiflora, fringed	$0.30	$0 50
Ruffled Giants	.30	.50
California Giants	.30	.50
Monstrosus (Michell's)	.60	1.00

SALVIA	Tr. pkt.	Oz.
America or Globe of Fire	$0.50	$4 00
Bonfire	.40	2.50
Zurich	.50	4.00
Splendens	.25	1.50

VERBENAS	Tr pkt.	Oz.
Mammoth Fancy Blue	$0.30	$1.25
Mammoth Fancy Pink	.30	1.25
Mammoth Fancy Scarlet	.30	1.25
Mammoth Fancy Striped	.30	1.25
Mammoth Fancy White	.30	1.25
Mammoth Fancy Mixed	.30	1.00

VINCA		
Alba	.15	.75
Alba Pura	.15	.75
Rosea	.15	.75
Mixed	.15	.60

Also all other Seasonable Seeds, Bulbs and Supplies.
Send for Our Wholesale Price List if you do not receive a copy.

HENRY F. MICHELL CO., 518 Market St., **Philadelphia, Pa.**

R. & M. GODINEAU
SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.

Growing Crops Given Personal Attention.

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOG ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

Gladiolus for Forcing

Strictly first size bulbs.

1½ inch and up.	Per 100	1000
America, pink	$3.50	$30.00
Autumn Queen, light yellow, red throat	4.00	35.00
Brenchleyensis, scarlet.	2.75	25.00
Chicago White	3.75	35.00
Francis King, scarlet	3.25	28.00
Halley, salmon	4.00	35.00
Mrs. Frank Pendleton	6.00	55.00
Myrtle	7.50	70.00
Niagara, yellow	4.25	40.00
Panama, pink	5.00	45.00
Peace, white	4.25	38.00
Schwaben, yellow	7.00	65.00
Princeps red	6.50	60.00

A. Henderson & Co.
166 N. Wabash Ave., CHICAGO

Yokohama Nursery Co.
LTD.
Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

Columbus, O.

TRADE AFFECTED BY COLD WEATHER.

Owing to severe weather which prevailed during the past week, some branches of the florist business were not as active as formerly. This affected the transient trade moe especially, as people did not come down town as much as usual. On the other hand, there was a good demand for all kinds of flowers for parties and receptions. The social season is now in full swing, and as a result, many receptions, weddings and parties are scheduled. This is relieving the situation and makes the volume of trade among down-town florists about normal. Funeral work has not been as active as heretofore. Flowers are coming into the market in good shape, and generally speaking, the supply is good. Trade is tending largely towards roses, sweet peas and violets. Roses are plentiful and of extra good quality. They are principally Ophelia, Russell, Columbia and Premier. They retail from $4 to $10 per dozen, and the demand is good, even at the higher levels. Sweet peas are of fine quality and rather plentiful. They sell from 75 cents to $2 per bunch. There is a limited supply of carnations reported, with white and pink varieties predominating. The retail price is $3 per dozen. Narcissus is rather plentiful with the demand extra good under the circumstances. The usual price is $2 per dozen. Violets are in fine demand, and the supply is generally adequate. Prices are $2 per bunch or $4 per hundred. Pot plants are becoming stronger now since the holiday season is passing. They are largely cyclamens and primroses. All downtown stores look for an active trade during the remainder of January. Conditions for a gradual expansion of business are good, and preparations are being made for a large volume until the beginning of Lent.

J. W. L.

SEDALIA, MO.—Archias' Floral Co. had a better holiday trade than a year ago with prices 10 to 25 per cent advanced. There were only half enough roses, carnations and violets to supply the demand and a limited offering of bulbous flowers. Dark weather affected quality. Increased prices and the limited supply of cut stock gave plant sales a boost over those of a year ago.

CANNAS

Buy Cannas now. There is no surplus of Canna Roots this season. We divide from clumps same day order is received, insuring fresh plump roots, with two or three eyes.

	Per 100	Per 1000
Alphonse Bouvier, deep cardinal, 5 to 6 ft.	$ 3.50	$30.00
Beaute Poitevine, bright crimson scarlet, 3½ to 4 ft	3.50	30.00
City of Portland, deep glowing pink, 3½ ft.	10.00	90.00
Crimson Bedder, dazzling scarlet, 3½ ft.	3.50	30.00
David Harum, bright scarlet, flower, bronze, foliage, 4 ft.	3.50	30.00
Duke of Marlborough, rich crimson maroon, 5 ft.	3.50	30.00
Florence Vaughan, yellow dotted red, 4 ft.	3.50	30.00
Gustave Gumpfer, clear lemon yellow, 4½ ft.	4.50	40.00
Hungaria, clear rose pink, 3½ to 4 ft.	6.00	50.00
Julius Koch, blood red, 3 ft.	4.50	40.00
King Humbert, standard bronze leaf, 4 to 4½ ft.	5.00	45.00
Long Branch, crimson bordered yellow, 5 ft.	5.00	45.00
Mad. Crozy, rosy scarlet, gilt edge, 3½ ft.	4.00	35.00
Meteor, the one best red, large flower, 4 ft.	4.50	40.00
Mrs. Alfred Conard, silvery pink, 4 ft.	12.00	100.00
Mrs. Kate Gray, orange shaded carmine, 6 ft.	4.00	35.00
Orange Bedder, "Tango tints" (orange and tan) 4 to 5 ft.	5.00	40.00
Papa Nardy, deep carmine rose, 4 ft.	5.00	40.00
Prince Wild, rich crimson, 4 ft.	4.00	35.00
Queen Charlotte, scarlet bordered yellow, 3½ ft.	5.00	45.00
Richard Wallace, canary yellow, 5 ft.	4.50	40.00

THE STORRS & HARRISON CO., Painesville, Ohio

Mention the American Florist when writing

BULBS, ETC.

JAP. LILIES, Giganteum, Auratum, Rubrum, Melpomene, Roseum, Album, Magnificum.

VALLEY PIPS, forcing grade, Dutch or German.

T. R. BEGONIAS, single, separate colors or mixed, two sizes.

Write for prices specifically stating requirements.

McHUTCHISON & CO., THE IMPORT HOUSE.
95 Chambers Street, NEW YORK

Mention the American Florist when writing

Lily of the Valley Pips

Finest Quality

Ready for immediate delivery. For prices write

Van Meeuwen & Tegelaar, 1133 Broadway, NEW YORK (Corner 26th Street)

Mention the American Florist when writing

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers
32 Broadway, New York

Mention the American Florist when writing

VAUGHAN'S GIANT PANSIES

VAUGHAN'S INTERNATIONAL PANSIES

Vaughan's International Pansy Mixture was first offered by us in 1889. We import from all the best European sources. Each year has added to the quality of its flowers and variety of its colors. We buy every year novelties of known merit to improve the mixture; it is always complete, always the latest and always the best mixture. We add to all Pansy Mixtures which we now buy more than 50 per cent of the choicest named kinds obtainable, each in correct proportion. This is one of the **Specialties** that has established the reputation of Vaughan's Flower Seeds, and one which we maintain most carefully.

Trade pkt., **50c**; ⅛ oz., **$1.50**; ½ oz., **$5.00**; oz., **$10.00.**

Vaughan's Giant Pansy Mixture

Embraces, besides all the separate shades and colors, five special strains not listed elsewhere, and which can only be had in this and our International Mixture. This mixture includes the richest reds, coppers and bronzes, together with the most delicate rose and pink shadings, all the distinct colors of Trimardeau and the splendid, Cassier strain.

Trade pkt., **50c**; ⅛ oz., **75c**; oz. **$5.00**; ¼ lb. **$18.00.**

Vaughan's Cut Flower Mixture

This mixture is put up by ourselves and contains mostly light colored sorts. We have sold this mixture for several seasons to some of our Chicago cut flower growers, who have realized big returns from the sale of flowers. Pansies are as easily grown as violets, require less care and bring better results.

Trade pkt., **25c**; ⅛ oz., **60c**; oz., **$4.00.**

New Early-Flowering Giant Pansies

The new strain produces its giant flowers about four weeks earlier than other known types. In March, when the old type pansies hardly show any buds the plants of the new strain bore from 3 to 5 of their giant flowers.

Early Flowering Giant White, Yellow, Light Blue, Dark Blue and Mixed (Four Colors). Trade pkt., (500 seeds) **25c**; ⅛ oz., **60c**; oz., **$4.00.**

PANSY---VAUGHAN'S GIANT SORTS

	Trade pkt.	⅛ oz.	oz.
Adonis, light blue white center	$0.25	$0.45	$3.00
Auricula Colors, metallic shades	.25	.45	3.00
Azure Blue	.25	.45	3.00
Aurora, pure white without blotches	.25	.45	3.00
Beaconsfield, upper petal light lavender; lower ones deep rich purple	.25	.40	2.80
Black, large true black	.25	.45	3.00
Bugnot, shades of red, bronze and reddish cardinal	.25	.50	3.60
Cassier, 3 and 5 spotted, an A1 strain	.25	.50	3.60
Diana, same color as Marechal Niel rose	.25	.45	3.00
Emperor Francis Joseph, white violet blue blotch	.25	.50	3.60
Emperor William, dark navy blue	.25	.45	3.00
Fiery Faces, scarlet gold edge, yellow center	.25	.45	3.00
Golden Queen, clear golden-yellow, flowers medium size	.25	.45	3.00
Indigo King, indigo blue	.25	.60	...
Madame Perret, lovely shades of pink and rose	.25	.50	3.40
Masterpiece—Giant Curled or Spencer. In reality the number of petals is the same as that in other Pansy flowers, but they are crimped and curled in such a fashion that the flowers appear double. The colors are superb, mostly red and brown shades	.25	.70	5.00

	Trade pkt.	⅛ oz.	oz.
Orchid-Flowered, mixed, the ground color of the flowers is light, the petals being marked with large brown blotches which diffuse into rays and veins towards the edge	$0.25	$0.60	$4.00
Paris Market, an improved strain of Trimardeau, with better flowers and more compact habit	.25	.40	.2.60
Parisian Striped	.25	.50	...
Pheasant's Eye, sky blue edged, violet	.25	.50	...
Pink, lovely shades of pink, same as Hydrangea	.25	.45	3.00
President Carnot, five blotched white	.25	.60	...
President McKinley, five blotched yellow	.25	.70	5.00
Prince Bismarck, bronze and light brown	.25	.45	3.00
Prince Henry	.25	.50	...
Purple, very large, rich deep purple	.25	.45	3.00
Ruby Red	.25	.50	...
Striped, mahogany striped and flaked white	.25	.45	3.00
Trimardeau, mixed ....lb., **$32.00**	.25	.40	2.40
Violet Blue, a very pleasing shade	.25	.45	3.00
Vulcano, red with dark blotch	.25	.60	4.00
White, with dark eye, very large	.25	.45	3.00
Yellow, with dark eye, immense flowers	.25	.45	3.00

CHICAGO **VAUGHAN'S SEED STORE** **NEW YORK**

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Mention the American Florist when writing

GLADIOLI

Send for our "Special Offer" of new and exquisite hybrids and varieties recently introduced to the trade.

P. VOS & SON, **Mt. Clemens, Mich.**

Our varieties are the cream of Holland. From last spring on, grown in America.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treas. Next annual convention September 1920.

COLUMBUS, IND.—Walter Nugent and Chas. A. Ruddick will build two houses in the spring, to be devoted principally to vegetables.

Prices of Indoor Fruits and Vegetables.

Chicago, Jan. 13.—Cucumbers, 2-dozen box, $6.00 to $8.00; celery, Michigan, square box, $1.75 to $2.00; leaf lettuce, per tomato box, 35 to 40 cents; radishes, per dozen bunches, 90 cents; tomatoes, per pound, 15 to 40 cents.

New York, Jan. 10.—Celery, per doz. roots, 15 to 75 cents; cucumbers, per dozen, $1.00 to $3.00; mushrooms, 75 cents to $2.25 per three pound basket; tomatoes, per pound, 12 to 40 cents; lettuce, per dozen, 50 cents to $1.00; radishes, per 100 bunches, $2.00 to $6.00.

Vegetable Markets.

The weekly report of the United States department of agriculture for the period January 6-13 indicates generally strong and active conditions. Potatoes were steady, with advances of 10 to 30 cents recorded in producing sections. Haulings continued heavy in western New York, but light in other districts. New York sacked round whites ranged from $3.75-$4 per 100 pounds f. o. b., with a few of the best closing at $4.15-$4.22. Consuming markets advanced steadily for this as well as for middle-western round white stock, closing for the latter at $4.35-$4.75. Maine sacked Green Mountains closed at $3.75-$3.80 at shipping points. Michigan round whites closed at $4-$4.30 f. o. b. Cadillac basis, an advance of about 30 cents. Wisconsin and Minnesota stock advanced somewhat further, closing at $4.25-$4.40. Colorado Rurals and Pearls brought mostly $4 per 100 pounds sacked wagonloads, cash to growers, an advance of about 20 cents over the previous week. The onion market was firm, with but little change since the previous week in New York shipping points. Demand and movement were limited with prices firm at $6-6.25 per 100 pounds sacked for medium to large yellow varieties. Consuming markets in general ranged $5.50-$6.50. Chicago recovered from its low point and closed at $5.25-$6. Danish seed cabbage held in western New York shipping sections at $90-$100 f. o. b. per ton bulk, an advance of about $15 during the week. Consuming markets advanced about $20 for this stock. Wisconsin Holland seed cabbage closed at Chicago at $95-$100, and in St. Louis at $120-$125, about $25 above the previous week's closing price. New Florida Wakefield sold in Philadelphia and Baltimore at $3-$3.25 per 1½ bushel hamper, a drop of 25 cents from the previous week. Sweet potatoes were firm. New Jersey and Delaware yellow stock held steady in middle-western consuming markets at $2.25-$2.75 per bushel hamper. Tennessee Nancy Halls advanced about 25 cents to $1.75-$2.25. Carrots in western New York continued to strengthen, closing strong at $3 sacked per 100 pounds.

Lettuce Under Glass.

We have heard more complaints about poor lettuce crops this winter than ever before. The market also bears out this condition, as there exists a scarcity, the like of which we have never seen before. There are, of course, a number of factors working to produce this condition, the chief one probably being the dark weather, long continued. But there are others. Diseases are more general and more disastrous, at least in this vicinity. This is partly due also to the weather, as any tendency towards a weak, poor growth is a constant invitation to diseases. Owing to the many existing troubles, no new glass has been built locally, hence all the growers are operating in old houses, which is always a handicap. There used to be always some new glass with heavy crops to help supply the markets, which is not the case this time. Also, the abundance of money seems to produce an extra demand, as people pay no attention to high prices, buying just the same.

Yet, considering all these conditions, we wish to call attention to the use of nitrates under glass in mid-winter as a remarkable remedy against many troubles. We firmly believe that the proper use of chemical nitrogen not only hastens growth, increases weight of crop, but helps to ward off diseases, owing to better health of plants. We also believe that the application of manure can be overdone, producing acid conditions which are hard to correct under glass, a more moderate use of manure, aided by the use of chemicals, being a better method. Of the materials available, we can use any one of the three in trade—nitrate soda, sulphate ammonia and nitrate potash. We have been using nitrate of potash on lettuce with excellent results, and where obtainable it is excellent. However, the other two will fill the bill, if used with care. We prefer to set out the plants first and give a start of two weeks, and then apply the fertilizers directly between the rows, keeping away from the plants. The materials should be reduced to a fine state, at least through ¼-inch mesh sieve, and applied sparingly, being careful to touch no foliage. Each grower must experiment himself in regard to best quantity of application.

MARKETMAN.

Primula Obconica Gigantea Rosea

Dwarf habit, light and dark shades of pink Select strain. All fresh seed.

Sample of flower produced, sent on request.

Packet of 1500 seeds for **$1.50.** Cash.

Ernest Oechslin

Madison and Gale Sts., **River Forest, Ill.**

Chrysanthemum Novelties For 1920

Preliminary list now ready.

Free by mail.

Elmer D. Smith & Co.

Adrian, Michigan

SEASONABLE STOCK

READY NOW

Asparagus Plumosus—2½-in., $5.00 per 100; $45 per 1,000.
Asparagus Sprengeri, 2½-in., $4.50 per 100; $40 per 1,000.
Fern Dish Ferns—2¼-in. Pteris Magnifica, Wimsetti, Critica Alba, Lineata and Mayi-Adiatum Cuneatum, and Aspidium Tsussimense, $6.00 per 100; $50.00 per 1,000.
Achyranthus Herbsti, 2¼-in., brightest red, $4.50 per 100.
Alternanthera Brilliantissima, 2¼-in. (bright red), $4.00 per 100.
Coleus, Trailing Queen, 2-in., $4.00 per 100.
Fuchsia, Mrs. E. G. Hill, 2¼-in. (Best white), $5.00 per 100.
Euonymus Japonica, Silver Edge (for hampers, baskets or vases), 2½-in., $15.00 per 100; 3-in., $25.00 per 100; 4-in., $35.00 per 100.
Lantanas, Dwarf, 2¼-in. Splendid stock, distinct sorts, $5.00 per 100; $45.00 per 1,000.
Snapdragon (Keystone), 2¼-in., once pinched stock, in splendid shape, at $5.00 per 100; $45.00 per 1,000.
Palms—Clean young stock, Kentia Belmoreana, 2½-in., $15.00 per 100; heavy 3-in., $25.00 per 100; heavy 4-in., $50.00 per 100.
Cannas—Dry roots, two and three eyes, King Humbert, $5.00 per 100; $45.00 per 1,00.
Meteor, best red, green leaf, $4.50 per 100; $40.00 per 1,000.
Richard Wallace, standard yellow, $4.50 per 100; $40.00 per 1,000.

THE STORRS & HARRISON CO.

PAINESVILLE, ... OHIO

"Hamburg Late Pink" Chrysanthemum

Picture was taken Nov. 23, 1919, and will give a good idea of what **"Hamburg Late Pink"** looks like when grown to single stems and planted six inches each way.

"Hamburg Late Pink" is an improved late pink Maud Dean, having more petals, and if grown for late will hardly ever show an open center.

The average grower of chrysanthemums must have varieties which are easy to handle, and from which he can cut as near 100% of perfect blooms as possible. **"Hamburg Late Pink"** has been grown for the last four years, and produces a very high proportion of good flowers. It is not an exhibition variety, but, for late pink, one of the best for commercial purposes. It can be had in bloom the latter part of November by taking an early bud, but some of the flowers will show open centers; but by selecting late buds, after October 1st, most of the flowers are cut during December, and would advise to select late buds, as the later buds will hardly ever show an open center, and some flowers can be had even in January.

Keeping qualities are excellent, and where a graceful pink flower is wanted, **"Hamburg Late Pink" cannot be surpassed.**

"Hamburg Late Pink" will be disseminated in the spring of 1920.
Plants will be ready March 1st, 1920, and orders will be filled in rotation.

Rooted Cuttings (by parcel post) ..... **$16.00 per 100; $150.00 per 1000**
2-inch pots (by express) ..... **18.00 per 100; 160.00 per 1000**

WILLIAM F. KASTING COMPANY, 568-570 Washington St., BUFFALO, N. Y.

Our 1920 Wholesale Bulb List

Is ready. Ask for a copy.

The General Bulb Company
Established 1883
Vogelenzang, Holland.
AMERICAN BRANCH:
110 Water Street, New York City.

Van Meeuwen & Tegelaar

Wholesale Dutch Bulb Growers
LISSE, HOLLAND
Write us for Prices on Finest Quality DUTCH BULBS.
New York Office: 1133 Broadway (cor. 26th St.)

Mention the American Florist when writing

If you are interested in
POINSETTIAS
and four and five inch
BOSTON FERNS
for immediate delivery, write
GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

ABUNDANCE OF STOCK

	Per 100	Per 1000
2¼-inch Smilax plants	$ 2.75	$25.00
2¼-inch Snapdragons, white, pink and yellow	5.00	48.00
4-inch Marguerites, white and yellow	15.00	
25,000 Vincas, field grown	8.00	75.00

10,000 Bench Ferns, 5 varieties, $25.00 and $30.00 per 100.

Packing free of charge. Liberal extras.

Alonzo J. Bryan
Wholesale Florist
Washington, New Jersey

Mention the American Florist when writing

Rooted Cuttings

ALTERNATHERA, red and yellow, per 1,000	$ 8.00
BEGONIA, Chatelaine, 2¼-in., per 100	5.00
BRILLIANTISSIMA, per 1,000	10.00
CUPHEA, Ageratum, Guernsey and Blue Star, per 100	.90
FEVERFEW, Gem; GENISTA, VINCA VAR., DOUBLE PETUNIAS	1.50
DAISIES, Mrs. Saunders, Single White, Boston Yellow, 2-in., per 100	3.00
CINERARIA, Grandiflora, Dreer's fine 3-in.	8.00
ALYSSUM, Giant Double 2-in.	2.00
SMILAX and PRIMULA Malacoides 2-in.	3.00
GERANIUMS, Rose, 2-in.	3.00

Cash.

BYER BROS., CHAMBERSBURG, PA.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

Carnation Laddie

Rooted Cuttings, January and later delivery.
$10.00 per 100; $90.00 per 1000. Order now

A. F. LONGREN
4249 West Monroe St., CHICAGO, ILL.

Mention the American Florist when writing

SMILAX

Extra Good, Well-Rooted Plants.
From 2-in. pots, $2.00 per 100; $18.00 per 1,000.
BOSTON YELLOW DAISIES
A special good strain; from 2-in. pots, $3.50 per 100.
LETTUCE, Grand Rapids Forcing,
$1.00 per 1000; $8.50 per 10,000.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at Chicago, June, 1920.

QUINCY, ILL.—An organization, to be known as the Adams County Fruit Growers' Association, has been formed.

MARTINSBURG, W. VA.—The annual meeting of the West Virginia State Horticultural Society will be held here, January 16-17.

ACCORDING to the Denver Post, fruit growers of Colorado received approximately $2,000,000 for their crops during the past season.

BROOKLYN, N. Y.—The Narrows Nursery Co. has been incorporated with a capital stock of $10,000 by H. Cumisky, M. A. Lobb and C. Schroeder.

MONMOUTH, ILL.—Fifteen orchards in this vicinity, which were sprayed by an expert, showed a profit of from $10 to $12 per tree. The cost did not exceed 75 cents per tree.

FRESNO, CALIF.—Fred P. Boullard, horticultural commissioner here, has prevented the distribution of a consignment of orange trees, shipped from Los Angeles, because of purple scale.

ROCHESTER, N. Y.—A programme of unusual interest to fruit growers has been prepared in connection with the annual meeting of the New York State Horticultural Society, to be held in this city, January 14-16.

SWEET CIDER and other fruit juices containing more than one-half of one per cent of alcohol, according to George F. Crutchley, collector of internal revenue at Kansas City, Mo., will be prohibited by the federal government after January 16.

Painesville, O.

Ernest Brand, formerly with the Storrs & Harrison Co., who with his family sailed for England six months ago, has returned and now says the United States is best.

J. H. Britton, widely known horticulturist, is serious ill with small chance for his recovery on account of his advanced age.

E. S. Welch, of the Mt. Arbor Nursery, Shenandoah, Ia., was a recent visitor.

Nursery labor here is growing scarcer every day.

T. J. M.

Grape Anomaly.

Few people would credit the fact that many parcels of foreign grapes are bringing more money than good black varieties from the Channel Islands and English hothouses. It is passing strange that whilst Guernsey and English Alicante were freely sold from eightpence to a shilling a pound wholesale, many lots of grapes from Almeria, in Spain, realized at Covent Garden from 45 to 70 shillings a barrel, of 40 to 50 pounds net weight. The figures quoted do not include extremes of price; so that roundly speaking it is accurate to say that a large percentage of Spanish grapes are more costly than the fine black varieties grown under glass. Dutch Alicantes and Belgian Gros Colmar are both excellent, and resemble closely the home-grown grapes so named. So marked is the resemblance that only experts can discriminate, and even they cannot always be certain of their judgment.

Spanish grapes are wanted for re-export. Furthermore, speculators buy with a view of keeping the fruit for many months, until such time as the scarcity of other kinds of grapes enhances the value of the white Almeria. Buyers do not always gain by so doing, but the storing of Almeria grapes, which will keep well, is generally deemed a sound investment. Consumers will do well to note the uncommonly good value now offered in best black grapes.—British Paper.

Ibolium THE NEW HYBRID Hardy Privet

(L. Ibota x Ovalifolium)

Now sent out for the first time. Inquire for further information. One-year field-grown plants, $5.00 each. Summer rooted, frame-grown, $3.00 each. Plants in storage for immediate shipment.

Introducers of **Box-Barberry,** well rooted summer frame cuttings, $65.00 per 1000.

The Elm City Nursery Co., Woodmont Nurseries, Inc.

NEW HAVEN, CONN.

Ibolium Privet, Natural Habit. Ibolium Privet, When Trimmed

Jackson & Perkins Company

NEWARK, NEW YORK

Wholesale Growers for the Trade—Trees and Plants of All Kinds.

SEND FOR LIST.

150,000 California Privet

One and Two Years Old, Well Branched.

12 to 18 inches, at..... $12.50 per 1000
18 to 24 inches, at..... 20.00 per 1000
2 to 3 feet, at..... 22.50 per 1000

SOUTHERN NURSERY CO., Winchester, Tenn.

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J

Robert Craig Co...

High Class PALMS

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Geraniums Rooted Cuttings.

Everything sold until latter part of March.

S. A. Nutt and **Buchner**....$20.00 per 1000
Ricard and **Poitevine**..... 25.00 per 1000
Orders for **Ricard** alone, at 30.00 per 1000

ALBERT M. HERR, LANCASTER, PA.

Miscellaneous Plants

Boston Ivy
Clematis Paniculata
Shrubs
Raspberries, Blackberries
Evergreens
Ornamental Trees
Perennials
California Privet Hedge
Japan Barberry

Prices on request.

Peter Bohlender & Sons

Tippecanoe City, Ohio

HARRISONS' NURSERIES

Fruit Trees Budded from Bearing Orchards. Peach, apple, pear, plum, cherry, quince, grape-vines, strawberry plants, raspberries, blackberries, evergreens and shade trees. Catalog free.

Harrisons' Nurseries, Box 39, Berlin, Md.

Mention the American Florist when writing

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America

Box 404. DUNDEE, ILL.

Mention the American Florist when writing

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price $2.00.

American Florist Co.

440 S. Dearborn St., CHICAGO

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO. ★ **WEST GROVE PENNA.**

Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Ready Reference Section.

12 CENTS, NET, PER LINE.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

Alyssum, Double Giant, 2-in., $2.00 per 100; $18.00 per 1,000. Byer Bros., Chambersburg, Pa.

ASPARAGUS.

Asparagus Sprengeri, 2½-in., $4.00 per 100. Byer Bros., Chambersburg, Pa.

BEGONIAS.

Begonias, tuberous rooted, single, in separate colors, scarlet, orange, yellow, rose and white, $15 per 100. A Henderson & Co., 166 N. Wabash Ave., Chicago.

BOXWOOD.

CHOICE BOXWOOD SPRAYS

Write us today for prices on Fall and Winter deliveries. Best merchantable fancy tips Dwarf variety. Quality guaranteed. Satisfactory delivery assured to all parts of U. S. A. and Canada.

PITTSBURGH CUT FLOWER CO.,
116-118 Seventh St. Pittsburgh, Pa.

BULBS.

BULBS

Hardy lilies and Lilium Giganteums in stock for immediate shipment.

THE W. W. BARNARD CO.
231-235 W. Madison St. Chicago

Dutch Bulbs. Single and double tulips, hyacinths. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Single and double hyacinths. Darwin and single tulips. For prices see display advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Tulips and Lilium Giganteum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

CALCEOLARIA.

Calceolaria Hybrida, choicest mixed, 2-in., ready for shipt., $9.00 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

CALENDULAS.

Calendula Orange King, 2-in., $2.00 per 100. Seedlings, $1.00 per 100. Byer Bros., Chambersburg, Pa.

CANNAS.

Cannas. Good strong divisions.

	Per 100
King Humbert	$5.00
Mrs. A. Conard	5.00
Gladiator	4.00
Crimson Bedder	4.00

THE REESER PLANT COMPANY
Springfield, Ohio.

CARNATIONS.

ROOTED CARNATION CUTTINGS.

Fine Healthy Stock.

Grown Right!

Packed Right!

Priced Right!

Sure to Please You

Ready Now.

	100	1000
White:		
Matchless	$5.00	$45.00
White Enchantress	5.00	45.00
White Wonder	5.00	45.00
Pink:		
Miss Theo	5.00	45.00
Pink Enchantress	5.00	45.00
Enchantress Supreme	6.50	60.00
Rose Pink Enchantress	5.00	45.00
Ward	6.50	55.00
Nancy	5.00	45.00
Alice	5.00	45.00
Rosette	5.00	45.00
Red:		
Herald	5.00	45.00
Thenanthos	5.00	45.00
Aviator	5.00	45.00
Merry Christmas	5.00	45.00

Buy the Best! It Pays

Order Promptly

Big Demand

M. C. GUNTERBERG,
Wholesale Florist.
159 N. State St. Chicago

A1 CARNATION CUTTINGS.

Growers all over the United States know from past experience that we always have the best Carnation Cuttings it is possible to produce. Get the best.—Order Here.

	100	1,000
Mrs. C. W. Ward	$4.50	$40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.50	40.00
Matchless	4.50	40.00
Roper	4.50	40.00
Rosette	4.50	40.00

WIETOR BROS.,
L. D. Phone Randolph 2081.
Chicago, Ill.

ROOTED CARNATION CUTTINGS.

Large supply of fine, well-rooted, healthy and strong carnotion cuttings in the following varieties, ready for immediate delivery:

	100	1000
Rose Pink Enchantress	$4.50	$40.00
White Enchnatress	4.50	40.00
Pink Enchantress	4.50	40.00
C. W. Ward	4.50	40.00
Aviator	4.50	40.00
Thenanthos	4.50	40.00

PETER REINBERG,
Wholesale Florist
30 E. Randolph St. Chicago

Carnation Cuttings. January, February and March delivery. Varieties: Beacon, Alice, Cottage Maid, Mrs. C. W. Ward and Matchless. $6.00 per 100; $50 per 1,000.

THE PARK FLORAL CO.
Denver. Colo.

SEND FOR 1920 FLORISTS AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago.

Carnation Laddie, rooted cuttings. January and later delivery. $10.00 per 100; $90.00 per 1000. A. F. Longren, 4249 W. Monroe St., Chicago.

CHRYSANTHEMUMS.

Chrysanthemum Hamburg Late Pink. Rooted cuttings, $16 per 100, $150 per 1000; 2-in. pots, $18 per 100, $160 per 1000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIA.

Cinerarias. Vaughan's Columbia, mixed, fine plants, 2-in., ready for shift, $4.00 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

CYCLAMEN.

CYCLAMEN—Strong, transplanted seedlings for January and February delivery; all leading varieties. $6.50 per 100; $60.00 per 1,000. PETER PEARSON, 5732 Gunnison St., Chicago.

DAHLIAS.

DAHLIAS FOR CUT FLOWERS.

Mixed colors and types, $3.00 per 100. Mixed types in separate shades, red, white, pink and yellow, $5.00 per 100. Good, strong, field-grown divisions. Cash with order or one-fourth deposit for reservations. Stillman's dahlias are world known. GEO. L. STILLMAN, Dahlia Specialist, Box A-20, Westerly, Rhode Island.

FERNS.

SEND FOR 1920 FLORISTS AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Boston ferns out of the bench ready for 6 and 8-inch pots. Come and see the stock and for prices. J. H. FIESSER, North Bergen, N. J.

Boston Ferns, 2¼-in., fine pot-grown stock at $5.00 per 100; $45.00 per 1000. H. KLEINSTAKINK, 2331 Letterle Ave., Louisville, Ky.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosback, Ferndale, Askov, Minn.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

GERANIUMS.

Geraniums. Rooted cuttings. S. A. Nutt and Buchner, $20 per 1,000; Ricard and Poitevine, $25 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLI.

GLADIOLI

Reports from all over the world state that DIENER'S new Gladioli are the largest, finest and most wonderful ever produced. Our new catalog showing eight of our new varieties in natural colored plates will be sent free on request.

RICHARD DIENER COMPANY
Kentfield, California.

Gladiolus bulbs. First-class stock from our Michigan farms. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's' Seed Store, Chicago and New York.

Gladiolus for forcing. Strictly first size bulbs. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

LILY OF THE VALLEY.

Lily of the Valley. Best Holland Pips, $25; Bruns' Special Early Forcing, $35; Bruns' Celebrated Chicago Market Brand, $45 per 1000. H. N. Bruns, 3040 W. Madison St., Chicago.

Lily of the Valley pips. Finest quality; ready for immediate delivery. Van Meeuwen & Tegelaar, 1133 Broadway, N. Y.

NARCISSUS.

Narcissus Paper White Grandiflora. Ready for immediate shipment. Write for prices. Hogewoning & Sons, Inc., 32 Broadway, New York.

ORCHIDS.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANSIES.

Pansies. Paris Market and separate colors and varieties from Vaughan's Giant sorts. ODOR GREENHOUSES, Iola, Kan.

Pansies. 200,000 fine plants, Giant strain, $3.00 per 1,000. Byer Bros., Chambersburg, Pa.

PETUNIAS.

PETUNIAS

Diener's Ruffled Monsters, single, largest and finest in existence. Quickest and surest money-makers of the day; sell at sight. Seed in separate colors, red, pink, white, purple, flesh pink frilled, variegated and mixed colors, 50c per trade package. Our new catalog with natural colored plates free on request.

RICHARD DIENER COMPANY,
Kentfield, California.

PRIMULAS.

Primula Obconicas. Rosea, Apple Blossom, Kermesina. Good, strong stock from 2¼-in. pots at $6.00 per 100; $55.00 per 1000. J. H. FIESSER, North Bergen, N. J.

PRIVET.

Privet. Box-Barberry, well rooted summer frame cuttings, $65.00 per 1000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

Privet, California. One and two year old, well branched, 12 to 18-in., $12.50; 18 to 24-in., $20.00; 2 to 3-ft., $22.50 per 1000. Southern Nursery Co., Winchester, Tenn.

PUSSY WILLOWS.

Pussy Willows. Good quality stock for forcing. 15 to 30-in., $4 per 1,000; 2 to 4-ft., $7 per 1,000. Cash with order; packing free. Minneapolis Nursery, 4117 So. Aldrich Ave., Minneapolis, Minn.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants.

You can quickly turn such surpluses into cash by advertising here.

ROSES.

ROSES READY FOR IMMEDIATE SHIPMENT
COLUMBIA, 2½-in. own root, $15 per 100; $125 per 1,000.
CHARLES H. TOTTY COMPANY,
Madison, New Jersey

SEND FOR 1920 FLORISTS AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

List of 2¼ and 4-in. Roses ready, on request. Leedle Co., Expert Rose Growers, Springfield, O.

SEEDS.

SEND FOR 1920 FLORISTS AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

SEEDS.

Seed. Primula Obconica Gigantea Rosea. Dwarf habit, light and dark shades of pink. Select strain; fresh seeds. Packet of 1500 seeds, $1.50. Cash. Ernest Oechslin, River Forest, Ill.

Seed. Vaughan's Giant Pansy. For descriptions, varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Son, Langport, Eng.

Seeds. Michell's Flower. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Rhodes grass, Paspalum grass, Sondan grass, Couch, Prairie grass, Red Top grass. H. A. Peterson, Ltd., Brisbane, Queensland, Australia.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorssinera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds, specialists: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Garden, of all kinds. Write for catalogue. Everett R. Peacock Co., 4013 Milwaukee Ave., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

SEEDS.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. F. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea, and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Growers of selected stocks of onion, lettuce, radish, carrot, sweet peas, etc. C. C. Morse & Co., San Francisco, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co. San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from landreth, Bristol, Pa.

Sweet corn seed. Grown exclusively by the W. C. Pressing Seed Co., Norwalk, Ohio.

SMILAX.

Smilax. Strong, thrifty plants from 3-in. pots, $3.00 per 100, $25.00 per 1000. Will exchange for ferns or other useful greenhouse stock. RUSSELL KILBOURN, Clinton, N. Y.

Smilax. Extra good, strong, well-rooted plants. From 2-in. pots, $2.00 per 100; $18.00 per 1000. Elmer Rawlings, Allegany, N. Y.

STOCK WANTED.

Wanted—Bench roses, following varieties: Killarney Pink, Queen and Brilliant; Hadley, Richmond, Liberty, Maryland, Sunburst, Hoosier and American Beauty, Shawyer, Mock, Kaiserin and Columbia. State price. ROSE HILL NURSERIES, New Rochelle, N. Y.

STRAWBERRY PLANTS.

STRAWBERRY PLANTS, 75 varieties. Also a complete stock of other fruits, ornamentals, etc. Catalog with wholesale prices sent to florists. L. G. TINGLE, 102 Railroad Ave., Pittsville, Md.

VEGETABLE PLANTS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.
4013 Milwaukee Ave. Chicago

Grand Rapids lettuce seedlings, strong, $1.50 per 1,000. Postpaid. ODOR GREENHOUSES, Iola, Kans.

MISCELLANEOUS.

For results use "Master Brand" prepared concentrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Spiral Air-Circulating Radiators for greenhouse heating; save coal and stimulate plant growth. Made for steam or hot-water. SPIRAL BOILER & RADIATOR CO., St. Paul, Minn.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Japanese fern and plant food. Prepared expressly for ferns, palms and rubber plants. Write for prices. Flower City Plant Food Co., Inc., Rochester, N. Y.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works, Lowell, Mass.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

MISCELLANEOUS.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00 Good stock. Cash, please. Gorham Printery Inc., 542 S. Dearborn St., Chicago.

Safepack. The ideal protection for roots and shrubs. Rat and vermin proof. Safepack Mills, Boston, U. S. A.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 52 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL.

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FLORISTS' SUPPLIES.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 998 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braum Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1506 Kingsbury St., Chicago.

Greenhouse glass, plants and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Red pots, hanging baskets, lawn vases, jardiniers and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

TRACTION EQUIPMENT

GIANT GRIP
TRACTION EQUIPMENT

Makes trucks 100% efficient. Write for Free booklet, "Truck Time Insurance." Contains facts that will interest EVERY truck owner.

CHALLONER CO., Dept. — Oshkosh, Wis.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H. St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadedlphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Fenrich, Joseph H., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuhl, Geo. A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburg, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
N. Y. Cut Flower Exchange, New York.
Miller & Musser, Chicago.
Neidlinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Williams, New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L., & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.

Bailey's New Standard Cyclopedia of Horticulture

Six Splendid Volumes

Price, $6.00 Per Volume

Carriage paid to any part of the United States

American Florist Co.
440 S. Dearborn St., CHICAGO

DREER'S
Florists' Specialties
New Brand New Style
"RIVERTON HOSE"
Furnished in lengths up to 500 feet without seam or joint.
The HOSE for the FLORIST
¾-inch, per ft.....22c
Reel of 500 ft.....21c
2 Reels, 1000 ft.....20c
½-inch, per ft.....19c
Reel of 500 ft. 18c
Couplings furnished without charge.
HENRY A. DREER
714-716 Chestnut Street
PHILADELPHIA, PA.

Mention the American Florist when writing

"Master Soil Builders"
Send for prices on **Master Brand Vine and Plant Manure**—eventually you will use it. Why not now?
The Proto-Feed & Guano Co.
4121 S. La Salle St., CHICAGO

Mention the American Florist when writing

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

YOU WILL BE SURPRISED

At the quality there is in WIZARD BRAND Shredded Cattle Manure this year. New equipment provides a better selection of crude manures than ever before and it shows up in every bag of Shredded Cattle Manure.

WIZARD BRAND
TRADE MARK

PULVERIZED SHEEP—PULVERIZED CATTLE
SHREDDED CATTLE
MANURE

Is dried and sterilized in high temperature direct heat dryers. It saves you time and labor in handling and application. Does not bring you foreign weeds and grasses that come with crude or air dried manures.

WIZARD BRAND may not always be lowest in price but it is highest in quality and the recollection of quality remains long after price is forgotten.

WIZARD BRAND Trade Mark is tagged or printed on every bag for your protection.

Your dealer can supply WIZARD BRAND if you insist or we will quote on any quantity from a bag to a carload promptly.

THE PULVERIZED MANURE CO., No. 32 Union Stock Yards, **Chicago, Ill.**

Mention the American Florist when writing

Dreer's Peerless Glazing Points
For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

Mention the American Florist when writing

In the Erection of
FOLEY GREENHOUSES
Only the Best of Material Is Used.

in designing your house, we always consider the use for which the house is intended—thereby assuring you of proper design and bench arrangement—not forgetting the importance of an efficient heating system.

THE FOLEY GREENHOUSE MFG. CO.
Designer Builders Heating Engineers
Main Office and Factory 3100 S. Spaulding Ave. **Chicago, Ill.** Downtown Office State-Lake Bldg.

1,000 Letterheads } $7.00
1,000 Envelopes }

Bond Stock—Send cash with order. No samples sent. All work is guaranteed. Proofs furnished of work before printing, so that any changes necessary may be made.

GORHAM PRINTERY, INC.
542 South Dearborn Street, CHICAGO, ILL.
We Print Everything

Mention the American Florist when writing

John C. Moninger Co.
GREENHOUSES
Designers - Manufacturers - Builders.
We sell the complete house or any part.
908 Blackhawk St., CHICAGO, ILL.

Split Carnations
Easily Mended with Pillsbury's Carnation Staples.
"They are indispensable to the careful florist. Increase the value at least 50%." Fifth Ave. Floral Co.
1000, 35c; 3000 for $1.00, postpaid
L. Pillsbury, Galesburg, Ill.

Glass Cloth
A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 40c; 25 yds. at 39½c; 50 yds. at 39c; 100 yds. at 38½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices. Try it out now and be convinced.
TURNER BROS., Bladen, Neb.

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

Wired Toothpicks
10,000, $2.50; 50,000, $11.00. Manufactured by
W. J. COWEE, Berlin, N. Y.
Sample Free. For Sale by Dealers.

Mention the American Florist when writing

ARE YOU USING A
BOILER
That Let's the Florist Sleep
Get Posted! Ask for our catalogue.
GIBLIN & CO., UTICA, N. Y.

REED & KELLER,
122 W. 25th St., NEW YORK
Florists' Supplies
We manufacture all our Metal Designs, Baskets, Wire Work and Novelties, and are dealers in Glassware, Pottery, Decorative Greens and Florists' Requisites.

Index to Advertisers.

Allen J K..... 24
Alpha Floral Co..... 29
AmericanBulb ...I 37
American Greenhouse Mfg Co.....IV
Amling E C Co..... 21
Anderson S A 29
Angermueller G H Co..... 23
Aphine Mfg Co.....III
Aphrodite Co..... 26
Astoria Florist..... 28
Avenue Floral Co... 30
Baer Julius..... 29
Barnard W W Co . 34
Barnes W J..... 29
Bassett&Washburn 14
Baumer Aug 31
Baur Window Glass Co.....IV
Bayersdorfer H&Co. 23
Begerow's..... 28
Berger Bros..... 22
Berning H G..... 22
Blackistone Inc..... 31
Bodger J & Sons Co. 34
BohlenderP & Sons . 42
Bolgiano J & Son... 33
Bramley & Son .. 31
Braslan Seed Growers Co..... 32
Breitmeyer's J Sons. 28
Brenner Edward 25
Broadway Florist .. 29
Brown A J Seed Co.. 52
Brown Bag Filling Machine Co..... 37
Bruns H N..... 36
Bryan Alonzo J..... 41
Buckbee H W..... 30
Budlong Co J A..... 19
Bunyard..... 26
Burns H H..... 26
Burpee W A Co..... 37
Byer Bros..... 41
California Florists.. 29
Cazan A B 26
Central Floral Co ... 31
Central Refrigerator & Equipment Co.. 21
Chicago Feed & Fertilizer Co..... 48
Chicago Flower Growers Assn..... 15
Clark E B Seed Co.. 36
Clarke's Sons D 27
Clay & Son..... 48
Clipper Lawn Mower Co..... 48
Coan J J 25
Conard & Jones Co.. 42
Cooke Geo H..... 31
Cowee W J..... 47
Coy H C Seed Co.... 34
Craig Robt Co..... 42
Danker Fred A..... 30
Dards Chas..... 27
Dietsch A & Co.....IV
Dominion FloralCo . 28
Dorner F & Sons Co 39
Dreer H A..... 46 47
Duluth Floral Co... 30
Dunlop John H 28
Dwelle-Kaiser Co...III
Eble Charles..... 27
EdwardsFold'g Box. 47
Elm City Nurs Co... 42
Erne & Co..... 20
Evans A W B..... 28
Evres H G. 29
Fallon Florist..... 26
Fenrich Jos S..... 24
Fleischman..... 29
Florist Specialty Co.III
Flower City Plant Food Co.....III
Foerster Co Joseph. 17
Foley Greenhouse Mfg Co..... 47
Ford M C..... 25
Ford William P..... 25
Fox J M & Son Inc.. 29
Frauenfelder C..... 26
Freeman Mrs J B ... 29
Frey C H 26
Frey & Frey 30
Friedman 31
Froment H E 25
Galvin Thos F..... 26
Gasser J M Co..... 28
General Bulb Co.... 41
Giblin & Co..... 47
Gpatt Ove Co The... 13
Godineau R & M.... 37
Goldstein I..... 25
Gorham Printery Inc. 47
Grakelow Chas H... 28
GrandRapids FloCo. 31
Grimm & Gorly..... 31
Gude Bros 27
Guido Inc 26
Habermehl'sSons JJ. 30
Hardesty & Co..... 29
Harrison'sNurseries. 42
Hart George B..... 25
Hart Henry 28
Haven Seed Co The. 34
Heinl John G & Son. 27
Henderson A&Co..I 38
Henderson Lewis.... 28
Henry Co The John. 20
Henshaw Floral Co. 25
Hentz & Nash..... 24
Herr Albert M 42
Hess & Swoboda...' 28
Hession 29
Hews & Co A H. ..III
Hill D Nursery Co 42
Hogewoning& Sons . 38
Hollywood Gardens. 28
Holm & Olson..... 28
Holton & HunkelCo. 23
Hort Advertiser..... 48
Hort Trade Journal..III
Hurft Edgar F. 36
Hurst & Son 34
Ickes-BraunMill Co.IV
Idlewild Greenhs.... 31
Jackson & Perkins Co..... 42
Jahn Hugo..... 28
Jones Percy 17
Joy Floral Co 27
Kabler Pottery Co ..III
Kasting W F Co...I 41
Keller Pott'y Co Geo.III
Keller Sons J B..... 29
Kelway & Son'..... 34
Kennicott Bros Co.. 14
Kervan Co The..... 25
Kessler Wm..... 25
Kottmiller A..... 26
Kroeschell Bros Co.II
Kruchten John 21
Kuhl Geo A..... 41
Lager & Hurrell 42
Landreth Seed Co... 33
Lang Flo & NursCo. 30
Lange A..... 27
Lecakes C & Co..... 24
Levine & Co 11
Lindley Flower Box Co..... 12
Littlefield Florist.... 30
Long Island Flo Co. 28
Longren A F 41
Louise FlowerShop. 29
McCallum Co..... 23
McClunie Geo G.... 26
McGill R C & Co.... 34
McHutchison & Co.. 38
Mackie William..... 25
Malandre Bros..... 31
Mangel..... 31
Matthews theFlo'st . 26
Matthewson J E..... 27
Meconi Paul..... 25
Metaire Ridge Nurs. 26
Meyer John C Florist Thread Works. ... 12
Michell HenryFCo.. 37
Michigan Cut Flower Exchange 21
Millang Joseph A.... 24
Miller Floral Co 30
Miller & Musser 21
Minneapolis Nurs... 13
Moninger J C Co.... 47
Morse C C & Co..... 33
MurraySamuel..... 31
Nat'l Florists' Board of Trade.....IV
Neidinger JosG Co.. 23
Newell A..... 30
N Y Cut Flower Ex. 25
N Y Floral Co..... 31
Niessen Leo Co 22
Oechslin Ernest..... 40
Oriental Goldfish & Supply Co..... 20
Papadem J G Co.... 26
Park Floral Co 29
Peacock E R Co 33
Pearson E W..... 29
Pedrick G R & Son,. 36
Penn the Florist 31
Peters& Reed Potty.III
Petersen H A Ltd... 36
Philips Bros 26
Pierce F O Co..... IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co. 32
Pikes Peak Flo Co.. 29
Pillsbury I L 47
Pittsb'rghCutFloCo 12 22
Podesta &Baldocchi. 31
Poehlmann Bros Co. II
Pollworth C C Co... 23
Polykranas Geo J ... 25
Potter Floral Co 39
Pressing Seed Co W C..... 32
Proto-Feed & Guano Co..... 46
Pulverized Manure Co The..... 47
Pyfer A T & Co..... 16
QualityFlowerShop. 30
Raedlein Basket Co. 21
Randall A L Co . 21
Randall'sFloShop.. 31
Randolph & McClements..... 30
Rawlings Elmer 41
Ready Reference.... 43
Reed & Keller 47
Regan Ptg House ... 48
Reid Edw..... 22
Reinberg Geo..... 21
Reinberg Peter..... 15
Rice Bros 23
Rice Jerome B Seed Co..... 33
Riedel & Williams.. 25
RobinsonJCSeedCo . 37
Rock WmL Flo Co.. 26
Rodgers J W 29
Rohnert Waldo 34
Rosaia Bros..... 26
Rosery Floral Co ... 31
Routzahn Seed Co.. 36
Rusch G & Co 23
Saake O C..... 31
SalzerSeedCo JnoA . 31
Sceery Edw 29
Schiller the Florist.. 29
Schillo A Lum Co...IV
Schlatter W & Son.. 48
Schling Max..... 31
Schmidt Chas L..... 31
Segers Bros Ltd .. . 36
Shaffer Geo C 31
SharpPartridge&Co 48
Sheppard H W..... 31
Sheridan Walter F.. 25
Siebrecht George C.. 25
Simon & Son I N.... 34
Situations & Wants. 11
SkidelskySS& Co.... I
Smith A W & Co.... 28
Smith & Co E D . 40
Smith & Fetters Co 27
Smith Henry..... 30
SouthernNurseryCo. 42
Storrs & Harrison.'8 40
Stumpp G E M..... 28
Thorburn J M & Co.. 37
Tonner O A & L A.. 17
Totty Chas H..... 41
Traendly& Schenck. 25
Traveling Wholesale Florist..... 24
Trepel Joseph..... 29
Turner Bros..... 47
United Cut Flo Co.. 25
Van Meeuven & Tegelaar 38 41
Vaughan A L Co ... 17
Vaughan's Seed Store ....I 35 39
Vick's Sons Jas..... 33
Vincent R Jr & Sons Co..... I
Vos P & Son 39
Walker F Co..... 27
Weber F H. 30
Weiland & Risch ... 21
Weir James..... 30
Western Seed & Irrigation Co..... 33
Wietor Bros..... 16
Williams Mrs E A... 31
Winterson Co E F... 20
Wittbold G Co 27
Wolfskill Bros & Morris Goldenson. 29
Wonder Plant Irrigator Co..... 20
Woodruff SD& Sons. 36
Yokohama Nurs Co. 38
Young A L & Co.... 24
Young John & Co... 25
Zech & Mann.....18 21

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.

809 Exchange Ave., U. S. Yards, Chicago

Mention the American Florist when writing

The Regan Printing House

LARGE RUNS OF

CATALOGUES

OUR SPECIALTY

WRITE FOR PRICES

523 Plymouth Ct., Chicago

Mention the American Florist when writing

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscriptions, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A."

LOWDHAM, NOTTS, ENGLAND.

Mention the American Florist when writing

Before

No loss if you mend your split carnations with

Superior Carnation STAPLES

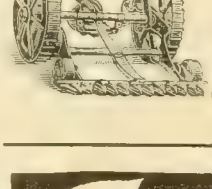
35c per 1000; 3,000 for $1.00. Postpaid.

Wm. Schlatter & Son

After

422 Main Street, Springfield, Mass.

Mention the American Florist when writing



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plaintain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER CO., Dixon, Ill.

Mention the American Florist when writing

GREENHOUSE GLASS

BEST BRANDS

SHARP, PARTRIDGE & CO.

2263 LUMBER ST. CHICAGO, ILL.

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LIV. **CHICAGO AND NEW YORK, JANUARY 24, 1920.** **No. 1651**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company.
Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treas. The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next annual convention and exhibition, Washington, D. C., November 1920. OFFICERS: THOMAS W. HEAD, Lake Forest, Ill., President; Z. D. BLACKISTONE, Washington, D. C., Vice-President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary; CHAS. H. TOTTY, Madison, N. J., Treas.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa., President; F. L. ATKINS, Rutherford, N.J., Vice President; E. A. WHITE, Cornell University Ithaca, N.Y., Secretary; HARRY O. MAY, Summit N. J., Treasurer.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition, Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Reading, Pa., June, 1920. LEE R. BONNEWITZ, Van Wert, O., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

American Carnation Society.

Twenty-Ninth Annual Meeting and Exhibition, Chicago, January 21-22, 1920.

The Opening Day.

The twenty-ninth annual meeting and exhibition of the American Carnation Society opened, January 21, in the grand ballroom of the Hotel La Salle, which was handsomely decorated for the occasion. Considering the great scarcity of stock, there was a very creditable showing of good blooms, the principal exhibitors of carnations being Charles S. Strout, Biddeford, Me.; S. J. Goddard, Framingham, Mass.; Mt. Greenwood Cemetery Association, Chicago; F. Dorner & Sons Co., Lafayette, Ind.; Bassett & Washburn Chicago; The McCallum Co., Pittsburgh, Pa.; Gude Bros. Co., Washington, D. C.; Frey & Frey, Lincoln, Neb.; Geo. Brenkert, Denver, Colo.; V. Bezdek, Gross Point, Ill.; Kring Bros., Fairbury, Ill.; Alois Frey, Crown Point, Ind.; A. M. Campbell, Strafford, Pa.; E. Winkler, Wakefield, Mass.; A. Sykora, Batavia, Ill.; James Psenicka, Gross Point, Ill.; W. Frank & Son, Portland, Ind.; The Richmond Greenhouse Co., Richmond, Ind.; John Reardon, Ames, Ia., and Peter Fisher, Ellis, Mass.

The miscellaneous exhibits included a grand vase of the new rose, Frank W. Dunlop, from John H. Dunlop, Toronto, Ont., and a vase of a beautiful canary yellow sport of Ophelia from the same grower; the E. G. Hill Co., Richmond, Ind., showed Frank W. Dunlop and Butterfly in good form; A. Henderson & Co., Chicago, displayed some fine sprays of colored freesias; Carl Hagenburger, W. Mentor, O., Carl Hagenburger, West Mentor, O., Berry, of his famous dwarf strain; S. S. Skidelsky & Co., New York, showed several plants of Pride of Newcastle, a red sport of Begonia Chatelaine; the Wm. F. Kasting Co., Buffalo, N. Y., good blooms of Hamburg Late Pink chrysanthemums; Hartje & Elder, Indianapolis, Ind., Pink Mistletoe chrysanthemums; J. A. Peterson & Sons, Cincinnati, O., fine specimens of their new Begonia Peerless.

No feature of the show attracted more attention than that arranged for Charles S. Strout by C. Engelmann, Saffron Walden, England, a carnation specialist of international reputation, now visiting in this country. The 1,500 blooms which were packed for shipment Saturday and Sunday preceding the exhibition stood the 1,200-mile journey in fine shape and made a splendid appearance, the exhibit occupying about 50 square feet. Donald, a deep rich red, was noteworthy and showed fine form. Maine Sunshine, another new Strout production, a rich delicate yellow, also made a fine impression. Another feature was a variegated sport of Matchless, while among other outstanding sorts worthy of mention were Laddie, Crystal White, White Delight and Aviator.

Gude's Democracy was greatly admired as were Peter Fisher's Ethel Fisher, John Reardon's white seedling and the Richmond Greenhouse Co.'s Topsy, the last named exhibited by the E. C. Amling Co., Chicago.

President Dorner's Address.

Members of the Illinois State Florists' Association and Fellow Members of the American Carnation Society:

It has been our pleasure to meet in convention in Chicago on former occasions. It is my pleasure to bid you hearty welcome to the twenty-ninth annual convention. We all know that Chicago is noted for its hospitality. The past year has been a prosperous one for all florists, even, with what we had to go through. Two years ago, it was a hard matter for some of us to get coal, and we all began to think that history would repeat itself. But by the level heads of our government, the coal strike was brought to an end. It has always been a saying, "always be prepared," and those who bought early had very little worry

concerning the fuel situation. The carnation growers of this country have certainly passed through a very critical period since the war began, and more so since it ended. We were put in the non-essential class during the war, but as I understand, during the coal strike, they told us we belonged in the essential class. The officials of our government have found out, at last, that we belonged in more than the non-essential class, which was very glad news for us.

I wish to inform the members of our society, that our membership, for the past year, has been at a standstill. I think that every member present at this meeting should make it his business to see that he gets at least one new member. We all know that the more members we have enrolled in our society, the more prosperous we will be. Our revenues would be increased, our meetings would be better attended, and our exhibitions would be much larger than ever before. I wish to suggest that our society offer some inducement, in some way, to those getting the most new members the following year.

INCREASE IN DUES SUGGESTED.

The American Carnation Society should devise some plan so our revenue would be increased. We are running today on the same plane as we have in the past, regardless of the high prices. I would suggest that the dues be raised to $3, instead of $2, which would give us a little more revenue. This may cause some criticism, but we should take time and prices under consideration. As we all know, it costs a great deal more now to exhibit carnations than it did four or five years ago.

The shipping facilities in the past year have been much improved, but we are still a long ways from getting what is right. The express companies have taken better care of our packages than last year, and are a little more prompt in settling claims. I think the parcel post department should insure parcels against freezing, when marked "perishable." At present they insure only against non-delivery, the responsibility for breakage being the same as non-insured parcels. I think this matter should be taken up with the Society of American Florists, and it might help if we would co-operate with them, for they are in a position to handle this matter to better advantage. I would suggest that a committee be appointed by our society to co-operate with the S. A. F. A great many parcel post packages have been frozen in transit this season, for which the shippers suffered loss.

We have in the past year lost three of our members by death. Frank Friedley, of Cleveland, O.; Robert Montgomery, of Natick, Mass., and Henry Rohrer, of Lancaster, Pa. I would suggest that our society take some action in this matter, and a committee be appointed for this purpose.

SEEDLINGS HAVE BRIGHT FUTURE.

The registration of new varieties in the past year has been much less than in former seasons, due to the war, fuel, labor and high prices. All carnation growers know, that a new variety will, in time, lose its vigor and vitality, either by propagation or through disease. And those must be replaced by other varieties which have vigor and vitality. It costs a great deal more at present to put a new variety on the market, and therefore seedling carnations should bring a higher price than in former years. The seedling carnations shown at our exhibitions are always the most interesting displays in the hall. Why? Because it is human nature for us to always be on the watch to get something better than we grow today. Carnation growing in this country in the last three or four years was at a standstill. But today we hear a number of those who quit growing car-

Theodore Dorner, Lafayette, Ind.
President American Carnation Society.

Chas. W. Johnson, Chicago.
Vice-President American Carnation Society.

nations are back in the harness again. The breeders of seedling carnations have a great future before them, as most of our standard varieties have taken the backward course, and must be replaced by new varieties.

At the board of directors' meeting held in Detroit in August it was decided to let the retailers' association of Chicago rearrange the exhibits on the second day, the entries in the medal classes and those entered for certificate of merit, to be left intact, unless each variety be kept to itself. This arrangement may be satisfactory to some, and to others it may be unsatisfactory. The only way to find out is to try it out, and if unsatisfactory, it can be changed by the board of directors.

I would suggest to those who raise seedling carnations, and disseminate them, that they be very careful in selecting a name for their new varieties, so the name will never conflict with those already registered.

I wish to extend my thanks to the secretary for the help he has given me, and the good work and time spent in the interest of our society. A man like Mr. Baur is certainly a help to all the members of our organization. He has labored hard to keep the American Carnation Society on its feet and to make our annual meetings and exhibitions a success.

In conclusion, I wish to thank the members of this society for the honor of being its president for the past year, and I sincerely hope that you will all enjoy the hospitality of the Chicago Florists' Club, and when leaving Chicago, it will always be fresh in your memory.

Secretary Baur's Report.

Mr. President and members of the American Carnation Society:

As your secretary, I beg leave to submit the following report for the past year:

Conditions approaching normal having been restored, your officers, when arranging for this convention, deemed it advisable to return to our usual programme. In view of the successful convention held in 1919, under most unfavorable conditions resulting from the war period, we felt justified in looking forward to this meeting with confidence akin to enthusiasm. A full schedule of competitive classes was arranged, with the usual cash and medal prizes. One new class was added, its purpose being to encourage the raising of blooms with extraordinary keeping qualities. Arrangements should be made to repeat this class each year, and thereby encourage the carnation breeders in striving for varieties with increased substance. Another new feature this year will be the rearranging of the exhibits by the retailers of Chicago for the second day. This is by way of experiment, and whether it shall be repeated in future exhibitions, will be determined by the degree of success in this instance.

The curtailed premium schedule of last year, and the subsequent saving in money, has enabled the society to catch up, in a measure, with its finances. Prices on all supplies continue high, however, and strict economy must be practiced until either prices moderate or our income can be increased. We were successful in securing an unusual amount of advertising for this year's premium schedule, there being 36 full pages. Our members can make this a really valuable advertising medium by patronizing our advertisers. Plans which are in prospect make it highly important that you lend your assistance along this line.

It is most gratifying to note that our members are supporting the society most loyally. We have also reinstated 17 delinquent members during the past year. But why do we not gain more new members? Some plan that will produce results must be devised. Who can suggest one? Our membership list now stands at 300 annual members and 11 life members. These figures should be doubled. We

F. E. Dorner, Lafayette, Ind.
Treasurer.

A. F. J. Baur, Indianapolis, Ind.
Secretary.

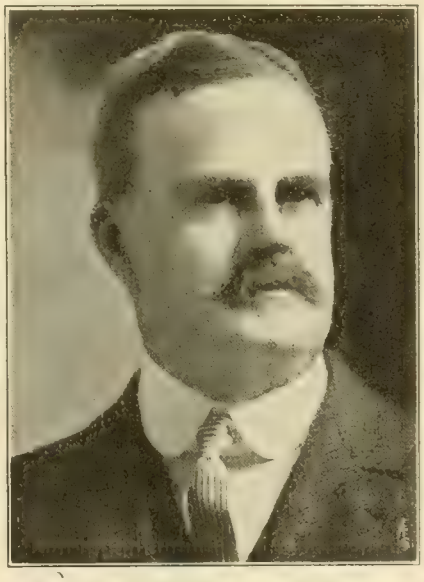
Peter Fisher, Ellis, Mass.
Director.

Jos. H. Hill, Richmond, Ind.
Judge.

John H. Dunlop, Richmond Hill, Ont.
Judge.

W. R. Nicholson, Framingham, Mass.
Judge.

David S. Ward, Queens, N. Y.
Judge.



Chas. S. Strout, Biddeford. Me.
Director.

S J. Goddard, Framingham, Mass.
Judge.

OFFICERS AND JUDGES OF THE AMERICAN CARNATION SOCIETY FOR 1920.

have lost during the past year Frank A. Friedley, who died March 9; Henry Rehrer, who died April 7, and Robert Montgomery, who passed away August 5.

There was paid into the secretary's office: In dues, $649.00; for advertising, $285.00; for miscellaneous, $82.00; total, $1,016.00, all of which was turned over to the treasurer and his receipt taken therefor. The secretary's and treasurer's books were audited by a public accountant and found correct, as will be shown by his report.

Our regular publications were issued in the routine of business. Special announcements were published in the trade press free of charge, for which this society owes its thanks. There are no overdue bills, and collection of dues and other accounts is progressing satisfactorily.

The $1,000.00 in the Fred Dorner memorial fund is not yielding sufficient interest to cover the cost of the Dorner Memorial medal at the present time. Prospects for any material reduction in the cost of this medal in the near future do not seem bright, and it would probably be wise to add two or three hundred dollars to this fund in order to again make it self-sustaining, unless the present fund can safely be invested so as to yield a higher rate of interest.

Preparations for the fifth national flower show have been resumed with a view to holding it in 1921. This society should lay plans to maintain its place in the front rank of the special societies, by staging the greatest show of carnations ever put on display. We are guaranteeing the financial success of this show. Let us assure its success from the artistic point of view.

We now have 251 members in the S. A. F., which entitles us to representation on the executive board. Our president, Theodore Dorner, has been appointed to serve during the present calendar year. A new rule, adopted last August, provides that all affiliating societies shall pay the expenses of their representatives, instead of their mileage being paid by the S. A. F., as was done previous to this year. This calls for additional funds again, if you desire your representative to attend these board meetings.

Seven new seedling carnations were registered during the year, and three sports were offered for registration. Six registrations were sent over from England, one a duplication of Toreador, a variety disseminated in this country some years ago.

The regular mid-summer meeting of the board of directors was held in Detroit August 22. Plans for this convention were perfected and other matters were attended to. The board instructed the secretary to send an invitation to the Illinois State Florists' Association to participate in the festivities connected with this convention, they having already voted to hold their semi-annual meeting in this city during our convention. The secretary was also instructed to lay before this meeting a request from the head of the department of floriculture of the Massachusetts Agricultural College, for a membership in the A. C. S., to be carried by the department.

This society is extremely fortunate in having locally a man with such energy and executive ability as our vice-president, Charles W. Johnson. To him is due, in a large measure, the credit for the efficient manner in which the local arrangements were managed. Our thanks are also due the Chicago Florists' Club, the Chicago Retail Florists' Association and The Commercial Flower Growers' Association, for their splendid co-operation in making this convention a success.

Treasurer F. E. Dorner's Report.

GENERAL FUND.

Expenses.

Orders on treasurer paid	$ 858.75
Jan. 12, 1920. Balance Cash on hand	804.21
	$1,662.96

Receipts.

Jan. 19, 1919. Cash on hand	$ 612.42
Cash received during year	1,050.54
	$1,662.96

Permanent Fund.

Jan. 19, 1919. Balance	$2,625.31
Jan. 1, 1920. Interest	106.04
	$2,731.35
Jan. 10, 1920. General Fund	$ 106.04
Jan. 12, 1920. Balance	2,625.31
	$2,731.35

DORNER MEMORIAL FUND.

Jan. 19, 1919. Balance	$1,002.97
Jan. 10, 1920. Interest	40.50
	$1,043.47
Jan. 10, 1920. Transferred to General Fund	$ 40.00
Jan. 12, 1920. Balance	1,003.47
	$1,043.47

Total of All Funds.

General Fund, First Merchants National Bank Subject to Check	$ 804.21
Permanent Fund, Lafayette Loan & Trust Co.	2,625.31
Dorner Memorial Fund, Lafayette Loan & Trust Co	1,003.47
	$4,432.99

The Awards.

Open to all varieties, seedlings and standard sorts.

Best vase 100 blooms, one variety, white—Mt. Greenwood Cemetery Association, Chicago, first, with Seedling No. 1409A; Kring Bros, Fairbury, Ill., second, with White Enchantress.

Best vase 100 blooms, one variety, flesh pink, being those shades of flesh or salmon color—A. M. Campbell, Strafford, Pa., first with Laddie; Richmond Greenhouse Co., Richmond, Ind., second with Laddie.

Best vase 100 blooms, one variety, light pink, being those shades of pink verging on the true pink and not lighter than Gloriosa nor darker than Winsor—Geo. Brenkert, Denver, Colo., first with Denver.

Best vase 100 blooms, one variety, medium pink, including any variety darker than Winsor and not darker than Mrs. C. W. Ward—Strout's Biddeford, Me., first with Improved Ward; Richmond Greenhouse Co., second with Mrs. C. W. Ward.

Best vase 100 blooms, one variety, dark pink, being darker than Mrs. Ward and including all so-called cerise not dark enough to be classed as red—Mt. Greenwood Cemetery Association with Rosette; Frey & Frey, Lincoln, Neb., with Seedling No. 25.

Best vase 100 blooms, one variety, red or scarlet, to include all varieties generally included in those colors—Richmond Greenhouse Co., first with Nebraska; Mt. Greenwood Cemtery Association, second with Seedling No. 2616 C.

Best vase 100 blooms, one variety, white variegated—Richmond Greenhouse Co., with Benora.

Best vase 100 blooms, one variety, flaked—Strout's with Matchless Sport.

Open to all varieties disseminated prior to July, 1919. Fifty blooms of one variety to be shown in each class.

White Enchantress—V. Bezdek, Gross Point, Ill., first; J. Psenicka, Gross Point, second.

Matchless—W. Frank & Sons, Portland, Ind., first.

Enchantress Supreme—V. Bezdek, first.

Laddie—S. J. Goddard, Framingham, Mass., first.

Mrs. C. W. Ward—W. Frank & Sons, first.

Rosalia—S. J. Goddard, first.

Any other dark pink—J. Psenicka, first, with Peerless Pink; Mt. Greenwood Cemetery Association, second, with Rosette.

Belle Washburn—Bassett & Washburn, Chicago, first; McCallum Co., Pittsburgh, Pa., second.

Any other red or scarlet—J. Psenicka, first, with Herald; also second with Aviator.

AMERICAN CARNATION SOCIETY MEDALS.

Gold medal for best vase of 100 blooms of any variety; must score not less than 90 points—S. J. Goddard with Laddie. Silver medal for second best vase in this class; must score not less than 88 points—S. J. Goddard also, with Laddie.

SPECIAL S. A. F. MEDALS.

For undisseminated varieties of American origin.

Silver medal for best vase of 50 blooms, any color; must score not less than 88 points—Strout's with Donald.

Dorner Memorial gold medal for best vase of 100 blooms of any undisseminated seedling variety, sports being barred—Strout's with Maine Sunshine.

Preliminary competition for eligibility to compete for this medal next year; fifty bloom must be shown of any undisseminated seedling variety—Mt. Greenwood Cemetery Association with Seedling No. 2616 C.

Early Visitors.

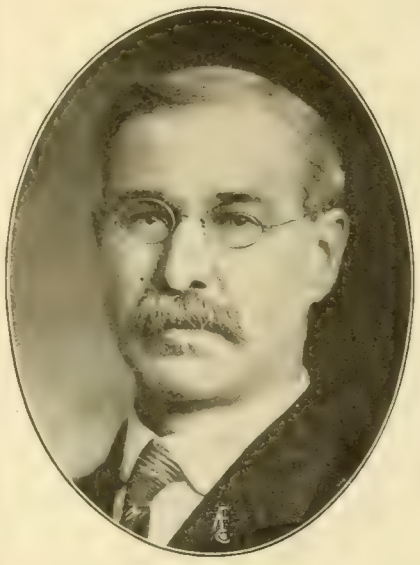
W. J. Baker, New Castle, Pa.
C. L. Baum, Knoxville, Tenn.
A. F. J. Baur, Indianapolis, Ind.
H. G. Berning, St. Louis, Mo.
George Blackman, Evansville, Ind.
E. H. Blinde, Pittsburgh, Pa.
F. J. Breitmeyer, Detroit, Mich.
C. S. Brooks, Memphis, Tenn.
F. C. W. Brown, Cleveland, O.
George Buxton, Nashua, N. H.
O. O. Campbell, Strafford, Pa.
S. W. Coggan, Battle Creek, Mich.
C. E. Critchell, Cincinnati, O.
F. J. Daut, Decatur, Ill.
Philip Daut, Decatur, Ill.
J. L. Denmead, Marshalltown, Ia.
Julius Diloff, New York.
H. B. Dorner, Urbana, Ill.
Theo. Dorner, Lafayette, Ind.
F. W. Dunlop, Toronto, Ont.
J. H. Dunlop, Toronto, Ont.
A. Eiche, Lincoln, Neb.
C. Engelmann, Saffron Walden, Eng.
John Evans, Richmond, Ind.
A. F. Ferguson, Oil City, Pa.
C. H. Frey, Lincoln, Neb.
Ray Frey, Lincoln, Neb.
R. S. Frey, Lincoln, Neb.
W. W. Gammage, London, Ont.
D. S. Geddes, St. Louis, Mo.
G. M. Geraghty, Toronto, Ont.
S. J. Goddard, Framingham, Mass.
John Grande, Indianapolis, Ind.
J. J. Grullemann, Cleveland, O.
D. G. Grillbortzer, Washington, D. C.
J. J. Guildemond, Mentor, O.
Edgar Gude, Washington, D. C.
Edward Gude, Washington, D. C.
Wm. F. Gude, Washington, D. C.
C. E. Gullett, Lincoln, Ill.
Wilbur Gullett, Lincoln, Ill.
Carl Hagenburger, West Mentor, O.
John Hartje, Indianapolis, Ind.
Jas. Hembreicker, Springfield, Ill.
H. V. Hunkel, Milwaukee, Wis.

W. J. Keimel, Elmhurst.
President.

F. L. Washburn, Bloomington.
Treasurer.

J. F. Ammann, Edwardsville.
Secretary.

W. J. Hembreiker, Springfield.
Vice-President.



I. L. Pillsbury, Galesburg.
Vice-President.

A. Lange, Chicago.
Vice-President.

John Staack, Moline.
Vice-President.

E. W. Guy, Belleville.
Vice-President.

Charles Loveridge, Peoria.
Vice-President.

OFFICERS OF THE ILLINOIS STATE FLORISTS' ASSOCIATION.

H. G. Johnson, Bloomington, Ill.
R. Jones, Richmond, Ind.
C. W. Kennedy, Oil City, Pa.
W. A. Kennedy, Milwaukee, Wis.
R. C. Kerr, Houston, Tex.
H. P. Knoble, Cleveland, O.
George A. Kuhl, Pekin, Ill.
Henry Kusik, Kansas City, Mo.
H. Langeler, New York.
W. E. Lenk, Arlington, Mass.
Chas. Maynard, Fort Wayne, Ind.
J. McLaughlin, Cleveland, O.
Earl Mann, Richmond, Ind.
Ed L. Matthewson, Sheboygan, Wis.
James Matthewson, Sheboygan, Wis.
O. C. May, Kirkwood, Mo.
Walter Mott, Beacon, N. Y.
Ray Murphy, Cincinnati, O.
Adolph Nielson, Pana, Ill.
W. W. Oppemer, Lancaster, Pa.
Thos. Pegler, Lewiston, Me.
E. Allan Peirce, Waltham, Mass.
Henry Penn, Boston, Mass.
P. W. Peters, Joliet, Ill.
H. C. Peterson, Cincinnati, O.
J. A. Peterson, Cincinnati, O.
I. L. Pillsbury, Galesburg, Ill.
Gustave Pohl, Milwaukee, Wis.
C. C. Pollworth, Milwaukee, Wis.
Anders Rasmussen, New Albany, Ind.
John Reardon, Ames, Ia.
L. J. Reuter, Boston, Mass.
W. H. Rowe, Kirkwood, Mo.
W. A. Rowlands, Utica, N. Y.
Ernest Saunders, Lewiston, Me.
W. R. Schroeder, Milwaukee, Wis.
Chas. Schwake, New York.
H. W. Sheppard, Cincinnati, O.
S. S. Skidelsky, New York.
Ralph Smith, Nashville, Tenn.
J. C. Steinhauser, Pittsburgh, Kan.
Chas. S. Strout, Biddeford, Me.
Frank Stuppy, St. Joseph, Mo.
George Vandenner, Lisse, Holland.
D. S. Vesey, Fort Wayne, Ind.
J. C. Walley, Pittsburgh, Pa.
W. E. Welsh, New York.
F. L. Washburn, Bloomington, Ill.
T. Van Waveren, New York.
J. S. Wilson, Des Moines, Ia.
Claude Wisely, Murphysboro, Ill.
John Young, New York.

The Ladies.

Mrs. Geo. Blackman, Evansville Ind.
Miss Blackman, Evansville, Ind.
Mrs. Theo. Dorner, Lafayette, Ind.
Miss Amelia Gude, Washington, D. C.
Mrs. C. Hagenburger, W. Mentor, O.
Mrs. O. C. May, Kirkwood, Mo.
Mrs. A. E. Miller, Evansville, Ind.
Mrs. C. C. Pollworth, Milwaukee.
Mrs. W. H. Rowe, Kirkwood, Mo.
Mrs. C. S. Strout, Biddeford, Me.
Mrs. F. H. Williams, Lafayette, Ind.
Mrs. Ella Grant Wilson, Cleveland.

ST. CATHARINES, ONT.—H. L. Dunn is adding one house to his range here.

TORONTO, ONT.—Two houses will be erected at 45 Hazelton avenue by W. C. Morrey and C. Dawson.

TONAWANDA, N. Y.—George H. Warner has purchased the establishment formerly conducted by Julius D. Schultz at 185 Delaware street.

WINDSOR, ONT.—The firm of Home & Carter has been dissolved, T. Carter retiring, and the business will in future be conducted as Home & Company.

SIOUX CITY, IA.—The J. C. Rennison Co. has secured 10 acres of land at the end of the college trolley line. Here they will have railroad switch connection, a great convenience which will save much trucking. They will give up their old place nearer town, which is, of course, available and valuable for building.

Illinois State Florists' Association.

The annual meeting of the Illinois State Florists' Association was held this year at the Hotel La Salle, Chicago, January 21-22, in connection with the annual convention and exhibition of the American Carnation Society, and the programme was purposely condensed to permit the members to participate in the proceedings of the national organization. We present the president's address and secretary's report herewith.

PRESIDENT KEIMEL'S ADDRESS.

Fellow-Members, Illinois State Florists' Association:

It gives me great pleasure to welcome you to the fifteenth annual meeting of the Illinois State Florists' Association, the first held in Chicago, and in conjunction with the American Carnation Society. As much of our time will be taken up in connection with the deliberations of the latter organization, it was decided to curtail our programme in order that our members might have every opportunity to benefit as much as possible through attendance at the sessions of the carnation society.

Since our meeting last March, the florist industry has passed through a period of great prosperity, so that notwithstanding the increased cost of practically every item necessary to production and the conduct of our business, we have been able to meet expenses, and in addition, make a small profit. While this prosperous period resulted to a certain extent from the influenza epidemic, much credit on the other hand must be given to national advertising, and florists throughout the entire country are fast awakening to the great benefits to be derived from the judicious use of printers' ink.

Thanks to the work of our secretary, J. F. Ammann, we now have more than 100 members, who are also members of the Society of American Florists, with the result that the president of the state society has been accorded a place on the board of directors of the national body. It is also our aim to increase the life membership in our organization to at least 100, and in this way create a fund, the interest from which will be sufficient to meet the expenses.

As trade conditions are again evidencing the return to a normal basis, the necessity of publicity becomes more apparent, and it will be to the association's best interests to renew our annual exhibition in connection with the fall meeting, which proved such a success in former years before war conditions necessitated their discontinuance. These shows at Moline, Bloomington and Galesburg accomplished much in bringing the florists of the state into closer relationship as well as being of great benefit to the trade in the cities in which they were held and I recommend that a committee be appointed to give this matter consideration. In 1918, we had planned to have a fall show at Springfield, but it was found necessary to abandon it, and I hope this year's efforts will be crowned with great success.

During the past few years, we have seen great improvements in many varieties of flowers, especially roses grown for cut blooms. I might mention Columbia, Premier, Madame Butterfly, Frank W. Dunlop, Crusader, Pilgrim and many others which have brought about a new standard in the rose family and should greatly aid us in making our show next fall a worthy event. There will also no doubt be a good list of new chrysanthemums and carnations brought out during the year which will prove welcome additions especially available for this purpose. All indications point to a most prosperous year, and florists owe it to themselves to see that they receive their full measure of it, which we can only be sure of realizing by demonstrating to the public what we are accomplishing.

In conclusion, I wish to apologize to the members of this association for not having been able to preside at last year's meeting and also for my inability to devote to the organization as much of my time as I should have liked to give. I shall be glad to do all in my power for the continued success of the association and aid my successor, if it be my privilege, to make this the most successful year in our history.

SECRETARY AMMANN'S REPORT.

Much of the secretary's work has been neglected because of the busy year in Society of American Florist activities, and yet our association has had a very prosperous 12 months. We have added 19 life members and 10 annual members in the past year and have secured the requisite number of members in the S. A. F. to place our president on the national executive board. It behooves us to do more. All our members should be S. A. F. members, and there should not be one S. A. F. member in Illinois who is not a member of the state association.

This is our fourteenth annual meeting and completes my tenth year as your secretary. I wish to say these years of my intimate association with so many members of our craft have indeed been pleasant ones. We have had trials, and been tested, yet withstood the storms and indifferences of many. Today, the Illinois State Florists' Association stands second to none in our country. Much has been accomplished in little more than a decade. Our membership roll totals 232, of which 72 are life and 160 annual members. This is not as many as we should have, considering the many florists in our state, yet it is a very good percentage.

We have at Urbana one of the most up-to-date experiment stations, devoted exclusively to floriculture, in the country, obtained almost entirely through the efforts of this association.

There is much yet to be done, and the work must not be neglected. I realize the importance of an active secretary, and as much of my time in the near future shall be taken up by work of the national publicity committee, I beg of you, for the benefit of the work of this asosciation, and for my own relief, to elect another man as my successor in office.

ATHENS, GA.—The Georgia State Horticultural Society will meet in this city, January 30-31.

BOSTON, MASS.—F. A. Macrae, formerly of Providence, R. I., is now with Sidney Hoffman of this city.

NEWPORT, R. I.—Edward J. Hess, formerly in the florist business on Thames street, has taken the position of head gardener at "Indian Spring," now the estate of J. Francis Clark.

MONTREAL, QUE.—The Montreal Gardeners' and Florists' Club has elected the following officers for the ensuing year: R. Burroughs, president; D. Donald, first vice-president; H. Pare, second vice-president; W. H. Horobin, secretary-treasurer.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

The trade is now passing through a period which, in its scarcity of flowers, is almost without precedent; it is particularly trying to those who like to carry a good stock, and in liberal displays, make a bid for new business. The extreme high prices also have a depressing effect, although it is a matter of surprise to many retailers that the majority of people realize that everything is now at least double in price compared with what it used to be, and appear satisfied to pay what is asked.

From this time forward, the percentage of sunny days will increase, which will encourage growth and bloom, particularly in roses, sweet peas, calendulas, snapdragons and freesias. These, with the spring bulbs which are commencing to make their appearance, and the best the carnations can do, will bring the business nearly to a normal condition. Not much is to be expected in the way of carnations, as with most growers they are away below par, some believing the crop will not average much more than 40 per cent of that of last season.

Under these conditions, the most should be made of whatever there is to be had in foliage and flowering plants. Baskets of growing plants, when well arranged in their combinations of color and graceful foliage, with perhaps the addition of a few cut blooms in concealed vases, will, in many cases, take the place of loose flowers or baskets of all cut flowers and thus allow making the most of a meager supply.

Baskets of growing ferns, such as Nephrolepis Smithii and Verona, are beautiful in themselves, and offer a fine background for a few choice flowers, which with a ribbon at the handle, is quite the equal in decorative effect of an all flower arrangement. A few of these baskets, filled, should be on hand all the time, so as to be ready for decoration at a moment's notice.

Calendulas are more showy, and for some reason, much cheaper than carnations. Their shades of orange are always admired and they arrange and tone in well with croton sprays. Small vase baskets will be found quite salable filled with these alone.

Freesias are now in, a beautiful spray that is a great addition to the stock. They look well in all combinations, while their delightful fragrance makes them a favorite with all flower lovers.

Primulas, Malacoides and Townsendii cannot be too highly commended. Their wealth of bloom makes them very conspicuous and exceedingly useful either as a pot plant or for cut flowers.

Cattleyas are much more plentiful and cheaper; they are so exquisite, that only a few are necessary to give elegance and style to an otherwise plain arrangement. White lilac is another choice spray-like flower which can now be depended upon. A cluster of lilac and a few cattleyas will hold its own with any combination. The same flowers on a background of crested ferns, make one of the handsomest of wreaths.

Have you secured a stock of the new Valentine stamps and posters. If not, do so at once; both the stamps and posters are far ahead of anything of the kind so far sent out. The stamps should adorn every piece of literature or package that leaves the store. The posters should be glued or sewed to a piece of hemmed muslin about one inch larger than the sheet. An eyeleted hole in each reinforced corner will be sufficiently strong to allow of these being fastened by stout cords on both sides of the car. These cords pass all around the body and are tied underneath. This very artistic poster, which suggests St. Valentine's day at a glance, will in this way, if placed on all florists' cars, give great publicity to this floral holiday. The posters can also be made effective in the store door or windows.

It is not too early to be looking forward to Easter. There are but nine weeks before the day, when everything must be ready for the big event. Select your plant baskets and allow your supply man time to give them a unique coloring. Early plant orders will be appreciated by the growers, while the advantage of first selections is not to be overlooked. Everything is to be gained and nothing lost by planning ahead.

Credits.

Next in importance to safeguarding one's own credit, comes the risk in that allowed to customers. There always was and forever will be those, who if credit is given, will buy more than they need, can afford, or will be able to pay for. If such purchases had to be for cash, their desire to possess the articles would be controlled and small quantities, if any, bought.

That credit should be extended only to those who are known to be worthy of it, is patent to every business man, but this rule is broken more often than any other in the store management. Charges on the books represent money earned, and should be so safeguarded as to be as safe as funds in bank. It is folly to do business that is not to be paid for, as, if known in advance, no attention would be given such orders. Retail florists are for the most part a hopeful lot, however, looking more to the size of the order, than the credit of the customer. Such lax handling in accounts is sure to result in loss, and reveals very poor business management.

Persons who take offense at being asked to pay, or give reference as to their responsibility, when opening an account, had better be allowed to go elsewhere. Many merchants state their terms as follows: "Our prices are based on cash payments. Purchases will be charged for the convenience of customers during the month, and are due when bill is rendered." This is generally printed in their bill heads. Many send a bill rendered for all transient purchases on the tenth of the month if the account has, by that time, not been paid.

When an account runs over two months, it is time to get after it courteously, but firmly, by letter. If the customer means to pay, this will generally suffice, but if there is still no response, then there is cause for concern, and every effort should be made to bring the matter to a focus. The best time to collect a bill from a new customer, is when the goods are delivered, or as soon after as possible. Everything regarding the transaction is fresh in the mind, and that is the time to get the money. Nearly every dollar lost through bad bills, could have been collected by proper business precautions or methods diligently applied.

When letters are necessary, it is best to use plain envelopes, so that they will be opened, and their contents given a "once over." The first sight of the business envelope recalls the account, but as it is known to be a dun, it is frequently torn in half and goes into the waste basket without another glance. When payment on account is promised at a certain date, be on the spot and secure as well, the time to call again. When there is evident intention to avoid payment, then, if some of the account is for gifts sent to friends, a threat to collect from them, will generally produce results. Suit, is a last resort, but if the amount is worth while, it pays to get judgment and keep it entered up, particularly if there are any rich connections, as settlement has to be made before any transfer of property in estates to which they may be a beneficiary by will.

Collection agencies and systems are expensive, and only succeed through harsh methods that could be much better done by one's own office force.

TEN PER CENT FOR CASH.

There are stores that do a practically cash business, offering as an inducement a 10 per cent discount in trade. The cash register record slip, showing the amount of their purchase, being always good for 10 per cent of its face value in payment of stock in the store at any time. As there is always a profit on the sales, the actual cost of getting the cash is not five per cent, and as it has the effect of bringing the customer back, who very likely buys something in addition, it is worth all of that in advertising value.

Sweet Peas.

One of the most satisfactory of all the winter cut flowers is the improved or orchid flowered sweet pea. Less than 10 years ago sweet peas of the grandiflora, or garden type, were forced, but found little favor, as they were considered so out of date, being always associated with summer. With the introduction of the early blooming and greatly improved orchid flowering type, with long stems and extra large florets in exquisite shadings of color and which have in the past five years improved so wonderfully, they are now considered one of the most staple flowers on the market. The white varieties, shades of pink and the lavender are beautiful, and have won their way into the hearts of all flower lovers. They appear to be suited to every requirement from a few sprays for a dainty vase, to the largest cluster. As a corsage flower, they are quite the equal of any other, in fact, in many respects they excel. For wedding bouquets, they are most proper, both for the bride and her maids. For table decorations they are equally effective, and are used to advantage in all kinds of design work.

As they are likely soon to be the most plentiful cut flower on the market, they can be featured and made even more popular by judicious display. To keep them constantly on the move should be the aim of the retailer, so that each day's purchases should be sold up as closely as possible, as they shrink perceptibly and lose their fragrance the second day.

If many, in fact, most retail florists, would study intensive store methods in featuring and displaying their plants and flowers, so as to attract attention, they would find it greatly to their advantage. In many cases, the most beautiful sweet peas are crowded in jars and vases, and huddled together on the shelves of the ice case until they are but a mass of color. The greatest beauty in the sweet pea is in the individuality of its sprays; crowd them together, and this is lost. Place a bunch of 25 sprays in a vase so that outlines of the separate florets are visible and the quantity will seem doubled in size and much more effective. Arrange a bunch of pink flowers in a blue vase

basket, with a little green, tie a knot of pink or blue ribbon on the handle, and there is at once a good color contrast and artistic finish. Half to a dozen such arrangements on a table in the store will be sure to be noticed by every visitor and result in many more sales than if the flowers waited in the ice case for a customer. It is always worth while to feature made up corsages. They are in every day demand, frequently wanted on a moment's notice, and many times sales are made because they, in their beauty, suggest use to one who had not thought of buying until they called the opportunity to his mind.

When a bit plentiful, sufficient wax paper to make a flaring cornucopia or covering around a bunch, sets off the flowers to advantage and makes it look larger. A number of these in a large shallow bowl will move off quickly in week-end sales, particularly if a price card is conspicuous. A good publicity idea, when it is desired to work up among patrons increased interest in the store, is to send to a selected list, a bunch of choice sweet peas in a small box, or tied in a cornucopia of white paper. They will appreciate the gift and attention, and be almost certain to reciprocate.

A shower wedding bouquet of white sweet peas will be a good drawing card for the window, and always has an influence in obtaining orders.

A collection of all the varieties now in the market, 25 sprays to a vase, correctly named, is another window attraction that will be of interest to all flower lovers.

Modernizing the Old-Time Store.

There are a great number of retail florists, many of them of prominence, whose annual volume of trade is quite a factor in the community, but who transact their business in the old-fashioned way, much the same as they did 20 years ago. They are conservative to a degree, take care of their old customers faithfully, meet their obligations promptly, and are satisfied so long as they are able to make both ends meet and secure a comfortable living.

The store, in appearance, is much the same in all its esesntial features as it has been for years—counters, cases, ice box, all in the same places; window and front of the shop no different in form or color. The window displays are sttereotyped, almost the same, month to month, with only a change at holiday seasons.

Such men are averse to all kinds of innovations; their motto appears to be "let well enough alone"; the idea of going after or doing anything to bring in more business, does not agree with their method of doing things. They, of course, like to be busy, but the work must come in of itself. It always has done so, and they look for it to continue.

While there are old fashioned people, who like to do things in the same way year after year, and who, as a rule, only buy flowers for funerals or anniversary occasions, such as decoration of the graves, etc., there has grown up a new generation, who are imbued with modern ideas, who want things up-to-date. Their mode of living is different; they have been brought up in another school, learned aggressive business methods, are progressive and ambitious, make more money and spend it securing and enjoying the worth while things of life. Their homes are well furnished, often luxurious, where plants and flowers are sure to find a welcome and are considered a necessity. The well-kept grounds around the dwelling, with their foliage and flowering plants in summer, and evergreens in winter, are in this necessary demand, a great factor in the florist's trade. The florist's field of endeavor is like that of the farmer whose soil has great possibilities, but it requires careful planning and constant cultivation to get the best results.

DOUBLING THE SALES.

We feel we are quite within bounds in saying that there is not half the demand or consumption of plants and flowers that would be possible if modern business methods were the rule in all the retail stores, and dealers were more alive to their opportunities. There are examples of modern, up-to-date, progressive business methods in extending the efficiency of retail stores in every business community. In nearly every instance, these take the form of attractive store fronts and display windows that are in every way best fitted to show the class of goods in which the firm specializes. The appearance from the street is considered of the greatest value, as every passer-by is a possible customer, and the more attractive the window, the greater the chance to arrest attention and perhaps interest to such an extent, that a sale is made. The interior should be in keeping with the outside, with modern fixtures, well arranged, and a clean, plain or covered floor that is so important to the appearance of the shop.

There is many an old style store front that could, for a comparatively small amount of money, be converted into an up-to-date appearance, that with modern and aggressive methods in display, would more than pay for the investment in a year's time. Bring the floor of the window within a foot of the pavement; plants and flowers look so much better when viewed from above. When the greenhouse man sets his plants on the walk, they at once show to better advantage than on the bench. Short pedestals give an elevation when necessary. Show windows in modern stores are all brought close down to the sidewalk, as there is then so much more room for display.

The old-fashioned long counters and wall cases are now largely done away with; display tables of various sizes, which can be moved about in frequent changes of the interior, are found more useful. Mirrors take the place of wall cases, and are particularly advantageous in enlarging the appearance of the small shop, which, in crowded retail centers, is the rule.

These changes for the better are not sxpensive and can be put in gradually and made to pay for themselves, which they undoubtedly will, particularly if they instill in the dealer a more progressive and enthusiastic interest in the business.

SELL FLOWERS.

There is no better motto for the retail florist than the two words, "Sell Flowers," with particular emphasis on the "Sell." When anything now is placed in stock, the first thought should be how can I best sell this; how shall it be featured to attract the most attention? Featuring is a form of advertising. If there are but a few, such as well-flowered plants the first of the season, place the pots in jars, baskets, mats or paper covers; they will be found to attract more attention and move quicker. A certain line of cut flowers may be offered at low prices in quantity. How can we best call attention to these and sell them quickly? The small vase baskets are filled, the window is decorated with a quantity in boxes, which, at low prices that still allow a good profit, soon cleans them out, and new customers are made for the store.

Palms at Porto Rico.

An interesting visitor from this island possession of the United States, who has been for the past month visiting the trade in New York and Philadelphia, is F. M. Pennock, a former resident of Kennett Square, Pa., but for the past 20 years has lived in San Juan, Porto Rica. Mr. Pennock is a graduate of Cornell, taking the course in horticulture, and while his first work on the island was the scientific laying out of roads, of which he was also an expert, has for the past 10 years taken up floriculture, or more properly speaking, the culture of tropical foliage plants, such as dracaenas, pandanus, crotons, ficus, aspidistras and palms, all of which grow there most luxuriantly. All kinds of bamboos also make wonderful growths in a short time. Their long, hollow trunks are used to make flower pots, sections being sawed off just below the joint for the bottom and cut to make a suitable depth. Trunks, three four and five inches in diameter, are used for this purpose. When necessary to shift the plant, the pot is split and thrown away.

The coloring in all the foliage plants is exceedingly brilliant. Pandanus Sanderii, or Golden Pandanus, has a brilliant golden tint that would gladden the heart of any greenhouse man. The glorious coloring of the croton is far ahead of any in greenhouse culture. Dracaenas also make a wonderful growth, as do Areca lutescens. All plants of this character do best on the coast or sea level, where high temperature the year round is from 60 to 65 degrees, there not being a variation of more than seven degrees between winter and summer.

In the foothills and mountains, at an elevation of about 2,000 feet, winter temperature seldom gets lower than 50 to 55, and 60 in summer. It is this section that Mr. Pennock believes to be ideal for the cultivation of the kentia and aspidistra. A large fruit grower has taken up the kentia and has now 60,000 in four-inch pots. These are grown under the lath frames, covered with cheesecloth. A much larger planting of seed was made last winter.

Mr. Pennock believes all palms that delight in kentia temperature will thrive wonderfully well in these elevated plateaus, called the Rio Piedras district, as will also aspidistras. The climate is much better than California, as there is very little danger from frost, the lowest record of the weather bureau, which was very exceptional, being 44 degrees. Roses, carnations, chrysanthemums and cosmos flower luxuriously in their seasons. Labor, which enters largely into the cost of growing plants, is exceedingly plentiful and wages low, good, trustworthy workers being paid 75 cents to $1.00 per day. Transportation requires five days to New York, with freight rates much cheaper than the same distance by rail.

All plants raised there are admitted free of duty and are not subject to the restrictions of the federal board.

Porto Rica contains about 4,000 square miles, being 100 long by 40 in width. There will soon be railroad connection all around the island. The principal industries are sugar, tobacco and coffee. There is also considerable fruit growing, such as oranges, grapefruit and pineapples. The population

of the island is something over 4,000,000. The largest cities are San Juan, on the north coast, 57,000, and Ponce, on the south coast, with 45,000 people. Since coming into possession of the United States, the sugar and tobacco industries have grown rapidly in importance, and land has greatly increased in value in many sections being worth five time the price held in 1900.

National Publicity for Flowers.

The drive for St. Valentine's day business is just now very active. Our promotion bureau has received over 400 orders for stamps and posters, some of the orders quite large, a few calling for as many as 50,000 stamps and 100 posters each. These stamps and posters are inexpensive, and are very valuable aids in local publicity for what can be made one of our leading flower days. Every florist can use at least a few stamps, and certainly one poster for window display. Both link up with our magazine advertising, and he is a wise florist who sends in his order right away. Thousands of people are by these stamps and posters reminded of a day when sentiment should prevail, and flowers should, above all things, be the medium for its conveyance. The greater the publicity given to the day, the better results for the florists, and, surely, the small cost of the stamps and posters should hardly be considered in the matter. Wake up, and send in your order, if you have not already done so.

THE BILLBOARD SIGNS.

With the holiday business out of the way, the matter of the billboard signs should now receive attention. Many hundreds of florists have good locations for these signs on their own properties, and an installation would help each and every one, whether grower or retailer.

We are glad to have had the support of some of the members of our society in arranging for installations. W. H. Eiss, of Buffalo, secretary of the Western New York Florists' Publicity Committee, has arranged for the location of 20 billboards. Guy French, of Morton Grove, Ill., has promoted orders for as many more. Wallace R. Pierson, of Cromwell, Conn., at a meeting of the Hartford florists last week, obtained pledges for 10 billboards; a pretty good showing for Hartford and vicinity. Many others of our members could, in their communities, very easily arouse interest in this feature of our campaign, which should create a tremendous amount of publicity for our slogan, "Say it With Flowers." Secretaries of florists' clubs and other organizations are invited to communicate with the secretary as to possibilities in their districts. Order blanks, giving all particulars, are available upon appliction to the secretary's office.

CAMPAIGN FUND FOR 1920.

With the splendid results accruing from our work of last year, our publicity committee ought to receive a very much greater financial support than they have had so far. These results are only possible through expenditure of money, and there has not been as much cash available for purposes of the campaign as there should have been. What is $54,000 among 20,000 florists? A little more than $2.50 per head—and some of the subscribers paid for as many as 200 heads. This is shameful. We get, absolutely, what we pay for—profitable publicity—so why should any one withhold a subscription? Never was there greater prosperity in the florists' industry, and the publicity campaign has promoted it.

You, Mr. Non-Subscriber, share in it all, at the expense of your brethren. Do you think this is right? Of course you do not. Then send in your check for any amount you can afford, and feel that you are helping the committee to help you. Let us keep the campaign going—harder than ever. The more we do, the more the results. Flowers are being used now for purposes never thought of before.

The campaign fund for 1920 is, so far, $37,572.50, actually pledged.

The following subscriptions have been received, and are in addition to those previously announced annually for four years, unless otherwise stated:

Weidemann's, Jersey City, N. J.	$ 5.00
T. J. Gibson, Newport, R. I. (1 year)	5.00
Roy E. Neal, Lawrenceville, Ill.	7.50
A. Deitsch Co., Chicago, (1 year)	75.00
Wirt Fl. Co., Parsons, Kan. (1 yr.)	5.00
T. Harold Coffman, Huntington, W. Va., (1 year)	10.00
	$107.50
Total amount promised for 1920.	$37,572.50
Total	$37,680.00

JOHN YOUNG, Sec'y.

Adding Atmosphere to Flowers.

What a pleasure and thrill we have all received now and then when someone tells us about the way the florists have "put across" the slogan, "Say it With Flowers," and really haven't you been more than repaid in the pleasure and satisfaction and the fact that you were instrumental in its success. It is certain, every one who contributed to the campaign must feel that way.

What a feeling the business itself has taken on since its inception. Every club or association that is connected with flowers has talked about it, until it seems that the subject has been on every one's tongue. Have you noticed the dignified manner in which our campaign has been carried on in the national magazines, and how much "Say it With Flowers" is helping to create atmosphere for the florists at large.

Are you helping to effect a still broader field for more "atmosphere" that our campaign needs to aid it financially? We are going into a 1920 campaign with results that will be even more beneficial than the past year, but we must have your united effort to carry on.

Abe Martin said: "Many a man has been a failure because he nailed a horse-shoe over the door, instead of putting an advertisement in the paper." Do not wait for your neighbor, but do your part, and then the results will be still added atmosphere to our campaign and its supporters. More people are insisting on flowers in spite of higher prices.

HENRY PENN,
Chairman Nat. Publicity Campaign.

Ladies' Society of American Florists.

To the Members of the Ladies' Society of American Florists:

The gavel, your president's symbol of power, came to me today, reposing on a bed of rose leaves, all bound round with rose pink ribbons and tagged with a little silk wild rose. Your gracious retiring president, a loyal florist's wife, and ever mindful of the fitness of things, paid you her tribute, and said it with roses. The message was so significant, I am passing it on to each and every member.

The garden gate of the New Year has been opened for us, upon a rose strewn path, and it must be not only our pleasure, but our duty, to keep it rosy.

The president of the Society of American Florists, remembered us with courtesy in his message, and it is my great privilege, to extend to him, on behalf of the ladies' society, our greetings and our hearty congratulations, on his message and the very efficient manner in which he has undertaken his duties.

I am indeed proud to hold the honored position of your president, and very anxious to prove myself worthy of your trust. My success will but reflect your co-operation, without which no president can be a success.

I bespeak for your officers, your board of directors, and your committees, your loyal support and your absolute confidence.

Throughout the year, there is little of purely society matters to engage our attention. For this reason, I would greatly appreciate any items of interest from or about our members; news from the different ladies' clubs which have been formed in several cities, news from members in the widely separated localities, and from members in Canada. The United States need to hear from Canada, the north from the south and the east from the west. We do not have time for this at the conventions. Send any news to your secretary, that others may profit, and membership in the society mean more than a few days' association in the summer.

Individual effort, if focused on the single idea, to make the Ladies' Society of American Florists a force in florists' activities, must surely produce results. To this end, let every member consider herself a self-appointed committee of one, to work for the betterment of the society.

I shall be in New York during the flower show in March, and shall be very glad to meet any members who may attend, to give and receive any information helpful to our members and to our society in general.

KATHRYN BEACH TRACY, Pres't.

New York Federation of Hort. Societies.

WINTER MEETING AT ALBANY.

The Albany Florists' Club entertained the New York Federation of Horticultural Societies and Floral Clubs in a most hospitable manner, January 15. The federation was represented by about 25 delegates from affiliated societies. In the afternoon, automobiles were provided to take the guests to various commercial greenhouses and other points of interest about the city. At six o'clock a federation meeting was held in the rathskeller of the Hampton hotel, with President F. R. Pierson, of Tarry, N. Y., in the chair. The project for a horticultural building at the state fair in Syracuse was discussed, as were also plans for a more rigid campaign against insect pests and fungous diseases on florists' crops.

Following the meeting, the guests joined the members of the florists' club in one of the large private dining rooms of the Hampton for the annual dinner of the club. The room was most tastefully decorated by the committee, consisting of F. A. Danker, Edward

Tracy and L. H. Schaefer. The ceiling was hung with heavy roping of laurel, and the end of the room was banked with American flags, palms, ferns and cyclamens. In front of the guest table was an attractive fountain with hidden electric lights. The tables were decorated with most splendidly-grown cyclamens from the greenhouses of Louis Menand, and a vase of 50 fine Laddie carnations from Samuel Goddard, Framingham, Mass. Between the courses of the elaborate menu, the diners were entertaind with instrumntal music, songs, monologues and various acts given by a vaudeville troup from Troy. One of the most notable numbers on the programme was the singing of the official song of the S. A. F., "Say It With Flowers," by Miss Lavina Richards, six years old, of Troy. Her sweet, strong voice, perfect enunciation and dainty interpretation quite won the hearts of the diners, and she generously responed with several encores.

After the dinner, an address on "Some Principles of Plant Breeding," was given by Dr. R. A. Emerson, head of the department of plant breeding at Cornell University. Dr. Emerson discussed in an interesting and instructive way the factors which cause variation in plants, and explained the laws thus far known that govern heredity. He told of the results which have been obtained, especially in sweet peas, carnations, beans, peas and corn, and told of the results of his own work in breeding a strain of garden beans which is immune from anthracnose.

Following the lecture, F. A. Danker, as toastmaster of the evening, introduced President F. R. Pierson, who spoke of the important work the federation is doing. One of the most valuable functions is the bringing together of the horticultural interests of the state in the four meetings of the year, and the co-operation which the florists are now showing in those matters which vitally affect the trade. He thanked the florists' club for the splendid hospitality it had extended to the delegates and hoped a large number would go to Ithaca for the farmers' week meetings February 11.

President Pierson was followed by short speeches by President Tracy, of the Albany Florists' Club; Werner Bultman, Syracuse Florists' Association; Dr. Erl Bates, Syracuse Rose Society; Louis Menand, James Larcarris and L. H. Schaefer, of the Albany Florists' Club, and Professor E. A. White, of Ithaca.

At the close of the toasts, Thomas Tracy, on behalf of the Albany Florists' Club, presented the retiring president, William Newport, with a silver-mounted carving set, and the retiring secretary, Robert Davidson, with a silver-mounted ebony set of toilet articles. Messrs. Newport and Davidson, responded with expressions of appreciation.

The banquet closed in the "wee sma' hours," with songs and a monologue by Dennis McCarthy, of Albany.

E. A. WHITE, Sec'y.

Albany, N. Y.

FLORISTS' CLUB BANQUETS FEDERATION.

Unusual enthusiasm and the largest attendance in the history of the organization, marked the annual banquet of the florists' club held on the night of January 15 in The Hampton hotel. What made the function notable was the presence of delegates of the New York Federation of Horticultural Societies and Floral Clubs, who held their winter meeting in this city and were entertained as guests of the local club. On account of the very cold weather which delayed trains, the visitors were five or more hours late in arriving in the city. The secretary, Professor E. A. White, of the department of floriculture, Cornell University, Ithaca, did not reach Albany until six o'clock p. m. The delegates who arrived before Professor White were taken to the esbtalishments of Frederick A. Danker, a former president of the Albany Florists' Club, and Louis Menard, on Cemetery avenue. After the two places were visited the delegates returned to the Hampton, where lunch was served about six o'clock. Those who were present included: F. R. Pierson, Tarrytown, past president of the S. A. F.; Professor E. A. White, Ithaca; Professor R. A. Emerson, of the department of plant breeding, college of agriculture, Cornell University; Dr. Erl Bates, past president of the Syracuse Rose Society, composed of amateurs who grow roses out of doors; Rev. Edmund M. Mills, D. D., president of the Syracuse Rose Society; Charles R. Russell, superintendent of the estate of Mrs. Finley J. Shepard (Helen Gould), Tarrytown; J. C. Latham, superintendent for F. R. Pierson, Tarrytown; John Fetherstone, superintendent of Sleepy Hollow cemetery, Tarrytown; Werner Bultmann, president of the Syracuse Florists' Club, and Charles A. Stuart, nurseryman, Syracuse.

At the dinner at the Hampton at 8:30 o'clock, President Edward P. Tracey, of the Albany Florists' Club, appointed Fred A. Danker, toastmaster. Mr. Pierson, in response to a toast, "The Federation," said it was made up of horticultural societies and florists' clubs in order to promote common objects, chief of which is legislation affecting horitcultural interests. The speaker said the federation is adding to the social interest of the members of the bodies contained in it, and doing much to create a good feeling among all the elements in the trade. Mr. Pierson called attention to the growth of rose societies among amateurs in the cities of the state and country. These organizations are formed of enthusiasts who cultivate their favorite flower out of doors. One of these societies is in Syracuse, one is being organized in Rochester, and others are under way or planned for Utica, Troy, Albany and other cities in the state. Mr. Pierson advised the florists to be helpful to these amateurs, because through judicious encouragement of their efforts, a big business opportunity can be developed. The speaker called attention to the fact that the old days, when each group in the horticultural business "was sufficient unto themselves," are gone, and that united effort in time of stress makes such an organization as the federation important and helpful. Mr. Pierson suggested that the federation co-operate with such institutions as the department of floriculture, Cornell University, of which Professor E. A. White is the head. Such co-operation can be made very helpful to growers and others through the study by young men from the department on the grounds of the growers of the insect pests and other problems that vex the proprietors. Mr. Pierson suggested to Professor White that he take up the subject of insect pests reported from certain sections in Pennsylvania, and that the Cornell department have a good knowledge of the enemy before they appear in this state.

Professor R. A. Emerson, of the department of plant breeding, Cornell University, told of the work of producing hybrids carried on in his department. Professor Emerson has made a special study of crosses in beans and corn, but the principles established with them are the same in the realm of the plant world. With the aid of charts and specimens of seeds, the speaker showed that regularity rules in the breeding of hybrids as in other things in nature. Mendel's law, made known in 1865, is an attempt at setting forth this regularity in a scientific way. Through experiments in plant breeding, the speaker showed that advances have been made in developing varieties of vegetables and flowers that are resistant to certain kinds of diseases.

In the course of his remarks Professor E. A. White said he approved of the objects of the federation. He invited all present to profit by the programme to be given February 11 at Cornell University. The date is in the middle of "farmers' week" at the university, but Professor White and other members of the faculty have arranged the programme for the day named for the special benefit of the horticulturist and florist. As secretary of the American Rose Society, Professor White made the announcement that at a meeting of the executive committee held in New York, January 12, the Hubbard gold medal had been awarded to E. G. Hill, Richmond, Indiana, for his new rose, "Columbia." The Hubbard medal is awarded by the society to the best rose of American origin developed in five years. In 1914 it was awarded to M. H. Walsh, of Woods Hole, Mass.

The most enthusiastic speaker at the dinner was Dr. Erl Bates, of Syracuse, a physician, chemical manufacturer, an enthusiastic amateur rose grower and a citizen of power in the community in which he lives. He said that the Syracuse society, which he helped to form, is the largest organization of amateurs who grow plants out of doors in the country, and perhaps in the world. The society started with 12 men who were the objects among their friends and neighbors of some good-natured ridicule—in fact, the thorough Philistines among them used the term "nuts" in talking about the hobby of the members of the new society. The amateurs persevered, however, and in time the influence of the society in the city was most noticeable. Many people planted roses, and some did not succeed. The reasons were various and the demand for information grew so insistent that the society compiled a list of 12 staple varieties of roses which almost any intelligent person could plant and take care of with the assurance that they would come true to name, bloom, and delight all beholders. This first list led to demands for a second from those who considered themselves more advanced; a third list was also called for by those who were beginning to think they were among the elect, and for those who thought themselves most advanced, a fourth list of roses had to be prepared. The result is that Syracuse has become an unusual market for the nurseryman. The society has found it necessary to pool its orders, some of which are sent abroad and arrive in this country in a volume about equal to that of the largest importers. Dr. Bates mentioned a recent order sent to a house in Ireland that was of unusual proportions. Dr. Bates believes that there are enough enthusiasts in Albany to start a rose society, the principal thing to do being to plan the campaign in the right way from the start. In conclusion, the speaker pleaded for the co-operation of the members of the federation and the Albany Florists' Club to secure an appropriation from the state for the construction of a large horticultural building on the state fair grounds at Syracuse. Dr. Bates said that horticultural and floral exhibits in the building would be a means of educating thousands of people who visit the fair, in the use of beauty of fruits and flowers.

The business meeting of the Federation in Albany was informal—discussions about legislation and subjects of trade interest. The election of officers takes place at the annual meeting.

R. D.

San Francisco.

LIMITED SUPPLY ADVANCES PRICES.

The past week has shown a great falling off in the quantity of all kinds of cut flowers. As a consequence all wholesale prices of stock are very high. Roses come first in the shortage. What stock is arriving, however, is very good. The carnation supply is not equal to the demand by any means, and the growers are receiving good returns for their offerings. The stock of this flower is now at its best, and it is being largely used in the stores for fine work during the scarcity of roses. Violets are also on the limited list. This is due to the prolonged spell of cold weather. While prices have not advanced to any appreciable degree there does not seem to be enough stock coming in to meet the daily requirements. The shipping trade for this flower is now at its height, and much of the growers' daily cut is sold in this way. Sweet peas are coming in slowly and meet with a brisk demand. Prices for this stock are high. There is a nice supply of cattleyas to be had. The brisk demand for this stock keeps the market cleaned up every day. Prices are still high, and show no sign of getting lower. The supply of freesias is increasing every day. They are wholesaling at $4.00 per 100. In pot plants, the stock of azaleas is about gone. There is a nice lot of cyclamens to be had in various colors. Some especially well grown cinerarias are now coming in, which add greatly to the attractiveness of the stores.

NOTES.

The Lynch Nursery Company, of Menlo Park, is now shipping a fine grade of carnations and snapdragons. They have a heavy supply of smilax, which is in much demand for high class decorative work. They report the plant trade to be far ahead of previous years, and at the present time they are very busy.

The San Jose branch of the Cottage Gardens Nurseries is supplying this market with a fine lot of ericas in full bloom. Manager Clarke says his firm has had an unusually heavy demand for roses and are sold out in many varieties. They have a large lot of azaleas which will be ready for Easter trade.

At E. W. McLellan's, they are receiving a fine cut of American Beauty from their San Lorenzo greenhouses. Business is very brisk here right along, the shipping trade being excellent. They are cutting largely of asparagus, all of which is used in their shipping trade.

J. A. Axell is receiveing a splendid lot of freesias from his growers. The demand is far ahead of the supply. He is also receiving some splendid daffodils, which are in much favor. His receipts of orchids from the greenhouses of Ferarri Bros. continues steadily.

Enomoto & Co are receiving a nice supply of carnations from their Redwood nursery. They say the demand for voilets for shipping is brisk, with sufficient stock difficult to obtain. They will shortly have a nice cut of winter flowering sweet peas and freesias.

John Carboni, the orchid specialist of Berkeley, is in with a splendid lot of Cattleya trianae. The stock is large and beautifully colored. He has several thousand unflowered seedlings, of which he has great expectations.

J. Logarmarsino, one of our leading violet growers, says the lack of rains and severe cold spell is responsible for the shortage of violets. With his large acreage, he is unable to fill any orders at present.

Podesta & Baldocchi report a heavy call for American Beauty and Russell roses. They have completed several high class decorations, which called for large quantities of decorative plants.

Martin A. Poss, of San Mateo, was a visitor this week. He says he enjoyed a brisk holiday trade and sold out completely. He noted an increased demand for flowering and berried plants.

Pelicano, Rossi & Co. are showing very fine cyclamen plants this week. Their store is well stocked with specimen decorative plants. Trade is keeping all hands busy here.

The Art Floral Co. has been kept very busy since the first of the year. According to Manager Matraia there is quite a shortage of all stock at the present time.

The Ferry Florists, in the Ferry building, have a very attractive stand and are doing a steady business. Of late a fine grade of stock is being carried here.

K. S. Murray is one of the growers who is in with a nice cut of freesias. This has been one of his specialties for many years.

George C. Roeding, president of the Fancher Creek Nursuries, says trade is very heavy.

JAMES T. LYNCH.

Rhode Island Horticultural Society.

The seventy-fifth annual meeting of the above society will be held in the lecture room, Public Library, Providence, R. I., January 21. All members and friends of the society are cordially invited to attend this meeting. Bring any suggestions you may have for the work of the society during 1920. Plans are now being made to make the year one of the most interesting in the history of the society. Lectures and demonstrations of unusual interest will be arranged. Three exhibitions will be held in June, September and November.

Plans are being made to hold a combined show in the state armory in November, which will include exhibits by all agricultural and horticultural societies in the state. This combined show will be the finest exposition ever held in the state. In addition to the exhibits there will be lectures, demonstrations, moving pictures, music, etc. An admission fee will be charged, but all members who have paid their annual dues of $1.00 will receive a complimentary ticket. Be sure to pay your dues promptly when the treasurer sends your bill to you in a few days.

At the annual meeting, January 21, K. E. Gillett, of Southwick, Mass., will lecture on the "Cultivation of Native Plants." This is an unusually interesting subject. There are great possibilities for starting a profitable business in propagating native plants, such as ferns, wild flowers, shrubs, trees, etc., and selling them for home decoration. Come and learn how Mr. Gillett has worked up a profitable business in this way.

Business meeting at 7:45 p. m.; lecture at 8:00 p. m.

ERNEST K. THOMAS, Sec'y.

Rochester, N. Y.

SHORT SUPPLY RAISES PRICES.

Business has been good the past week, with a strong call for funeral work, but the scarcity of stock makes it difficult to fill all orders. Flowers have been scarce due to cold and cloudy weather and prices are again on the advance.

NOTES.

The ladies' florist club at its meeting, January 13, elected the following officers: Mrs. E. Frey, president; Mrs. H. P. Neun, vice-president; Mrs. Hiram Wilson, secretary; Mrs. C. Suhr, treasurer.

J. B. Keller Sons recently featured a fine display of fancy Japanese flower bowls.

Horace J. Head has left for a few weeks' business trip in the east.

Robert Page and wife have gone to Florida for the winter.

CHESTER.

St. Louis.

CONSIDERABLE IMPROVEMENT IN DEMAND.

Business the past week was rather brisk with a decided increase in funeral work. Social activity also picked up somewhat. Stock has increased a little but with the gain in business it continues to be a question from day to day for the retailer to keep a supply of flowers on hand. The quality is just about the same, with a heavier cut in sweet peas and violets of better grades. Carnations are good, but not enough of them. Roses are in fair supply.

NOTES.

In the "Say it With Flowers" bowling league, the Roses continue to be the leaders. Next week, the Carnations and Roses meet again and will the competition be keen? Ask George Kuehner and Fred Hermann.

Geo. B. Windler's delivery truck had a serious smash-up with a street car January 17. The machine was wrecked and the driver had quite a few serious wounds. He will, however, recover.

F. A. Windler served two weeks on a jury. He feels that he should be exempt for at least two years, as the average juror only has to serve three or four days.

Visitor: Julius Dilloff, of Wertheimer Bros., New York.

J. J. W.

North Shore Horticultural Society.

The monthly meeting of the North Shore Horticultural Society was held at Lake Forest, Ill., December 5, President Wm. E. Fisher in the chair. Mr. Fisher, who is leaving the Cyrus H. McCormick estate and going east, gave in his resignation with regrets as president after being elected for 1920. The society voted that E. Bollinger act in that capacity for 1920.

The judging by points for the best exhibit at each month's meeting for medals for 1919 were as follows: Thos. Head 1146, gold medal; Robt. Chalmers 1108, silver medal; John F. Kiley 1100, bronze medal.

Wm. C. Rickards of New York was in attendance and gave a short talk on chrysanthemums at the Eastern exhibitions. He also gave the society $10 for the best strawberry to be exhibited at the spring show.

J. R. CLARKE, Cor.-Sec.

Evansville, Ind.

Florists says that during the past several weeks trade has shown a big improvement, due to the change in the weather.

Emil Niednagel, manager of the floral business of Julius Niednagel here, and Miss Sarah Meadows, daughter of Mrs. F. H. Meadows, of this city, were married January 14. Mr. and Mrs. Niednagel left immediately after the ceremony for Chicago to spend their honeymoon. They will be at home at the Niednagle residence, 927 Lincoln avenue, following their return from the north.

Thomas C. Ruston, formerly associated with the Wm. Blackman Floral Co., in this city, who now lives in Indianapolis, has been ill for the past month, but is better at this writing.

Dr. Knapp, well-known peony specialist, has the sympathy of the trade in the loss of his wife, whose death occurred January 19.

George Blackman, of the Wm. Blackman Floral Co., is attending the carnation show in Chicago this week.

HAMILTON, ONT.—Plans are under way for the annual convention of the Canadian Horticultural Association to be held in this city in August.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 56 PAGES WITH COVER

CONTENTS.

American Carnation Society....49
—The opening day....49
—President Dorner's address....49
—Officers and judges (portraits)....50
—Secretary Baur's report....51
—Treasurer F. E. Dorner's report....52
—The awards....52
—Early visitors....52
Illinois State Florists' Ass'n (portraits)....54
—President Keimel's address....54
—Secretary Ammann's report....54
The retail trade....55
—Next week in the flower shop....55
—Credits....55
—Sweet peas....55
—Modernizing the old-time store....56
Palms at Porto Rico....56
Ladies' Society of American Florists....57
National publicity for flowers....57
Adding atmosphere to flowers....57
New York Federation of Societies....57
Albany....58
San Francisco....59
Rhode Island Hort. Society....59
Rochester....59
St. Louis....59
North Shore Hort. Society....59
Evansville, Ind....59
Coal regulations removal asked....60
Mail addresses....60
Plant Quarantine No. 37....60
American Rose Society....60
School garden army plans for 1920....60
Florists' Telegraph Delivery Ass'n....60
Cyclamen injury....60
Jersey City....62
Chicago....64
Cincinnati....68
Seattle....69
Columbus....70
Milwaukee....70
Boston....70
Rochester Florists' Association....70
Philadelphia....72
New York....76
The seed trade....84
—Catalogues received....84
—Grass and clover seed prices....84
—Red clover....85
Florists' Club of Baltimore....90
Lancaster County Florists' Ass'n....90
Market gardeners....92
—Sweet potatoes....92
—Sweet potato profits....92
—The smoke nuisance....92
The nursery trade....94
—New England Nurserymen's Ass'n....94

LEAD is now 8½ cents per pound.

THE Bureau of Plant Industry, Washington, D. C., has issued Bulletin No. 802, devoted to peat and its characteristics.

SENATOR PHELAN, of California, will propose a constitutional amendment barring from American citizenship children born in this country of parents ineligible for citizenship. He said also he was working on an immigration measure to exclude all Japanese immigrants, except merchants and diplomats.

DRASTIC laws are still on the increase. A bill has been introduced by Representative Brandt, of Georgia, providing penal servitude of from one to 20 years, with no alternative of fine, for fraudulent dealers in food supplies and fuel, also enlarging the number of punishable acts which are claimed to constitute fraud.

Coal Regulations Removal Asked.

A movement in Philadelphia, having for its object the prompt removal of all coal regulations, has been started by the American Wholesale Coal Association. Counsel has been engaged and negotiations opened with representatives of the government at Washington. If this does not produce results, the associations is prepared to take the matter into the courts.

Mail Addresses.

The postmaster of Chicago calls attention to the increasing delay in the delivery of mail, due to the omission of streets and street numbers in addresses. All letterheads and envelopes should bear the name, street, number, city and state of the sender. Letters not bearing street and street numbers are generally returned by the postoffice authorities for better address, as it is no part of the business of the postoffice to look up the streets and numbers.

Plant Quarantine No. 37.

ORCHID CONFERENCE, FEBRUARY 10.

The following communication, dated January 14, has been sent out by the federal horticultural board:

"In response to requests for a conference on the subject of the restrictions on the importation of orchids, the board would like to have those interested in the production of orchids in this country, as well as those heretofore interested in the importation of orchids, meet the board for the purpose of such conference, February 10, 1920, at 10 o'clock, in the office of the chairman of the board, United States department of agriculture, Washington, D. C.

C. L. MARLATT,
Chairman of Board."

American Rose Society.

HUBBARD GOLD MEDAL AWARD.

The executive committee of the American Rose Society at a recent meeting in New York voted to award to the hybrid tea rose, Columbia, registered in 1917 by E. G. Hill of Richmond, Indiana, the Gertrude M. Hubbard gold medal for the best rose of American origin, introduced during the last five years. This award was made possible by the generosity of Mrs. Gertrude M. Hubbard, of Twin Oaks, Washington, D. C., and has been awarded but once when, in 1914, it was given to M. H. Walsh of Woods Hole, Massachusetts, for the introduction of the climbing rose, Excelsa. The honor which goes to Mr. Hill is distinctive. It is the highest honor which the American Rose Society can confer on a hybridizer, and it is a recognition, not only of a variety of merit, but of the valued work of a pioneer in rose breeding—one who has devoted a half century of real service in the advancement of the rose, through breeding a type admirably suited for American conditions.

E. A. WHITE, Sec'y.

School Garden Army Plans for 1920.

Florists and nurserymen throughout the country are urged to lend their aid during the coming year to make the work of the United States School Garden Army, which enrolled two and one-half million children in 1919, more permanent and to increase its educational value. This result, says John L. Randall, director, can only be realized when gardening becomes a definite part of school work. Congress has appreciated the service of garden leaders to the country and has granted an appropriation to continue the work and this spirit of service to the education of children will result in their forming habits of industry and regularity by making use of their energies in yards and vacant lots that are now as a rule, largely unproductive. The garden army's slogan, "A Garden for Every Child—Every Child in a Garden"—is well chosen. The cooperation of the trade in this movement should be generous. There is no school subject from which more real knowledge of science, art or life's relations can be gained than through experience with growing plants. The interest now aroused will be reflected in the homes of future years. Give the garden army children in your neighborhood the benefit of your valuable experience.

Florists' Telegraph Delivery Association.

PAYMENTS THROUGH CLEARING HOUSE.

A resolution adopted by the board of directors authorizing the secretary to pay all accounts that are sent to the clearing house became effective January 1, 1920. Accordingly, all accounts sent to the clearing house for collection will be paid promptly, after this office has been assured that said account is due, and no adjustments are necessary. A check for the amount, less 20 per cent, will be sent to the creditor. The florist owing the account, automatically becomes debtor to the F. T. D. A. for the full amount. All checks will be issued against the guarantee fund of the association. When the accounts are paid, they will be credited to the guarantee fund, less 20 per cent. Any surplus arising (after expenses are deducted for collection) from this procedure, will be turned into the general fund of the association.

The penalty for failure to pay the account within 10 days after due notice from the secretary, will be suspension, and the delinquent's name withdrawn from the list. (Article 11, Section 10, Cons. and By-laws). Any balance due a suspended member of his guarantee fund, after all accounts are paid, will be remitted after a lapse of the authorized time. See Article 4, Section 6, Cons. and By-laws.

The secretary has been called to account many times by members of the F. T. D. A. for not using his official right in issuing checks to cover accounts due. To avoid further criticism, the above action was declared timely.

ALBERT POCHELON, Sec'y.

Cyclamen Injury.

ED. AMERICAN FLORIST:

Will you kindly tell us what is affecting our cyclamens this year? The plants appeared to be perfectly healthy until early last fall when the leaves on many of them began to come puffy and misshapen. Believing this to be caused by aphis, we used nico-fume and sulphur in disinfecting and surrounded the pots with tobacco stems, but this seemed to have no effect, the leaves coming gnarled as before, a portion of the buds were knotty, and some of them had no leaves on the flower whatever.

North Dakota. O. H. W.

Inquirer is probably right in saying the trouble is caused by aphis or thrips. Spraying was evidently started too late. Cyclamens, to be kept free of insects, should be sprayed at least once a week with nicotine, as per formula on bottle, commencing when the plants are small. P.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By an all around grower, single, 20 years' experience. Address
Key 452, c o American Florist.

Situation Wanted—To take entire charge by a practical grower of cut flowers and plants; excellent credentials; when writing state wages, etc. Address
Key 457, care American Florist.

Help Wanted—An active boy or young man, that has had some experience in a retail store. Address
A. F. F., care American Florist, 57 W. 27th St., New York.

Help Wanted—A first-class florist for a retail store in New York City. Wages $40.00 per week. Address
A. F. F., care American Florist, 57 W. 27th St., New York.

Wanted—Party with $4,000 to $6,000 to take interest in greenhouse and store in Chicago; high-class residence district; money secured by property; good chance. Adress
Key 455, care American Florist.

For Sale—Greenhouse and nursery. Government irrigation project; six acres; fine location; new buildings; fully equipped; no competition; good reason for selling; easy terms. Address
Rupert Floral Co., Rupert, Idaho.

For Sale—Greenhouse business, operating, paying well, all new stock growing, six acres land; space under glass 53x150 ft., insured, all equipment new; splendid field for business; nearest competitor one hundred miles. Address
H. H. Rothe, Moultrie, Ga.

FOR SALE

On account of other interests will sell florist and seed business, established over 20 years, practically for the cost of fixtures. A good opportunity for a live man or lady. Close to New York City. Correspondence solicited. Address
Key 451, care American Florist.

HELP WANTED

One expert assistant orchid grower and one expert assistant rose grower. Location, Indiana. Address
Key 453, care American Florist.

Help Wanted

Florist for all around greenhouse work. Wages $30 per week. Apply
JOHN A. MICHAL
7045 Stony Island Ave., CHICAGO

HELP WANTED.

Young man of energy and ability to take charge of a branch nursery for the growing of ornamental trees, shrubs, evergreens and roses. First-rate opportunity to a man who demonstrates his ability, as a share of the profits of an old established business will be given in addition to his salary. Give full particulars, references and wages expected.
ELLIOTT NURSERY CO., Pittsburgh, Pa.

HELP WANTED.

Single young man, who has some knowledge of and interest in trees and shrubs; willing to learn and to make himself general useful as assistant in city cemetery. Position permanent; give age, education, etc. Protestant preferred.
Key 450, care American Florist.

SITUATION WANTED

Expert Saleslady, Designer, Etc.,

Is desirous of securing a position in an up-to-date Chicago retail store. Salary expected, $25 per week, with chance for advancement.
Key 458, care American Florist.

WANTED

Retail Storeman

Capable of taking charge of flourishing business in good sized manufacturing city. State age, experience and wages expected. Address
Key 448, care American Florist

MANAGER WANTED

Experienced man to take entire charge of trial seed farm near Philadelphia; capable of growing flower and vegetable plants under glass and in the field; also of shipping same. State age, experience and wages.
Box 1296, Philadelphia, Pa.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors, gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

For Sale

$50,000 buys a modern carnation range near Chicago, including fine residence and several acres of land. Possession now or in the spring. $10,000 cash and balance on easy terms. Address
Key 446, care American Florist.

PLANT STOCK

OF ALL KINDS

Needed Promptly

TO FILL THE

VACANT BENCHES

CLEARED OF CHRYSANTHEMUMS AND HOLIDAY PLANTS

MAIL YOUR AD TODAY

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

The holiday demand has undoubtedly depleted your supply of Prepared Foliages and Artificial Flowers.

Now Is the Time to Stock Up for 1920

Magnolia Leaves--Cycas--Evergreens

SPECIAL PRICES ON ARTIFICIAL FLOWERS

	Per 100		Per 100
WAXED ROSES, white, pink, yellow.....	$2.50	Waxed Dahlias, lavender, pink, white.....	$4.00
WAXED CARNATIONS, white or pink..	2.00	Waxed Orchids	5.00
Waxed 'Mums, lavender, pink, white, yellow	4.00	Waxed Sweet Peas.....	$10.50 per 1000

THE OVE GNATT CO., Inc.

Preservers of Natural Foliage. La Porte, Ind.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorators' Novelties.

Mention the American Florist when writing

For Florists' Supplies, Baskets, Chiffons and St. Valentine Novelties

PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., Pittsburgh, Pa.

Jersey City, N. J.

John F. Madden had full charge of the floral arrangement for the funeral of George E. Blakeslee, January 14. Mr. Blakeslee had been prominent in New Jersey politics, and was a close friend of Gov. Edwards. In addition to the casket cover and designs, the order of the family, Madden had orders from the White House, Washington, D. C., and from prominent people in other parts of the country. But few funerals ever held in this city showed such a wealth of fine floral work.

The retail store at 690 Newark avenue, formerly conducted by John Mantovi, has been taken over by H. & E. Nacion, natives of Cuba, and clever young men, who are popular in the trade.

May F. Kendall, who has a prosperous store at 532 Jersey avenue, had designs for the Blakeslee funeral. She is a good customer of the leading wholesalers of New York.

The range on Garfield avenue, formerly conducted by John Leach, and later by Philip Dosch, has been torn down to make room for other lines of business.

LINDLEY BOXES
ARNOLD BOXES

Comprising the largest assortment of Florist Boxes obtainable. The Arnold Florist Box stock has been purchased by the Lindley Company. Write us for prices.

GEO. M. HOOPIS,
New York Representative, 601 W. 144th St.
A. V. Z. JENNINGS,
Chicago Representative, 20 E. Jackson Blvd.

Lindley Flower Box Company, Quality Box Makers, Marion, Indiana

Callas Brothers are well located at 100 Sip avenue, near the Summit avenue station of the Hudson tube, and report good business.

Although Francis Piercy has turned his business over to younger members of his family, he is yet active, and takes a hand in the work.

Robert Leach has sold his range at 676 Garfield avenue to his brother, Henry, and has retired from the florist business.

"Theodore, the Florist," a young man of good address, has a handsome store at 2890 Boulevard, near the Hudson tube station.

E. Bonnot, who for a number of years had a good store in another location, is now well established at 115 Monticello avenue.

PUSSY WILLOWS

FOR FORCING.

The Big Pink Kind. Good Quality.

15 to 30 inches..... $4.00 per 1000
2 to 4 feet ..... 7.00 per 1000

Cash with order. Packing free.

MINNEAPOLIS NURSERY,
4117 So. Aldrich Ave., MINNEAPOLIS, MINN.

We found business active at the Bogie range and store, which is now conducted by E. M. Bogie.

Charles Bolling, 884 Montgomery street, who specializes in bulbs, has a fine stock coming on.

A. F. F.

GLADIOLUS BULBS

Standard Varieties

	Per 1,000 1¼" Up	1½" Up
AMERICA. Soft pink	$27.50	$30.00
BRENCHLEYENSIS Deep scarlet	22.00	25.00
EUROPA. Best and largest white	67.50	75.00
CHICAGO WHITE. Early white	30.00	35.00
FRANCIS KING. Orange scarlet	25.00	28.00
GLORY OF HOLLAND. Fine white	45.00	50.00
HALLEY. Early salmon	32.00	35.00
MRS. FRANK PENDLETON. Pink, red blotch	45.00	50.00
NIAGARA. Soft yellow	40.00	45.00
PANAMA, Beautiful rose	40.00	45.00
PEACE, White, shaded blue	35.00	40.00
SCHWABEN. Best yellow	55.00	60.00
WAR. Blood red	55.00	60.00
WILLY WIGMAN. White, pink blotch	45.00	50.00
YELLOW HAMMER. Yellow 1-1¼".: $4 100.		
MRS. WATT. Wine red		50.00
IDA VAN. Deep salmon red	25.00	30.00
ARIZONA, Pink with maroon	25.00	30.00
MISS LUCILLE, Soft light shell pink or lavender	25.00	27.50
KUNDERDI GLORY. Cream pink, crimson striped	45.00	50.00
PINK BEAUTY. Rose pink	45.00	50.00
AUGUSTA. White	27.50	30.00
PINK PERFECTION. Beautiful pink	40.00	50.00
ANNIE WIGMAN. Yellow, red blotch		30.00
PRIMULINUS HYBRIDS, 1-1¼, $18.00	22.50	25.00
FLORISTS' MIXTURE. Very good	15.00	20.00

Novelties

New and Scarce Varieties

	Per 100 1¼" Up	1½" Up
GOLDEN WEST. Orange scarlet		$10.00
GOLIATH, Dark violet, very large; improvement on Empress of India		10.00
JOFFRE. Brick red; large flower		12.00
NYMPH. White; large flower		10.00
QUEEN OF WHITES. White		15.00
STELLA. Light red; yellow blotch		10.00
VON BINSSING. Deep pink; dark blotch		12.00
MARY FENNEL. Light lavender	$10.00	15.00
PRIDE OF GOSHEN. Flesh pink		8.00
SUMER BEAUTY. Distinct pink		12.00
EVALINE. Smoky violet		8.00
GOLDEN KING. Bright yellow, crimson blotch		8.00
GEORGE PAUL. Large maroon	6.00	7.00
ROSEBUD. Beautiful rose		8.00
BERKSHIRE. Delicate pink		8.00
BALTIMORE. Salmon, cream markings		8.00
ROCHESTER WHITE. White		6.00
MASTER WIETSE. Dark violet. 1-1¼, $4 100		
PRIMULINUS ROANOKE. Large, rich yellow	4.00	5.00

PRICE LIST ON CANNAS

Select 2 to 3 eyes. We have never handled finer stock.

Bronze-Leaved Varieties

	Height	Per 100	Per 1000
BRANDYWINE. Wine red dappled with crimson	3½ ft.	$3.00	$25.00
DAVID HARUM. Bright vermilion scarlet mottled dark red	3 ft.	3.00	25.00
EGANDALE. Deep currant red	4 ft.	3.00	25.00
KING HUMBERT. Orange scarlet	4 to 4½ ft.	5.00	45.00
WYOMING. Orange-colored	7 ft.	3.00	25.00
MUSAFOLIA. Immense foliage	6 to 8 ft.	3.00	25.00
SHENANDOAH. Rose pink	4 ft.	3.00	25.00

Variegated Flowers with Green Foliage

	Height	Per 100	Per 1000
ALLEMANIA. Bright scarlet, broad yellow border, beautifully mottled	4 to 5 ft.	$3.00	$25.00
GLADIOFLORA. Crimson edged with gold	3½ ft.	3.00	25.00
ITALIA. Clear yellow overlaid with orange	3½ ft.	3.00	25.00
Mme. CROZY. Brilliant scarlet, orange gilt edge	3½ ft.	3.00	25.00
SOV. D'ANTOINE CROZY. Bright golden yellow	4 ft.	3.00	25.00

Pink Shades with Green Foliage

	Height	Per 100	Per 1000
HUNGARIA. Pink with satiny sheen	3 ft.	$5.00	$40.00
MLLE. BERAT. Deep rose pink	4 ft.	3.00	25.00
MRS. A. CONARD. Salmon pink	4 ft.	5.50	50.00
ROSEA GIGANTEA. Rich rose pink	4 ft.	6.00	55.00
LOUISE. Soft rose pink	5 ft.	3.00	25.00
VENUS. Rose pink, creamy yellow border	4 ft.	3.00	25.00

Yellow Shades with Green Foliage

	Height	Per 100	Per 1000
AUSTRIA. Bright yellow, crimson throat	3½ ft.	$3.00	$25.00
BURBANK. Sulphur yellow, inner petals dotted red	6 ft.	3.00	25.00
FLORENCE VAUGHAN. Yellow with bright red spots	5 ft.	3.00	25.00
INDIANA. Rich golden orange	5 ft.	3.00	25.00
GLADIATOR. Bright yellow, spotted crimson	4 ft.	3.00	25.00
R. WALLACE. Canary yellow	5 ft.	3.00	25.00
YELLOW HUMBERT. Deep rich yellow heavily spotted bright red	3 to 3½ ft.	5.00	40.00
GUSTAV GUMPER. Golden yellow, lower petals spotted red	4 ft.	3.00	27.50

Red Shades with Green Foliage

	Height	Per 100	Per 1000
A. BOUVIER. Clear crimson	5 ft.	$3.00	$25.00
BEAUTE POITEVINE. Crimson	4 ft.	3.00	25.00
CRIMSON BEDDER. Red	3½ ft.	3.00	25.00
CHAS. HENDERSON. Crimson scarlet, yellow flame throat	4 ft.	3.00	25.00
FIREBIRD. Glistening scarlet, without markings	4 ft.	8.00	75.00
JEAN TISSOT. Vermilion, bright orange shadings	3 ft.	3.00	25.00
LOUISIANA. Crimson scarlet	5 to 6 ft.	4.00	35.00
METEOR. Brilliant scarlet	5 ft.	5.00	40.00
KATE GRAY. Soft orange shaded carmine, dotted yellow throat	5 to 6 ft.	3.00	25.00
PENNSYLVANIA. Scarlet overlaid with orange	4½ ft.	3.00	25.00
TARRYTOWN. Crimson	3½ ft.	3.00	25.00
WINTZER'S COLOSSAL. Vivid scarlet	5 to 6 ft.	5.00	40.00
PANAMA. Dull red, overlaid rose, with mottled yellow edge	3 ft.	6.00	50.00
EXPRESS. Crimson scarlet	2½ ft.	3.00	25.00
BLACK PRINCE. Dark velvety crimson	4½ ft.	3.00	25.00

Caladium Esculentum

(Elephant's Ear)

Bulbs	Per 100
5 to 7-inch	$ 7.50
7 to 9-inch	12.00
9 to 11-inch	18.00
11 to 12-inch	25.00
12 to 14-inch	35.00

Fancy-leaved Caladiums

	Per 100
Highly colored, the best named varieties	$15.00

Pearl Tuberoses

	Per 100
Dwarf double	$35.00
Single	25.00

Tuberous-rooted Begonias

	Per 100
Assorted colors, single, mammoth bulbs only	$25.00

Prices subject to change without notice.

A. B. C.

"Watch Us Grow."

American Bulb Co.

172 North Wabash Ave., CHICAGO, ILL.

To Flower Buyers

There has been a big change in the flower market the last few days, caused by the very large funeral demand for flowers on account of the influenza epidemic. We are obliged to withdraw temporarily all advertised quotations, and will bill out stock at market values on day of shipment. Unfavorable weather has made all flowers very scarce. We will do the best we can to fill all orders in full, but we must put in some stock of long and medium lengths with orders of short lengths in Roses. We will do the best we possibly can to buy miscellaneous flowers, but please bear in mind there is a shortage of all kinds of stock.

All seasonable flowers not grown by us will be procured on orders.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL

NOTICE:—We close at 5 o'clock week days. Closed all day Sundays.

Chicago.

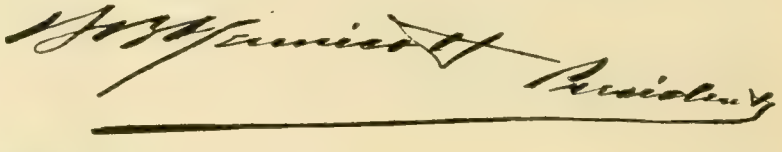
STOCK CLEANS UP EARLY.

Stock of all kinds is cleaning up at an early hour each day at high prices and some of the wholesale houses are finding it to be a pretty tough job to fill all the orders that they are receiving. Short and medium roses are exceedingly scarce and the longer stemmed grades are in good demand on this account, which means that there is no surplus to speak of when the stores close at night. Columbia, Mrs. Chas. Russell and Premier are sold almost as soon as they reach the stores and the receipts of American Beauty roses are also disposed of quickly. Ophelia, Sunburst, Milady, Mrs. Aaron Ward, Champ Weiland, Killarney, White Killarney, Killarney Brilliant, Richmond, Hoosier Beauty, Maryland, Montrose and a few other varieties grown for this market also clean up fast at high prices. Carnations are in strong demand at the advertised quotations and are in short supply. Lily of the valley is having a good call and so are orchids and gardenias. Sweet peas are in strong demand and so are violets. Tulips and jonquils are commanding high figures and the same holds true for hyacinths and freesias. Some colored freesias are included in the shipments and as usual are taken up quickly. Stevia, mignonette, daisies, callas, calendulas, white and yellow narcissi and bouvardia are included in the offerings. Boxwood and galax are moving fast and there is a good call for other greens. The local health department is being swamped with appeals for nurses to combat the spread of influenza and pneumonia. The latter has taken a serious turn and the number of cases are increasing at an alarming rate. There have been over 3,600 cases of the "influenza" reported so far, with many of the patients already recovered. Dispatches from Washington say

THANKS—

We have been unusually favored with a big increase in business since the FIRST OF THE YEAR, with over ONE HUNDRED NEW CUSTOMERS.

SHIPPING BUSINESS is our specialty because we know how to take care of it.



YOUR

Protection

Kennicott Bros. Co.
174 North Wabash Ave.
CHICAGO

Wholesale Dealers in
CUT FLOWERS since 1881

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

Cattleyas

The Best in the City at $12.00 to $15.00 per dozen.

ORDER LONG ROSES

Short and medium roses are scarce so order the longer grades instead.

Premier--Russell--Columbia--Milady--Etc.

SPRING FLOWERS

Tulips-Jonquils-Narcissus-Freesias and Hyacinths.
Carnations-Sweet Peas-Calendulas-Stevia-Violets-Greens.

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

ROSES--CARNATIONS

Place your orders with us and they will receive the best possible attention.

Buy Direct from the Grower. CURRENT PRICE LIST **Subject to Change Without Notice.**

	Per 100
MRS. CHAS. RUSSELL	
Extra Special	$40.00 to $50.00
Specials	30.00 to 35.00
Select	25.00
Medium	15.00 to 20.00
Short	12.00 to 15.00
COLUMBIA	
Specials	30.00 to 35.00
Select	25.00
Medium	15.00 to 20.00
Short	12.00
MILADY	
Specials	25.00 to 35.00
Select	20.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

		Per 100
Champ Welland, Killarney, Killarney Brilliant, White Killarney, My Maryland	Specials	$25.00
	Select	$15.00 to 20.00
	Medium	10.00 to 12.00
	Short	8.00

	Per 100
SUNBURST, OPHELIA	
Special	$25.00 to $30.00
Select	20.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
PREMIER	
Specials	$30.00 to $35.00
Select	25.00
Medium	15.00 to 20.00
Short	12.00
ROSES, OUR SELECTION	10.00
Carnations	10.00 to 12.00
Sweet Peas	3.00 to 4.00
Adiantum	2.00
Asparagus, per bunch	50 to 75c
Boxwood	per bunch, 35c
Ferns	per 1,000, $4.00
Galax, bronze and green,	per 1,000, $2.00
Leucothoe Sprays	1.00
Smilax	per doz. strings, $3.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

EXCELLENT CROP OF

Roses and Carnations

In All the Leading Varieties.

CURRENT PRICE LIST Subject to Change Without Notice.

RUSSELL and PREMIER.	Per 100
Select	$35.00
Fancy	25.00
Medium	20.00
Short	15.00

COLUMBIA and RICHMOND.	Per 100
Select	$30.00
Fancy	20.00
Medium	15.00
Short	12.00

SUNBURST and OPHELIA, KILLARNEY BRILLIANT	Per 100
Select	$20.00
Fancy	15.00
Medium	12.00
Short	10.00

WHITE and PINK KILLARNEY.	Per 100
Select	$15.00
Fancy	12.00
Medium	10.00
Short	8.00
ROSES, OUR SELECTION	$8.00

CARNATIONS.	Per 100
Fancy stock	$10.00 to $12.00

MISCELLANEOUS.	
Calla Lilies, per doz	$2.50
Ferns, per 1,000	4.00
Smilax, per doz	3.00
Galax, per 1,000	2.00
Sprengeri, bunch	.50

Other Greens at Market Prices.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 CHICAGO

that officials of the public health service refuse to view the present influenza epidemic with alarm because the disease is of a mild type and the death rate low. The demand has been exceedingly heavy for funeral flowers the past week, especially from out-of-town points, with the Dodge funeral at Detroit, Mich., last week calling for a large supply of stock from this market.

NOTES.

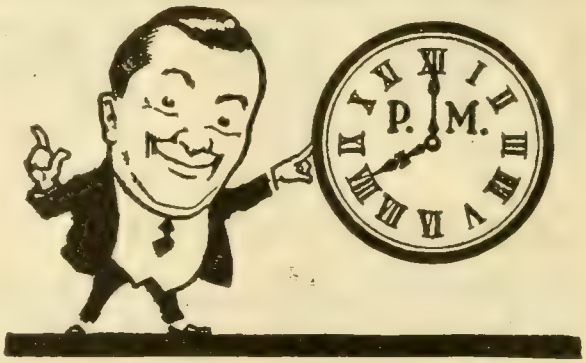
C. Engelmann, of Saffron Walden, England, attended the annual meeting and exhibition of the American Carnation Society, of which he is a member, here this week. He left home last September and has since been making a tour of inspection of the trade in South America and this country. This is his second visit to this city, the first being nine years ago, when he and 11 other members of the British horticultural trade were in this country on a similar mission.

The committee representing the growers and retailers met with the wholesalers, January 19, when the Milwaukee plan of advertising was discussed. Some of the committee think that the wholesalers should pay one per cent of their gross commissions, but owing to the small attendance it was impossible to take any definite action.

Wietor Bros. are more than pleased with the demand for carnation cuttings this season, which continues to be heavy, and promises to clean up the surplus, if any, in this vicinity.

A. T. Pyfer & Co. have been filling a large number of orders for boxwood this month which is being used heavily owing to the extreme scarcity of cut flowers.

Philip L. McKee, of the American Greenhouse Manufacturing Co., made a business trip to New York last week.



Now is the Time

TO BUY AND USE

BOXWOOD

When Cut Flowers Are Scarce.

Choice Dwarf Baby Boxwood.....25c per lb.

GALAX

$10.00.....per case of 10,000

All Other Greens. All Cut Flowers.

PUSSY WILLOWS.....5c each

A. T. PYFER & COMPANY

164 North Wabash Ave., CHICAGO, ILL.

L. D. Phone, Central 3373.

ROSES--CARNATIONS

Good supply in all the leading varieties grown for this market.

Freesias-Tulips-Jonquils

Limited supply so order early.

Violets, Daisies, Sweet Peas, Stevia, Calendulas, Paper White Narcissus, Yellow Narcissus, Snapdragons, Callas, Other Flowers and Greens.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

Mention the American Florist when writing

You will appreciate the service that this house renders after placing a trial order here. Customers always receive Quality Stock at Reasonable Prices.

JOSEPH FOERSTER CO.
WHOLESALE FLORISTS
160 N. Wabash Avenue, CHICAGO, ILL.

The meeting of the Associated Allied Floral Industries of the state scheduled for January 26 has been postponed to February 2. The principal subject of the evening to be discussed will be publicity and it is expected that attendance will be fully as great if not larger than that of the meeting held at the Randolph Hotel, January 12.

A. L. Vaughan & Co. are supplying their trade with some of the finest freesia in the market.

Percy Jones
INC.
Wholesale Florists
30 E. Randolph St., CHICAGO ILL.
Mention the American Florist when writing

Tonner
Wholesale Florists
Dealers in Supplies Chicago Ill.
30 East Randolph Street.
L. D. Phone: Central 62 4.
Mention the American Florist when writing

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MINIATURE ROSES

Cecile Brunner

CARNATIONS

MISCELLANEOUS

Valley Cattleyas

Stevia Jonquils

Paper Whites Violets

Sweet Peas

GREENS.

Plumosus Sprengeri

Galax, bronze. Galax, green

Ferns

Adiantum Smilax

Boxwood

Mention the American Florist when writing

C. L. Washburn and wife stopped at the Hotel La Salle during the annual exhibitions and conventions of the American Carnation Society and the Illinois State Florists' Association, so as to save them the trip to and from Hinsdale each day.

O. A. & L. A. Tonner received word this week that Mrs. Doctor Knapp, wife of the well-known peony specialist, Evansville, Ind., died January 19, and the trade joins in extending the family its heartfelt sympathy in their hour of bereavement.

Peter Reinberg reports an early clean-up in stock each day, especially roses and carnations, which are the two main factors at this establishment. Carnation cuttings are selling exceedingly fast, and new orders are arriving every day.

The John Kruchten Co. announces that its incorporation was dissolved, December 31, with all stockholders at that time now forming a co-partnership.

The Chicago Flower Growers' Association reports a brisk demand for spring stock, especially tulips, jonquils, freesias and hyacinths.

Vaughan's Seed Store reports heavy movement of gladioli and cold storage lilies. Caladiums, tuberoses and cannas are coming in.

Kennicott Bros. Co. reports a strong demand for freesias with a quick clean up in this item each day.

Visitors: Julius Dilloff, New York; John Evans, Richmond, Ind.; Henry Kusik, Kansas City, Mo.; H. G. Berning, St. Louis, Mo.

Cincinnati.

MEDIUM PRICED STOCK SCARCE.

Changeable weather has made stock an uncertain quantity, and owing to this scarcity, prices have been on an even keel. In roses, Premier and Columbia have been bringing advertised figures in all grades, the usual shortage of the lower priced flowers still prevailing. Some good Killarney in pink and white, also Russell and special Aaron Ward, have been shipped into this market, meeting with ready sale. Sweet peas are at their best now, and bring from $2 to $4 per 100. Carnations are scarce and return from $8 for splits to $15 per 100 for select stock. Princess of Wales violets move fast at $2 per 100, while the best Hudson River doubles are the same price. California stock arrives in good shape and sells for $1. Calendulas remain the same, $4 to $5 per 100. A better grade of this stock would be a welcome addition to this market. Narcissi of good quality are plentiful at $6 per 100. Every one is looking forward to a big Valentine's day business and to all appearances, judging by the general run of things, it should be a record-breaker. The principal demand will be for dainty baskets, corsages of all kinds and novelty holders and containers, emblematic of the day. The supply houses are having many inquiries for stock of this sort, and some of the conceptions are worthy.

NOTES.

Miss Betty Ferdinandsen, formerly of Washington, D. C., and now with H. W. Sheppard, spent the week-end with her folks near Champaign, Ill. The house of Sheppard contains the counterpart of many celebrities, Mr. Sheppard resembling Woodrow Wilson; Miss Ferdinandsen, Mary Pickford, and the porter is a perfect image of Charley Chaplin. Then the head designer is, like William Jennings Bryan, a hard man to keep down. Charles Ferguson, decorator and assistant designer, is a comedian and elocutionist extraordinary, and last, but not least, Miss Cunningham, the genial Celtic book-keeper—well, ask Julius Dilloff.

Gus Adrian, Jr., of Clifton, has digressed from his chosen path and is trying his hand at the Procter & Gamble soap works, famous for Ivory. Mr. Adrian says he works only eight hours a day; half-holiday Saturday, and no Sunday work, and he makes more money than the growing business ever paid him. The day will soon be here when all florists' helpers will be paid for overtime.

J. A. Peterson, of Westwood, begonia specialist, will attend the carnation society meeting at Chicago, taking with him samples of the new begonia, Peerless. It must be seen to be appreciated.

Joseph Hill and wife, Richmond, Ind., are being congratulated on the arrival of a baby girl. Joe cannot get the cigars to us too soon.

C. E. Critchell and H. W. Sheppard are attending the convention of the American Carnation Society at Chicago this week.

Karl Baum, Knoxville, Tenn., paid us a visit on his way to Detroit to attend the directors' meeting of the F. T. D.

Mickley, Seventh street florist, has been eminently successful in carrying out some of the season's best decorations.

K.

WASHINGTON, D. C.—Fred Leissler, son of George A. Leissler, well known Pennsylvania avenue florist, is planning to open a retail store in the Gordon hotel.

HUBBARD, O.—According to the Herald of New Castle, Pa., John Walker, of Youngstown, O., will build a modern range here to cost $30,000. Fourteen acres have been acquired for the purpose.

KNOXVILLE, TENN.—The Tennessee State Florists' Association will hold its annual convention in this city February 5-6. The committee of arrangements includes Karl P. Baum, A. J. McNutt and Mrs. A. H. Dailey.

BEST QUALITY TO BE HAD IN

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Ward,
Weiland, Brilliant, Double White and Pink Killarney,
Sunburst, Hearst, Nesbit, Brunner and Richmond
NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

We are now in heavy crop with Carnations; hence we can take good care of you on this item as well as Roses.

Choice stock of Valley, Jonquils, Sweet Peas, Daisies, Yellow Narcissus, White Narcissus, Calendulas, Violets, Stevia, Mignonette, Pansies and all other Seasonable Stock

Don't Forget Us on GREENS, as We Have Mexican Ivy, Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.
WE ARE CLOSED ALL DAY SUNDAY.

Seattle, Wash.

DEMAND CLEANS UP LIGHT RECEIPTS.

January trade seems rather slow, of course, after the brisk holiday business which was experienced, but there have been more than enough sales to care for the rather small receipts and prices have been well maintained. There has been an especially abundant supply of Chadwick chrysanthemums in the hands of several dealers the past week, and they have made the most of this to boost sales materially. A gold colored Seidewitz was also featured by a Second avenue dealer to good advantage. The supply of carnations has been increasing, but there has been a greater demand for this offering, so that California is still drawn on by the smaller dealers who have no glass of their own. Ophelia roses from local wholesalers lead in volume of arrivals, with Columbia, Milady and Lady Hillingdon all offered in commercial lots. There were a few Killarneys also and some Sunburst was seen in the early shipments for the week. Lily of the valley continues as scarce as at the last writing, but suitable substitutes are being developed for the corsage trade. Sweet peas are enjoying a good season, and prices have been better maintained than in any previous year. The local cut of orchids is short of current needs, and good cattleyas are bringing $4 or better per bloom.

NOTES.

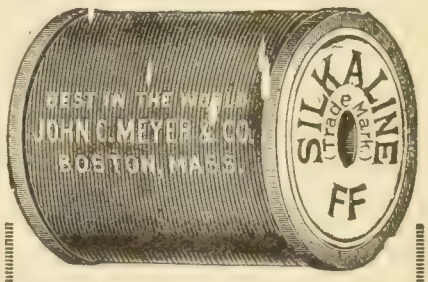
More changes are reported in the sales force of the Hollywood Gardens. Miss Juanita Tromlitz, who has been with the firm for some time, has resigned because of a contemplated change of name and address. It is reported among her friends that ere long she will be Mrs. Taylor. S. A. Dunlap, late with Martin & Forbes, in Portland, and before that, in Chicago, has been added to the sales force, and Mrs. Dunlap will take Miss Tromlitz's place. A big cut of Ophelia roses and red, white and pink carnations is coming in from the Hollywood greenhouses, and cleaning up in good style.

Jack Sahlia, of Kent, has developed a carnation, a sport of Supreme, which was shown for the first time last week in Rosaia Bros.' window, and which has attracted a great deal of attention. This flower is a lovely salmon pink in color, and the blossoms range from three to four inches in diameter.

Miss Anna Burns, of the Burns Floral Co., handled a number of big decorations for lodge events during the past week. In one of these, chrysanthemums, asters and greens were used for an entire hall, three colors giving all the variety needed for the work.

Ed Schlager, Port Townsend florist, who has received his discharge from the service, stopped off in Minnesota long enough to acquire a better half, and spent a day here last week on his way home. He expects to go in heavily for loganberry culture this year.

Joseph Goldberry, of the Kenney Flower Shop, has been kept from work a part of each day this week with a



The Meyer Green Silkaline

size F, fine; FF, medium, and FFF, coarse, is $2.25 per lb., and the green Silkaline is $2.00 per lb., with liberal discounts in case lots of 500 lbs. and upwards. Every spool contains 2 oz. of actual thread, 16 oz. to the lb., not weighing in the wood or boxes. Can be had on 2 oz. spools or 1 lb. tubes at 10c per lb. less. Send your orders direct to the manufacturer.

JOHN C. MEYER FLORIST THREAD WORKS
LOWELL, MASS. Dept. XY.

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Violets. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

severe cold, but completion of shop details is going ahead nevertheless. A splendid business has been reported.

A special hospital combination of Almeria grapes, oranges, red apples and various arrangements of cut flowers was shown last week by the Woodlawn Flower Shop. Good sales for hospital delivery followed.

Felix Rosaia reports a splendid sale of Ophelia and Ward roses and says that January business promises to far exceed that of the corresponding month of last year.

Rosaia Bros. report a notable increase in their cut of orchids, and for the past two weeks have been freed of the necessity of buying their stock in California.

The Woodland Park Floral Company announces that it will extend the area under glass this year to care for increased orders.

Eddie O'Neill, salesman with the Woodlawn Flower Shop, is in southern California on an extended visit.

William Langhout, representing the American Bulb Company, Chicago, called on the trade this week.

Fred H. Rowe, of McCoy's, reports good progress on the firm's new home on Second avenue.

H. M.

Columbus, O.

SUPPLY UNUSUALLY SCARCE.

The demand for flowers during the past week has been a little slow, but not unusually so for this time of the year. Following the holiday season, there is always a lull, and this year it is not any more pronounced than usual. In fact, some of the florists say that the let-up is not nearly as strong as last year in comparison. Another factor which has helped to make the trade slow, is the bad weather conditions which have prevailed. Snowy and icy streets have kept people at home, and as a result the demand has been affected. There are a few parties and receptions now, but for the time being, the active social season is past. Funeral work has not been very brisk. There is a fairly good demand for loose flowers, and that is probably the best feature of the trade at this time. All of the down-town florists report a scarcity of flowers, but more especially for carnations and sweet peas. There is a fair supply of roses, which retail from $4 to $10 per dozen, principally of Ophelia, Sunburst, Killarney, Premier and Columbia. Carnations are quite scarce, and sell from $3 per dozen up. They are largely pink and white varieties. Sweet peas are moving well at 75 cents to $1.50 per bunch. The supply is fair, and the quality exceedingly good. Violets are probably the strongest point in the market, selling at $2 per bunch. They are of excellent quality and are not very plentiful. Plants are scarce and move readily at good prices.

J. W. L.

Milwaukee, Wis.

LIMITED SUPPLY AND HIGH PRICES.

Market conditions for the past week showed no improvements as to supply over that of the week previous. All kinds of cut flowers were scarce, with a brisk demand, especially for funeral work. Both roses and carnations are tight upon arrival; in fact, this has been the case ever since the recent holidays, and prospects are, that normal conditions will not prevail for some time to come, which means that the prevailing high prices will not come down. It looks as though the so-called good times will last till St. Valentine's day, which is a rather short time before Easter.

NOTES.

The Waukesha Floral Co. had a narrow escape, January 8, when a rivet head on the rear of their boiler blew out. They managed to keep out the frost by using kerosene stoves, loaned for the purpose, until repairs, which were completed at 3 a. m., again permitted firing.

The entertainment committee of the florists' club, through these lines, wishes to extend a hearty invitation to all outside florists, especially those of the Badger state, to attend the mid-winter dancing party, January 29, at the Calumet club.

The influenza is again with us. While the beginning of last week, the first cases were reported, the total number reached the 200 mark, January 17.

We are more than pleased to report that Mrs. Seaman had improved enough last week, to be able to sit up in bed a short time on several days.

E. O.

Boston, Mass.

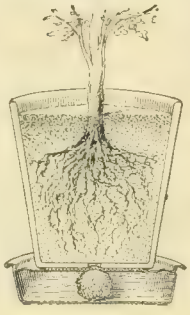
At the January meeting of the Retail Florists' Association, held at the Parker house, the present officers were re-electd as follows: Henry Penn, president; William Elliott, vice-president; E. Gorney, secretary; William Stickle, treasurer; W. R. Nicholson and William Hastings were named trustees. President A. L. Miller, of the Society of American Florists, was present and gave an interesting talk on the work of the national organization, and also spoke on plant growing. Among other speakers were H. Barch, A. Christensen and William Elliott. An excellent dinner preceded the business session.

William McAlpine's range at Exeter has been producing excellent cuts of Killarney Queen, Columbia, Double White Killarney and Hadley roses.

George Arnold, of Woburn, one of the progressive growers of this section, has sold his establishment and entered the banking field.

H. B. Ruppert, traveling representative for Phillip L. Carbone, is making a western trip with six large trunks of samples.

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a

Little Wonder Plant Irrigator

They keep your plants watered just right. Wholesale price, $20.00 per 100.

If your supply house does not carry them send us their name with your order.

Sample by mail, 35c

The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO

Mention the American Florist when writing

GOLDFISH 1,500,000 (Fancy and Plain)

Ready for market at rock-bottom prices.
Ship anywhere in U. S. or Canada.
Write for our illustrated catalogue.

Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.

1920 Catalogue

48 Pages for Florists
sent free on request.

THE JOHN HENRY CO.
LANSING, MICH.

George Butterworth, of Framingham, is studying law and will combine Blackstone and orchid culture.

Samuel Goddard, the well known carnation specialist, has been confined to his bed with a severe cold.

William R. Nicholson has a new white snapdragon which he will introduce next year.

S. K. G.

Rochester Florists' Association.

At its regular meeting, January 9, at the Osborne House, Rochester, N. Y., the Rochester Florists' Association elected the following officers for 1920: George Keller, president; James Sprout, vice-president; Irving Briggs, secretary; Arthur Glenn, treasurer; George T. Bouncher, George B. Hart and Charles Vick, trustees.

CHESTER.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

LANDO BRAND Wabash Ave., and Lake St. CHICAGO, ILL. LANDO BRAND

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen	
Roses,	Beauty	$4.00 @	$12.00
		Per 100	
"	Mrs. Chas. Russell	10.00 @	50.00
"	Columbia	10.00 @	50.00
"	Premier	10.00 @	50.00
"	Hoosier Beauty	8.00 @	40.00
"	Killarney Brilliant	8.00 @	35.00
"	Killarney	8.00 @	25.00
"	White Killarney	8.00 @	25.00
"	Richmond	10.00 @	35.00
"	My Maryland	8.00 @	35.00
"	Mrs. Geo. Shawyer	8.00 @	35.00
"	Milady	8.00 @	35.00
"	Sunburst	8.00 @	35.00
"	Mrs. Aaron Ward	8.00 @	25.00
"	Ophelia	8.00 @	35.00
"	Dble. W. Killarney	8.00 @	25.00
"	Champ Weiland	8.00 @	25.00
"	Stanley	8.00 @	35.00
"	Bavard Thayer	10.00 @	50.00
"	Cecile Brunner	4.00 @	8.00
"	George Elgar	4.00 @	8.00
"	Baby Doll	4.00 @	8.00
"	Nesbit	4.00 @	8.00
"	Our selection	8.00 @	10.00
Carnations		10.00 @	18.00
Cattleyas	per doz	15.00 @	18.00
Cypripedium	per doz	4.00 @	6.00
Mignonette		6.00 @	8.00
Yellow Narcissus		8.00 @	10.00
Snapdragons	per doz		1.00
Freesia		8.00 @	12.00
Tulips		10.00 @	12.00
Daisies			2.00
Valley		12.00 @	15.00
Callendulas		4.00 @	6.00
Gardenias	per doz	6.00 @	9.00
Jonquils		10.00 @	12.00
Paper Whites	per 100	6.00 @	8.00
Callas		25.00 @	35.00
Sweet Peas	per 100	3.00 @	4.00
Violets		3.00 @	4.00
Ferns	per 1,000		4.00
Galax	per 1,000	1.50 @	2.00
Leucothoe		1.00 @	1.25
Mexican Ivy	per 1,000	5.00 @	6.00
Plumosus Strings	each	.60 @	.75
Sprengeri, Plumosus, Sprays			3.00
Boxwood, 35c per lb., per case			9.00

ZECH & MANN

WHOLESALE FLORISTS

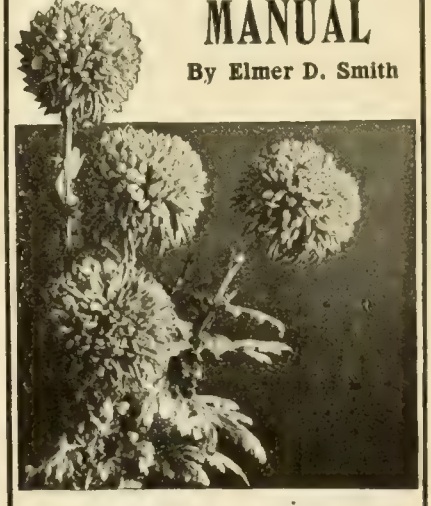
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO,

Estimates Submitted.

155 No. Clark Street, CHICAGO

Rooted Carnation Cuttings

C. W. Ward, Theo, Alice, Belle Washburn, Beacon, Matchless, White Perfection, $6.00 per 100; $50.00 per 1000. Pink Benora, very fine light pink, **$100.00 per 1000.**

January and February Delivery.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

SHORTAGE OF STOCK BECOMES ACUTE.

Another week has passed and the scarcity of flowers is even more acute than for the previous period. The situation is very unusual, and by many retailers considered most harmful, as prices are continuing so extremely high that they cannot afford to use flowers for display; in fact, find it very difficult to get enough for their every day needs. Such prices, for instance, as 15 cents each for the shortest grade of Killarney roses; $6 per 100 for sweet peas; $15 for carnations, and most other stock in proportion, fairly staggers the old-timers and puts everybody to the test in trying to satisfy their customers and at the same time come out whole. The end of the week saw a gleam of sunshine in the increasing size and greater frequency of shipments of sweet peas. It is hoped this improvement will continue. Cattleyas are the only flower that have declined in price, selling now at from 50 to 75 cents as against $1.50 to $2 two weeks ago. There are still a few American Beauties. Reports say these will not increase, but continue to get scarcer. Discussing prices and qualities of various kinds of stock at present appears useless, as there is so little coming in and so quickly grabbed up, irrespective of grade or condition, that no one thinks of complaining. The greatest demand is for the shorter or medium grades of all flowers, roses in particular, but not 10 per cent of the stock is what are called shorts, six to eight inches, and men pay 20 to 35 cents for roses, who never paid it before. One of the prominent retailers, in commenting on the situation, stated that people come in and price cut flowers and walk out again, not one in five making purchases. Others are continually rebelling against the high prices, laying the blame on the growers and commission men, and declaring they are killing the business. The growers say they are not getting more than from one-half to two-thirds of their usual crop, with greatly increased cost of production. In the commission houses, the help stand around half the day doing nothing, there being so little stock to handle. The great scarcity of cut flowers should help the sale of blooming and foliage plants. The cyclamens that did not make Christmas, are now coming nicely into flower, while Primulas obconica, malacoides and Townsendii are seen in all the shops. The growers of Easter plant stock are now busy with their various specialties. There will be quite a quantity of giganteum lilies, which are now up with foliage so spreading as to almost cover the pots. Rambler roses are beginning to start, and are being pruned and tied up in pyramids, globes, baskets and other fancy shapes. Hydrangeas, mostly French varieties, are a large item in nearly all the stocks. They are all now swelling their buds and will soon be in full growth. While April 3 is Easter Saturday, the stock must be ready for delivery March 29, which is a very early date and calls for a quick start and continuous growth to come in on time. There will be quite a few Azalea Hinodigiri, the Japanese dwarf small flower variety, and amoena. These are now grown by nurserymen for hardy outdoor planting, and while as yet somewhat limited in quantity, will in a few years be available in all sizes. The wholesale houses are very busy with Valentine novelties. A new tribe of cardboard Kiddies have been developed, which supporting vases for flowers can be filled to look quite artistic and suitable for valentines. There are also very pretty bisque figures with flower holders, that filled with a few choice blooms, will be sure to attract attention. There are few, if any, novelties in baskets, although there is a run on small vase baskets to be filled and used as valentines.

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Jan. 21. Per 100

Roses, American Beauty	25.00@	150.00
" Shawyer, Russell	10.00@	30.00
" Killarney	10.00@	30.00
" Milady	12.00@	30.00
" Francis Scott Key,		
" Radiance	12.00@	30.00
" White Killarney	8.00@	30.00
" Killarney Brilliant	16.00@	25.00
" Ward	12.00@	20.00
" Hadley	25.00@	100.00
" Ophelia	15.00@	30.00
" Premier	8.00@	30.00
" Columbia	25.00@	50.00
" Maryland	25.00@	50.00
" Hoosier Beauty	15.00@	35.00
" Stanley	16.00@	25.00
Cattleyas, per doz.	9.00@	18.00
Cypripediums, per doz.	12.00@	36.00
Sweet Peas		4.00
Carnations	12.00@	15.00
Longiflorum Lilies	20.00@	25.00
Pompons, per bu, $0.50@$1 00		
Violets	2.50@	3.00
Marguerites	4.00@	6.00
Calendulas, per doz.	.75@	1.00
Paper White Narcissi		8.00
Bonvardia, per doz.	1.50@	2.50
Callas	16.00@	25.00
Snapdragons, per doz.	2.50@	3.00
Adiantum		1.50
Asparagus Strings, per doz.		9.00
Asparagus bunches, each		.50

BUFFALO, Jan. 21. Per 100

Roses, Beauty, Special		75.00
" Fancy	40.00@	50.00
" Extra	25.00@	30.00
" 1st	15.00@	20.00
" Killarney	8.00@	15.00
" My Maryland	8.00@	20.00
" White Killarney	8.00@	20.00
" Sunburst	8.00@	20.00
" Ward	8.00@	15.00
" Columbia	15.00@	25.00
" Ophelia	10.00@	25.00
" Russell	12.00@	25.00
" Shawyer	8.00@	20.00
" Bon Silene	4.00@	6.00
Cattleyas	150.00@	200.00
Daisies	1.00@	3.00
Valley		15.00
Violets	1.50@	2.00
Calla Lilies	25.00@	35.00
Japan Lilies	8.00@	10.00
Easter Lily	25.00@	35.00
Paper Whites	6.00@	7.00
Carnations	5.00@	10.00
Mignonette	6.00@	10.00
Snapdragons	8.00@	15.00
Sweet Peas	2.00@	3.00
Asparagus Sprengeri	.35@	.50
Ferns, per 1000		3.00
Calendulas	3.50@	5.00
Smilax		25.00
Stevia		2.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Carnations, Violets, Stevia.

1225 Race St. Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street, PITTSBURGH, - PA.

Growers of Quality Flowers.

CINCINNATI, Jan. 21. Per 100

Roses, Premier	10.00@	12.50
" Columbia	10.00@	12.50
" Butterfly	10.00@	35.00
" Golden Rule	10.00@	35.00
" White Killarney	8.00@	25.00
" Pink Killarney	8.00@	25.00
" Sunburst	10.00@	35.00
" Mrs. Aaron Ward	8.00@	25.00
" Ophelia	8.00@	25.00
" Baby Doll		4.00
Carnations	8.00@	15.00
Calendulas	4.00@	5.00
Paper White Narcissus	6.00@	8.00
Sweet Peas	2.00@	4.00
Freesia	4.00@	6.00
Violets (California)		1.00
Ferns, per 1,000	3.00@	3.50
Leucothoe, per 1000		6.00
Galax, per 1000	1.50@	2.00
Mexican Ivy, per 1000		6.00
Smilax, per string	.15@	.20
Plumosus (southern), per bunch	.25@	.35

January 19.—Shipments this morning showed a slight increase over Monday of the previous week, but with the demand, there were not nearly enough for requirements. Prices are about the same, being so high that it seems the limit has been reached.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Fancy Chiffons

(About 35 to 40 yards to bolt.)	Per yd.
Dotted effect, 4 in. wide	$0.10
Lily of the Valley effect, 4 in. wide	.10
"Blue" Valley, cut edge, 6 in. wide	.09
Dotted effect, 6 in. wide	.13
Lace effect, 6 in. wide	.13
Lily of the Valley effect, 6 in. wide	.13
"Gold" Valley effect, 6 in. wide	.14
Silk, with Satin Borders, 6 in. wide	.15
Silk, with Satin Borders, 8 in. wide	.20
Maline, 27 in. wide	.30
Silk Gauze (or netting), 6 in. wide	.13
Silk Gauze (or netting), 14 in. wide	.23

Special list of many other useful items sent free.

Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

NOTES.

J. Otto Thilow has returned from his vacation trip to Australia. Floriculture has attained great heights in portions of that country, as in several private estates, Mr. Thilow said there were the finest gardens, lawns and greenhouse collections it has even been his pleasure to see. He took a number of photographs, which he will use to illustrate a lecture, "The Flora of Australia." He traveled 22,000 miles in two months.

Some of the retail florists believe it would be a good idea to inform the public through the advertising columns of the press, the reason for the present scarcity of flowers. Most people have little conception of the difficulties and risk there is in growing plants and cut flowers, and short talks on this subject would give them some idea of the many obstacles to be overcome.

Robert Craig changed his plans, or time of sailing to Porto Rico, to January 28, when he will have as a companion, F. M. Pennock, a resident of San Juan, who has been visiting in this city the past two weeks. Mr. Craig is going for a vacation and rest, and expects to be greatly benefited by a sojourn in this tropical clime.

Roger Peterson, of J. A. Peterson & Sons, Cincinnati, O., visited the trade the past week. They have handled a wonderful crop of cyclamen seed the past season. Their new begonia, Peerless, is the best they have yet sent out.

Th Leo Niessen Co. believes roses and carnations will be on the short side for a month to come. Sweet peas should become more plentiful. Cattleyas and white lilac are quantity stocks with them.

S. S. Pennock returned from Florida, January 17, and has again taken the helm at 1612 Ludlow street. Perhaps

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

Wholesale Flower Markets

PHILADELPHIA, Jan. 21. Per 100

Roses, Beauty, special	90.00@100.00
" " fancy	50.00@ 75.00
" Mrs. Chas. Russell	25.00@ 60.00
" Killarney	10.00@ 18.00
" Hadley	25.00@ 75.00
" Sunburst	12.00@ 20.00
" Wards	12.00@ 15.00
" Ophelia	12.00@ 30.00
" Columbia	15.00@ 30.00
" Premier	20.00@ 50.00
Cattleyas	.75@ 1.00
Stevia	.35@ .50
Lilac, bunch	2.00@ 2.50
Narcissus	6.00@ 8.00
Mignonette	10.00@ 12.00
Gardenias	9.00@ 12.00
Cypridediums	35.00
Carnations	10.00@ 15.00
Carnation Laddie	20.00@ 25.00
Snapdragons, per doz.	2.00@ 3.00
Callas	25.00@ 35.00
Easter Lilies	35.00
Violets	1.00@ 1.50
Calendulas	6.00@ 8.00
Adiantum	1.50@ 2.00
Smilax	.25
Asparagus Strings	.50@ .75

PITTSBURGH, Jan. 21. Per 100

Roses, Beauty, special, per doz.	12.00
" " fancy, per doz.	10.00
" " extra, per doz.	7.50
" " No. 1, per doz.	4.00
" Hadley	20.00@ 50.00
" Killarney	8.00@ 25.00
" Maryland	8.00@ 25.00
" Scott Key	20.00@ 75.00
" Sunburst	8.00@ 20.00
" Mrs. Aaron Ward	8.00@ 20.00
" Russell	15.00@ 60.00
" Columbia	15.00@ 50.00
" Ophelia	10.00@ 25.00
" Hilda	6.00@ 18.00
" Premier	20.00@ 60.00
Carnations	10.00
Cattleyas, each	2.00
Ferns, per 1,000	3.50
Sweet Peas	4.00
Daisies	4.00@ 6.00
Galax, per 1,000	2.00
Plumosus, per bunch	.40
Sprengeri, per bunch	.50
Smilax, per doz.	3.00
Calendulas	4.00
Stevia, per bunch	.50@ .75
Narcissus, white	6.00

MILWAUKEE, Jan. 21. Per 100

Rose, Killarney, W. Kill'n'y	10.00@ 25.00
" Ward	8.00@ 15.00
" Mrs. Charles Russell	15.00@ 35.00
" Ophelia	10.00@ 30.00
" Columbia	15.00@ 50.00
" Hoosier Beauty	12.00@ 35.00
Carnations, assorted	8.00@ 10.00
Cattleyas, per doz.	18.00@ 24.00
Oncidlum	10.00@ 15.00
Stevia	2.00
Paper Whites	6.00@ 8.00
Violets	2.00@ 3.00
Callas, per doz.	3.00
Rubrums, per doz.	1.50

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Mention the American Florist when writing

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.

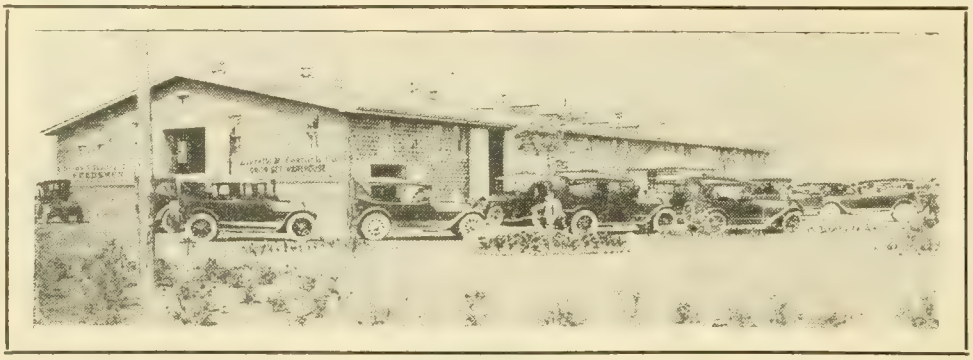
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

Mention the American Florist when writing

ST. LOUIS, Jan. 21 Per 100

Roses, Hadley	10.00@ 25.00
" Premier	8.00@ 30.00
" Killarney	5.00@ 15.00
" White Killarney	6.00@ 15.00
" Hoosier Beauty	10.00@ 20.00
" Russell, per doz.	4.00
" Ward	6.00@ 10.00
" Sunburst	8.00@ 20.00
Ferns	3.00
Carnations, Laddie	25.00
Carnations, Specials	8.00@ 12.50
Orchids, each	.50@ 2.00
Sweet peas	2.50@ 4.00
Narcissus	6.00
Calendulas	4.00@ 6.00
Calla	10.00@ 25.00
Mignonette	12.50
Violets	1.00
Galax, per 1,000	1.50
Leucothoe, per 1,000	7.50
Boxwood, per lb	.25
Lily of the Valley	20.00
Freesia	10.00
Jonquils	12.50@ 15.00



AMERICAN SEED TRADE ASSOCIATION VISITS OUR FARMS

OUR WES

SECTION OF OUR TRIAL GROUNDS

PEACOCK BRAND SEEDS
STANDARD OF QUALITY

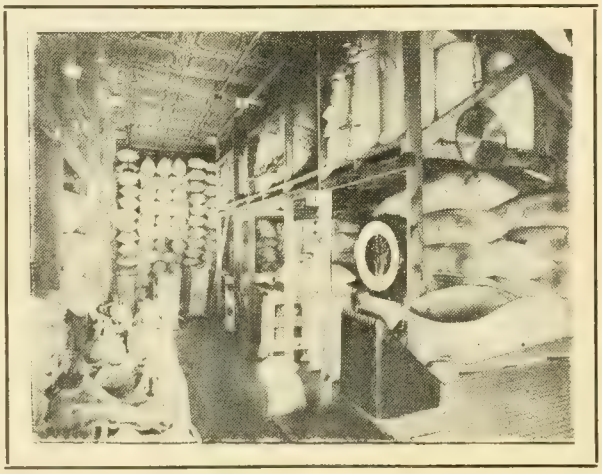
GREEN
and FI
THE 1920 FL
is now being mailed to

We carry large stocks of nearly all
Flower Seeds have been TESTED

Did you ever sow Peacock's Flowe

Drop us a post card TODAY an
Catalogue. Please write us y

Tested



INTERIOR, ONE OF OUR SEED STORE ROOMS

FIELD OF GLADIOLUS

EVERETTE R. PEACOCK COMPANY

Seed Growers and Importers

4011-15 Milwaukee Avenue, CHICAGO, ILL.

ENUE BRANCH

THIS SHIPMENT GOING TO EUROPE

OUSE MEN RISTS!

STS' CATALOGUE

ousands of customers in the trade

of Flower Seeds of the best strains. All our
offer them to you as being DEPENDABLE.

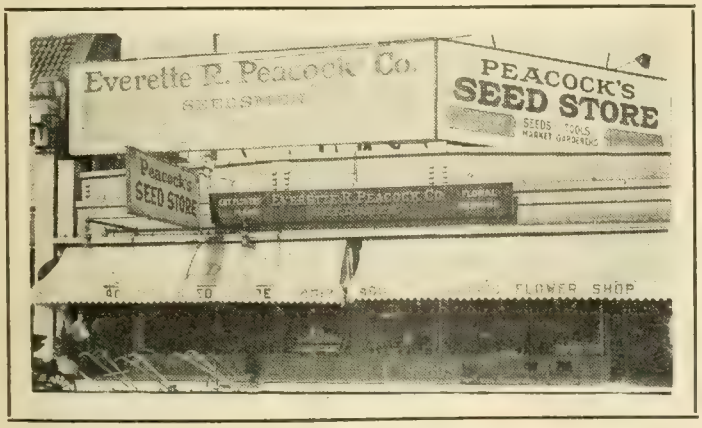
ls? If not---why not? Other florists do.

mail you our Florists' and Market Gardeners'
rements and let us figure on your order.

oven Seeds

PEACOCK BRAND SEEDS
STANDARD OF QUALITY

OUR HALSTED STREET BRANCH



OUR MAIN RETAIL STORE

CULTIVATING ONION SEED

EVERETTE R. PEACOCK COMPANY

Seed Growers and Importers

4011-15 Milwaukee Avenue, CHICAGO, ILL.

flowers will now become more plentiful.

Alfred Barber, Cleveland, O., who conducts a chain of cut flower stores in Ohio, paid a flying visit to the city the past week.

The Valentine stamps and posters have arrived and are much admired by all who see them.

Visitor: James F Fox, Milwaukee, Wis. K.

New York.

UNFAVORABLE WEATHER REDUCES SUPPLY

Another severe cold wave during the past week further reduced the supply of stock, and also brought in some of it in a frozen condition. Yet, there seemed to be enough to supply the demand at the prevailing high prices. In the retail stores visited during the past week, indications pointed to very light business. In the past, and particularly since the war, we have heard and read much of the "new rich" and their extravagances. However they may be spending their surplus wealth, they do not seem to be plunging heavily in flowers. But thanks to our cousins across the water, we have a new phrase for another class, to-wit, the "new poor." Writing recently in the English Review, Austin Harrison refers to them in this way: "This class, our class, the salt of Great Britain, which has given the country most of its brains, art, soldiers and sailors, poetry, energy, industry and propulsion." An American writer, commenting upon Mr. Harrison's article, says: "This would cover the teachers, the literary men, the editors, the writers—those, in a word, on whom the country relies for its clear thinking and sane mental guidance; the inventors, the construction engineers, the skilled accountants, the clerks and all those submerged hundreds of thousands who work with their brains, and with skilled mental accomplishments acquired at the cost of many years training; together with those dependent on small incomes, which prior to the war, meant a safe but narrow independence, but which under crushing war-swollen expenses mean stark poverty. These are the "new poor." With this class which, in this city, is numbered in tens of thousands, luxuries are practically out of the question. Many of them are people of good taste and refinement who appreciate flowers and other beauties of nature, but the ever present and increasing terror of the high cost of living, restricts them almost to the necessaries of life. Again referring to the condition of the cut flower market, prices eased up a little the first of the past week, but the increasing cold so reduced the supply as to cause a rebound. American Beauty roses that started at the top rate of $75 per 100, advanced before the end of the week to $100 and $125. As the majority of buyers want tea roses of a lesser grade than specials, those grades brought in proportion, higher prices than the specials. A few of the carnations, Mrs. Ward, wholesaled for $15 per 100, but the common varieties—some of them very common—did not go above $10 and $12, and the reds did not clean up well at that. Just what is the cause of so many poor carnations, we are unable to state, but many now arriving, as to quality, are not so good as the productions of 20 years ago. On January 17, $20 per 100 was asked for Wards, but they hung fire. Cold and bleak weather is always unfavorable to the violet market, so they have been slow at 75 cents to $1 per 100 for the best. If any of our friends of other cities have fears that as a flower of commerce the orchid will soon be extinct, they should come to New York and be reassured. Cattleyas are about the only flowers that are plentiful and comparatively cheap. Lily of the valley has been slow at $10 and $12 per 100. The few Easter lilies that are on the market, bring 50 cents per flower, and all bulbous stock is bringing high prices. There is a fair supply of Paper White narcissus, but the supply of Golden Spurs is light. The supply of freesia is on the increase and moves well. All the tulips thus far noticed have short stems, but there should soon be an improvement in this respect. On account of the scarcity, mignonette, stevia, calendulas, wallflowers, cut flowers of the primulas and various other minor stocks have advanced to an importance not usually accorded them. Callas and sweet peas, if of good quality, sell well. Good gardenias bring $1 each wholesale. A limited quantity of cut acacia is on the market. There was a light fall of snow on the night of January 16, which, with the continued cold, tended to delay the arrivals of stock and further stiffen prices. No. 1 stock of such roses as Ophelia and Columbia has wholesaled up to $20 and $25 per 100.

January 19.—With continued, dark weather there is no prospect of an early increase in the supply of stock. Roses are taken as soon as they come in. Red carnations and violets are slow. Bulbous stock is moving freely, but the supply of yellow narcissus is light.

NOTES.

President Vincent, of the American Dahlia Society, was a visitor January 12, and attended the meeting of the florists' club. President Miller, of the S. A. F., President Henshaw, of the florists' club; John Young, secretary of both organizations; W. R. Pierson, of Cromwell, Conn., and David Ward, of Queens, started for Chicago January 20 on the Twentieth Century Limited to attend the carnation convention.

R. W. Peterson, of J. A. Peterson & Sons, Westwood, Cincinnati, O., was a visitor at the meeting of the florists' club January 12. His begonia was awarded a first-class certificate.

John C. Odink, who for a number of years has been with Ferdinand Fleischman, Inc., is now manager and buyer for Frank Campbell's floral department, 1968 Broadway.

H. C. Riedel, of Riedel & Williams, intends to discontinue business for the present on account of his health. Mr. Riedel expects to resume business as soon as his health permits.

H. E. Froment, who will soon move his wholesale business from 148 West 28th street, has secured temporary quarters with Badgley & Bishop, 34 West 28th street.

The New York World of January 18 has a four column cartoon entitled, "Welcoming the New President of the Florist Club." Faces of seven members are shown.

The wholesale business of the late William Stuart Allen will be continued by his daughter, Mrs. Martin.

A. F. F.

SWEET PEAS, ROSES, Carnations, Violets.

Joseph S. Fenrich, 51 West 28th Street, NEW YORK
Telephones: 420-421-422 Watkins.

FUTTERMAN BROS.

Wholesale Florists, 102 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

C. Lecakes & Co.

Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Leucothoe Sprays, and Moss, Our Specialties.
116 W. 28th St., New York
Telephone Watkins 2315
No connection with any other concern.
Prompt and careful attention to Mail, Telegraph and Telephone Orders.

Mention the American Florist when writing

Traveling Wholesale Florist
INC.
133 W. 28th St., NEW YORK
Telephone 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Watkins

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone: 759 Watkins

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Watkins 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments Solicited.

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
133 West 28th St., NEW YORK
Established 1887
West of 6th Ave Open 6 a. m. every morning.

Wholesale Flower Markets

NEW YORK, Jan. 21. Per 100

Roses, Beauty, Specials	100.00@125.00
" extra and fancy	50.00@ 75.00
" Hadley	10.00@ 60.00
" Hoosier Beauty	10.00@ 50.00
" Francis Scott Key	15.00@ 75.00
" Columbia	12.00@ 50.00
" Prima Donna	10.00@ 35.00
" Dble Wht Killarney	10.00@ 40.00
" White Killarney	10.00@ 30.00
" Aaron Ward	10.00@ 30.00
" Ophelia	10.00@ 40.00
" Sunburst	10.00@ 30.00
" J. L. Mock	10.00@ 40.00
" Mrs. Chas. Russell	10.00@ 40.00
" Premier	15.00@ 60.00
Cattleya orchids, special	50.00@ 75.00
Carnations	12.00@ 15.00
Adiantum Croweanum and Hybridum	1.00@ 1.50
Asp. Plumosus, doz. bchs.	3.00@ 4.00
Smilax, doz. strings	1.50@ 2.50
Bouvardia, per doz.	1.00@ 1.50
Lilies, white	40.00@ 50.00
Gardenias, per doz.	9.00@ 12.00
Callas, per doz.	4.00@ 6.00
Paper White Narcissus, doz	1.00@ 1.25
Lilies, Rubrums	12.00@ 15.00
Sweet Peas	2.50@ 6.00
Lily of the Valley	8.00@ 12.00
Violets	.75@ 1.00
Calendulas, per doz.	.50@ 1.00
Stevia, bunch	.25@ .35
Yellow Narcissus, per doz.	1.00@ 2.00
Snapdragons, per doz.	.50@ 2.00
Cypripediums	25.00@ 60.00
Mignonette, per doz.	1.50@ 2.50
Iris, per doz.	8.00@ 9.00
Wallflowers	.75@ 1.25
Lilac, per bunch	2.00
Freesia, per doz.	1.00@ 1.25
Primulas, cut, per doz.	.50

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
136 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED.

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
115 West 28th Street, New York

Telephones {4422 / 4423} Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE {2335 / 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
101 West 28th Street, NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

DESIGNS OR CUT FLOWERS Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.
Bellevue Avenue, NEWPORT, R. I.
Summer Season.

NEW YORK Orders Sent to **H. H. BURNS,** 509 Madison Ave.
Will be filled with the choicest flowers. Send us your Long Island, Tuxedo and Westchester, N. Y., orders.

KANSAS CITY, MISSOURI.
Rock's Flowers
Members Florists' Telegraph Delivery Ass'n

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

HARTFORD, CONN.
George G. McClunie
165 MAIN STREET
Right in the Hospital District—Hartford, Charter Oak, Williams, Insane, St. Francis and Memorial Hospitals within two blocks of Flower Shop.
Member of Florists' Telegraph Delivery.

New York.
J. G. Papadem Co.
(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

New York.
A. B. CAZAN
FLOWERS OF QUALITY
2751 Broadway
Member of Florists' Telegraph Delivery.

New York.
The Aphrodite Co.
THE ARTISTIC FLORISTS
Floral Decorations for All Occasions.
2703 Broadway, Phone Academy 2479

"Where Roses and Lilies and Violets Meet."
GUIDO, Inc.
FLORIST
595 Lexington Ave., cor 52nd St.,
Phones: Plaza 7570
Night Call, South 1125 NEW YORK
Members of Florists' Telegraph Delivery.

ESTABLISHED 1847
F. T. D.
Thos. F. Galvin INC.
THE NAME PROTECTS YOU
BOSTON
1 PARK STREET
799 BOYLSTON STREET
NEW YORK
561 FIFTH AVENUE
Steamers are Again Sailing on Schedule
Deliveries made on board

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS **KOTTMILLER** 426 Madison Ave., NEW YORK

Mention the American Florist when writing

ROANOKE, VA.
FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros. Finest floral studio in Northwest. Member F.T.D.

Mention the American Florist when writing

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Etc.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Mention the American Florist when writing

C. Frauenfelder
FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

A. LANGE

77-79 E. Madison St., CHICAGO

Member of F. T. D.

New York DARDS

Member of Florists' Telegraph Delivery.

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction
Nearly 50 Years.

Let Us Fill Your Steamer Orders. **Regular European Sailings Now Established.**

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders
We have the Best Facilities in the City
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, Sheboygan, Wisconsin.

Member of Florists' Telegraph Delivery.

FROM NEW YORK EXCEPT AS NOTED.

January 21.

FROM PHILADELPHIA, Western Maid, I. M. M. Line (London.)
Defender, I. M. M. Line (Hamburg.)

January 22.

Aledo, I. M. M. Line (Antwerp.)
Navarino, Cunard-Anchor Line (Antwerp.)
Siamese Prince, Prince Line (Havre.)

January 24.

Noordam, Holland-America Line (Rotterdam.)
Cedric, I. M. M. Line (Liverpool.)
FROM PORTLAND, ME., Rimouski, I. M. M. Line (Liverpool.)
Bovic, I. M. M. Line (Manchester.)
FROM BOSTON, Mercian, I. M. M. Line (Manchester.)
FROM BOSTON, West Togus, I. M. M. Line (Antwerp.)
FROM PHILADELPHIA, West Cherow, I. M. M. Line (Antwerp.)
West Nohno, I. M. M. Line (Glasgow.)
Vauban, Cunard-Anchor Line (Liverpool.)
Kerman, Cunard-Anchor Line (London.)
Italia, Cunard-Anchor Line (Naples.)
FROM PHILADELPHIA, Verbania, Cunard Anchor Line (Liverpool.)
FROM PORTLAND, ME., Saturnia, Cunard-Anchor Line (Glasgow.)
Burmese Prince, Prince Line (Havre.)

January 27.

Niagara, French Line (Bordeaux.)
Defender, I. M. M. Line (Hamburg.)
Anglo-Egyptian, I. M. M. Line (London.)
FROM NEW ORLEANS, Asian, I. M. M. Line (Liverpool.)

January 28.

Minnekanda, I. M. M. Line (London.)
FROM BALTIMORE, Yukon, I. M. M. Line (London.)
From Baltimore, Manhattan, I. M. M. Line (London.)
West Pool, I. M. M. Line (Antwerp.)
Vittelia, Cunard-Anchor (Glasgow.)

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

930 PROSPECT AVE., Erie Building. CLEVELAND

New York.

Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus.

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF **HEINL'S**

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery

Newark, N. J.

Begerow's

MEMBER

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists

Correspondence Solicited.

48 Willoughby St., Brooklyn, N. Y.

Wilkes-Barre and near-by Pennsylvania Towns

Member F. T. D. 14 N. Main St. **A.W.B.EVANS**

Astoria Florist

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

NEW YORK CITY

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Brooklyn, N. Y.—The Long Island Floral Co.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—Fleischman, Railway Exchange Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., 35 Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Hartford, Conn.—Geo. G. McClunie.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Philips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, 413 Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—N. Christatos, 1028 Sixth Ave.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—John D. Flessas, 665 Columbus Ave.
New York—Henry Hart, Inc.
New York—Guido, Inc., 595 Lexington Ave.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—A. B. Cazan.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
Stamford, Conn.—Quality Flower Shop.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toledo, O.—Mrs. J. R. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Member of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers N. Y.—New York Floral Co.

Best Flowers
Best Service

ROSES Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
NINE STORES.
Main Store— **334 Lewis Ave.**
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506. Long Dist. Bell ph. 2180
Members of Florists' Telegraph Delivery.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit. telegraph orders. Regular trade disct.
229 WEST THIRD STREET

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Kansas City, Mo.
W. J. Barnes FLORIST, KC, MO.
Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890.

Mention the American Florist when writing

J. W. RODGERS
Elks' Building, 4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.

Mention the American Florist when writing

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to
Schiller the FLORIST
2221-2223 W. Madison St. CHICAGO.
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Washington, D. C.
Louise Flower Shop
Connecticut Ave at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Member of Florists' Telegraph Delivery.

Albany, N. Y.
EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

Hession
Madison Ave. and 76 St.
NEW YORK
Quality Flowers
TWO GREENHOUSES
ON PREMISES
Plant Specialists Phones { 107 420 775 } Lenox
Member of Florists' Telegraph Delivery.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists Telegraph Delivery.

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.

STAMFORD, CONN.
Quality Flower Shop
43 Atlantic Street
MEMBER
Prompt Delivery
Noroton, Darien, Norwalk,
Bridgeport, Greenwich.

Mention the American Florist when writing

QUALITY and PROMPTNESS
New Orleans, La.
Members F.T.D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.
Mention the American Florist when writing

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.
Mention the American Florist when writing

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270 271 Main.

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO
200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior Wis.
DULUTH, MINN.

ORDERS IN OR AROUND PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.
Mention the American Florist when writing

Name Index to Retail Florists Filling Telegraph Orders.

Alpha Floral Co., 146 S. Wabash Ave., Chicago.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Aphrodite Co., The, New York.
Astoria Florist, 2188 Broadway, New York.
Avenue Floral Co., The, New Orleans, La.
Baer, Julius, Cincinnati, O.
Barnes, W. J., Kansas City, Mo.
Baumer, August R., Louisville, Ky.
Bergerow's, 746 Broad St., Newark, N. J.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Buckbee, H. W., Rockford, Ill.
Bunyard, A. T., 413 Madison Ave., New York.
Burns, H. H., 509 Madison Ave., New York.
California Florist, Tacoma, Wash.
Central Floral Co., 132 N. State St., Chicago.
Central Floral Co., 35 Broadway, Detroit, Mich.
Clarke's Sons, David, New York.
Cooke, Geo. H., Conn. Ave. and L., Washington.
Danker's, Albany, N. Y.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., The, Montreal, Que., Can.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eble, Chas., New Orleans, La.
Evans, A. W. B., Wilkes-Barre, Pa.
Eyres, 106 State St., Albany, N. Y.
Fallon, Florist, Roanoke, Va.
Fleischman, Chicago.
Fox, J. M. & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., 1133 O St., Lincoln, Neb.
Frey & Frey, 1338 O St., Lincoln, Neb.
Friedman, 522 S. Michigan Blvd., Chicago.
Galvin, Thos. F., Inc., New York and Boston.
Gasser Co., J. M., Cleveland, O.
Grakelow, Charles H., Philadelphia, Pa.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Guido, Inc., 595 Lexington Ave., New York.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., 1000 Madison Ave., N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison Ave. and 76th St., New York.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Idlewild Greenhouses, Memphis, Tenn.
Jahn, Hugo H., Brooklyn, N. Y.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. R., Rochester, N. Y.
Kottmiller, 426 Madison Ave., New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 77-79 E. Madison St., Chicago.
Littlefield Florist, Worcester, Mass.
Long Island Floral Co., Brooklyn, N. Y.
Louise Flower Shop, Washington, D. C.
McClunie, Geo. G., Hartford, Conn.
Malandre Bros., New York.
Mangel, 17 E. Monroe St., Chicago.
Matthews, The Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
Metairie Ridge Nursery Co., New Orleans, La.
Miller Floral Co., Salt Lake City, Utah.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
New York Floral Co., Yonkers, N. Y.
Papadem, J. G. Co., 2953 Broadway, New York.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Philips Bros., 938 Broad St., Newark, N. J.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Quality Flower Shop, Stamford, Conn.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Rodgers, J. W., Dayton, O.
Rosery Floral Co., The, Newark, N. J.
Rosaia Bros., Seattle, Wash.
Saake, O. C., Los Angeles, Cal.
Salzer Seed Co., John A., La Crosse, Wis.
Schiller, The Florist, 2221 W. Madison, Chicago.
Schling, Max, 785 Fifth Ave., New York.
Sceery, Edward, Passaic, N. Y.
Sceery, Edward, Paterson, N. J.
Schlatter, Wm. & Son, Springfield, Mass.
Schmidt, Chas. L., Harrisburg, Pa.
Shaffer, Geo. C., Washington, D. C.
Sheppard, Henry W., Cincinnati, O.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St. Louis, Mo.
Weir, James, Inc., Brooklyn, N. Y.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wittbold Co., G., 745 Buckingham Pl., Chgo.
Wolfskill Bros. & M. Goldenson, Los Angeles.

Albany, N. Y.
Danker FLORIST
The Best Service
MEMBER
Mention the American Florist when writing

Kansas City, Mo.
A. Newell FLORIST
Established over 30 years.
1122 Grand Avenue.
Mention the American Florist when writing

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Rockford, Ill.
H. W. BUCKBEE.
Mention the American Florist when writing

LITTLEFIELD, Florist
WORCESTER, MASS.
Mention the American Florist when writing

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

"SAY IT WITH FLOWERS"
Max Schling Flowers
Schling Service
Nothing Better
785 Fifth Avenue
NEW YORK CITY

Mention the American Florist when writing

Yonkers, N. Y.
New York Floral Co.
Cor. Manor House Square
and North Broadway
Mention the American Florist when writing

Friedman
.:.:.FLOWERS.:.:.
522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO
Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.
Mention the American Florist when writing

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City.
Mention the American Florist when writing

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.
Mention the American Florist when writing

CHICAGO DETROIT
Central Floral Co.
132 N. State St., CHICAGO
35 Broadway, DETROIT
Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery
Mention the American Florist when writing

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Worcester, Mass.
Randall's Flower Shop
Member of Florists' Telegraph Delivery.

Orders in or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

San Francisco
Podesta & Baldocchi
224-226 Grand Avenue
Mail or telegraphic orders promptly and most carefully executed.

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO.
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

New York
Malandre Brothers
2077 Broadway, near 72nd St.
'Phone, Columbus 6883
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

CHICAGO
Mangel
The Palmer House Florist
17 E. MONROE ST.
Member of Florists' Telegraph Delivery.

For St. Louis.
WIRE
Grimm & Gorly

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

BURLAP is advancing.

RAFFIA prices are lower.

THE price of bags at Chicago, January 21, was $60.

CALIFORNIA seed crops are reported badly in need of rain.

A CARLOAD of No. 1 northern wheat was recently sold in Chicago at $3.50.

THE National Canners' Association meets at Cleveland, O., January 27-30.

NORFOLK, VA.—The Williams Seed Co. has opened a branch at Plant City, Fla.

TIMOTHY local demand shows some improvement, while the export demand has abated.

PHOSPHATE rock has advanced one dollar per ton. There is a big European demand.

ALBERT KOEHLER, of the American Bulb Co., Chicago, is planning a trip to Europe next month.

ROCKFORD, ILL.—The R. H. Shumway catalogue of 1920 carries low prices on onion seed.

SAN FRANCISCO, CALIF.—D. A. Sherwood, of the Sherwood Seed Co., is planning an eastern trip.

FIELD beans for table use must be slow of sale because people are not disposed to use cheap foods.

CALIFORNIA growers report that some large European seed contracts made in 1917 are not being taken.

JAPANESE seed growers are reported invading the Colorado seed growing districts around Rocky Ford.

SIOUX CITY, IA.—J. S. Michael, of the Sioux City Seed Co., is making a contracting trip through the east.

W. W. JOHNSON & SON, LTD., Boston, Eng., are celebrating the centenary of their business this year.

GRAND RAPIDS, MICH.—The Llewellyn Bean Co. has combined with others, who have taken over the Armour elevator interests here.

LOS ANGELES, CALIF.—The Germain Seed Co. reports one sale of 50,000 pounds of Germain's Proven Hairy Peruvian alfalfa seed.

SOME Japanese lily growers are predicting that the high prices of the past season will be maintained because of the scarcity of planting stock.

THE Cunard Line, it is reported, will start construction in February of a $30,000,000 terminal, on a 3,500-foot water-front in Weehawken, N. J.

DEPARTMENT of Agriculture specialists urge the sowing of all red clover possible. Good seed will command high prices for at least two years to come.

VISITED CHICAGO: A. J. Brown, of the Alfred J. Brown Seed Co., Grand Rapids, Mich.; L. W. Wheeler and Mrs. Wheeler, of the Pieters-Wheeler Seed Co., Gilroy, Calif.; Harry W. Tracy and O. L. Coulter, representing C. C. Morse & Co., San Francisco, Calif.

THE Sherwood Seed Co., San Francisco, Calif., has taken over the growers of the Pacific Seed Growers Co., due to the retiring of the latter concern.

MRS. M. JOHANSEN, of the Johansen-Winslow Co., Elmonte, Calif., returned home from Chicago January 17. H. Winslow will continue the trip east.

PRODUCE dealers predict the price of potatoes will advance 25 per cent to $10.00 a barrel within two weeks, as result of blight which attacked the second crop.

THE British press and many merchants are showing animosity towards German business agents and German wares, but big bankers and manufacturers have no such qualms.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade, January 21, were as follows: Timothy, $10.00 to $14.00 per 100 pounds; March $15.10 bid; red clover, $45.00 to $56.00 per 100 pounds.

ONION SETS in the Chicago district remain about the same as last week, $3.50 for colors and $4.00 for whites, in carlots, prompt shipment. Contract prices with growers of 1920 crop have been advanced to $1.25 per bushel.

TOLEDO, O.—Clover was active, January 20, opening 25 cents higher than the closing price the previous day, with cash offered at $36.65, a gain of $3.35 during the week. Timothy was steady with cash, 1919, at $6.80, January $6.80, March $7.10, April $7.00 and May $6.90.

A BILL asking for a duty of four cents per pound on imported beans is now before congress, which, if passed, should encourage seed growers in various states. Michigan farmers are said to have made more profit last year on hay and grain crops per acre than on bean crops.

SEEDSMEN are urged to lend their cooperation in making the work of the United States School Garden Army more permanent and to increase its educational value during the coming year. This will only be realized, says John L. Randall, director of the movement, Washington, D. C., when gardening becomes a definite part of school work.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
— Growers Exclusively of —
Sweet Corn Seed

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

Catalogues Received.

Aggeler & Musser Seed Co., Los Angeles, Calif, seeds; Peter Henderson & Co., New York, "Everything for the Garden;" Aurora Nurseries, Aurora, Ill., Cotoneaster acutifolia; Moore Seed Co., Philadelphia, Pa., seeds; Leamon C. Tingle, Pittsville, Md., strawberry plants; Livingston Seed Co., Columbus, O., seeds; State Nursery & Seed Co., Helena, Mont., plants and seeds; Barteldes Seed Co., Lawrence, Kan., Denver, Colo, and Oklahoma City, Okla., seeds; Evergreen Nursery Co., Sturgeon Bay, Wis., nursery stock; Huntsville Wholesale Nurseries, Huntsville, Ala., nursery stock; Bessie Boston Dahlia Farm, San Mateo, Calif., dahlias; Chas. H. Totty Co., Madison, N. J., roses, carnations and hardy perennials; J. H. Gregory & Son, Marblehead, Mass., seeds; J. M. Thorburn & Co., New York, seeds.

Blackmore & Langdon, Bath, Eng., begonias; W. W. Johnson & Son, Boston, Eng., seeds.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution, January 10, 1920, as given by the Government Market Reporter of January 17, 1920:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$13.50	$28.00	$19.50	$51.50
Baltimore	13.25	26.00	20.00	53.00
Richmond	13.25	27.00	20.00	53.00
Buffalo	13.50	26.25	20.00	53.50
Toledo	14.00	30.00	21.00	55.30
Louisville	13.50	29.00	21.50	55.00
Chicago	12.75	27.50	18.75	53.00
Minneapolis	13.10	....	22.00	53.25
St. Louis	13.25	31.00	20.00	54.00
Kansas City	13.50	30.00	21.00	54.00
Denver	13.00	29.00	22.00	....
Salt Lake City	13.50	30.00	....	54.00
Seattle	17.00	35.00	25.00	56.00
Memphis	13.50	....	23.50	56.00
Average for the United States same date 1919	$11.10	$22.25	$14.25	$42.65

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA

We are headquarters for the **BEST OF EVERYTHING** in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

BIG SEED COMPANY NOW DISTRIBUTING NEW CATALOG.

AGGELER & MUSSER SEED COMPANY, OF LOS ANGELES ISSUES 27TH ANNUAL BOOK FINEST YET PUBLISHED.

The largest seed company in Western America is now distributing broadcast its 1920 seed catalog. The big Annual will exceed all previous ones and it is said is a complete course in agriculture, with several hundred interesting illustrations.

There is something of interest to the Home Seeker, the Stockman, Dairyman, Rancher, Orchardist, Poultryman and Gardener, for there are departments on Home, School, Field and Demonstration, Garden Work, More and Better Potatoes, correct tools and implements to use for best results. Marketing notes on each subject, telling how and where to market. Hints on poultry, spraying, fertilizing and the use of insecticides. The whole book of 112 pages is most interesting, entertaining and instructive—in reality it is several books in one, for it includes the important "Garden Manual." Over 1000 questions are answered.

The catalog is absolutely free, and should you have not already received it, write immediately to the Aggeler & Musser Seed Company, 620 South Spring Street, Los Angeles, California. Its city store is in the center of the shopping district and its location is a great convenience to rural customers. There is a special "Call" Department to accommodate customers in town for a short time on business. Orders left on arriving are ready when called for. The big Mail Order Department and General Offices are situated at the city store, while the General Milling, Cleaning and Warehousing is situated at the big Warehouse at Sixth and Alameda. Be sure to secure a copy at once. Write today.—Adv't.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

Red Clover.

Rather large arrivals of imported red clover seed are reported at New York, but very little of this seed is being offered from Europe at this time, and large seed importers believe that the surplus stocks of European seed are nearly exhausted. There is no export demand for red clover because this country has none to spare at a price that could compete with the lower prices that have been prevailing for Italian seed.

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) **CHICAGO**

Salvia or Scarlet Sage

We have just completed harvesting our own Bloomsdale Farm Grown, crop 1919, Salvia or Scarlet Sage. We offer you this exceptionally good strain, and high vitality seed, of the following varieties:

Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30.00 per lb.; 5 lbs. and over, $25.00 per lb.

Net, 60 days, 2% off 10, f. o. b. Bristol, Pa., if unsold on receipt of order, as we did not have a large crop.

D. Landreth Seed Company, Business Established 1784 **Bristol, Pa.**

Mention the American Florist when writing

C. C. MORSE & CO.

Seed Growers

San Francisco, Calif.

GROWERS OF SELECTED STOCKS OF

Onion, Lettuce, Radish, Carrot, Sweet Peas, Etc.

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, **FREMONT, NEB.** Growing Station, **ROCKY FORD, COLO.**

Bolgiano's "Big Crop" Seeds

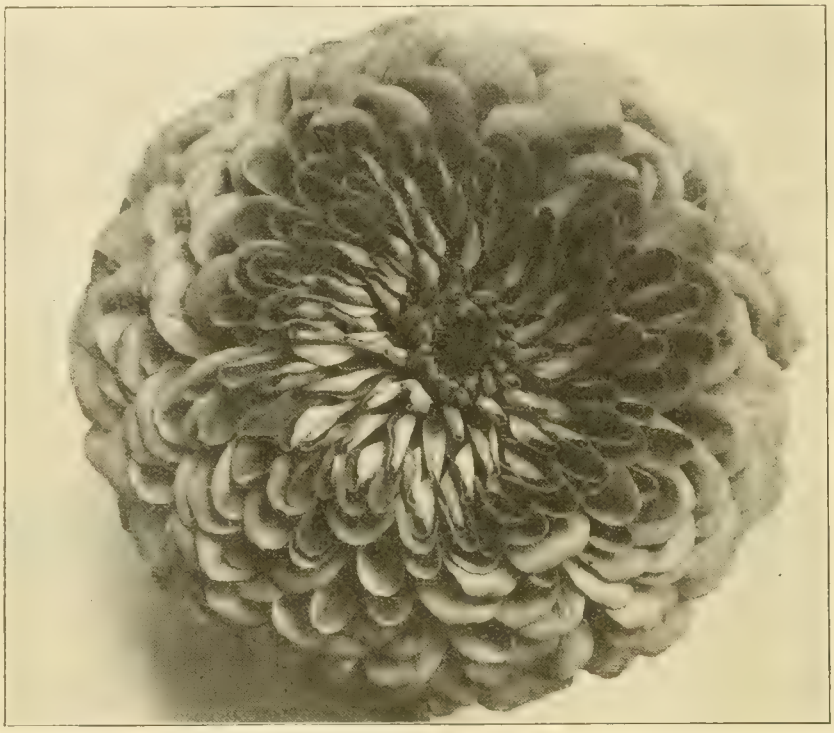
"Tested and Trusted" Over a Century.

Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLGIANO & SON, Baltimore, Md.

We are preparing to meet the growing demand for

Sweet Peas, Asters, Zinnias, Nasturtiums



BODGER'S NEW GIANT DAHLIA-FLOWERED ZINNIA.

And Other

FLOWER SEEDS

Now is the time to place Contract Orders for 1920 Crop

We Also Grow Vegetables:

TOMATO, BEANS, LETTUCE

and Other California Specialties

John Bodger & Sons Co.

Contract Seed Growers

Los Angeles, California

For **SEEDS**

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

75 YEARS UNRIVALLED REPUTATION

Wait for **KELWAY'S** Wholesale

SEED CATALOGUE FOR 1920

before placing your order.

The most favorable prices of the year. If not received wire or write

KELWAY & SON, Wholesale Seed Growers, **Langport, England**

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "MCGILL-SEED" SAN FRANCISCO CALIFORNIA

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin. Sweet, Flint and Dent Seed Corn.

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

SEEDS

Flower, Vegetable and Farm.

Send your inquiries to

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

We Are Growers of

Gladiolus

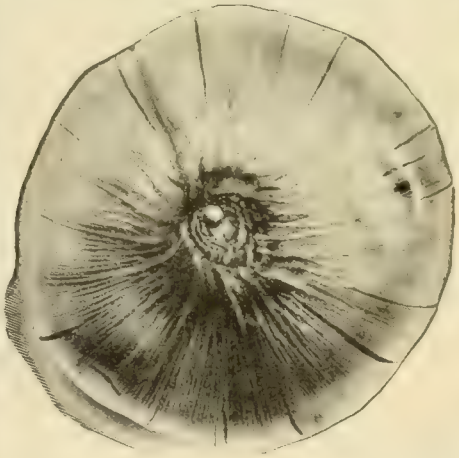
Bulbs

AND NOW IS THE TIME TO FILL YOUR EMPTY BENCHES

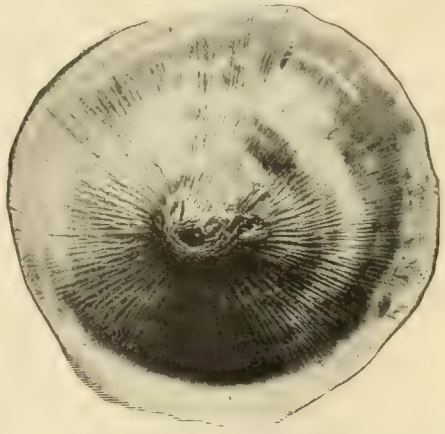
or Plant Between Your Carnations as a Catch Crop.

Bulbs for forcing under glass are carefully selected for this purpose. Following prices are for January only:

	Per 1000
Mrs. Francis King, First size	$25.00
Mrs. Francis King, Medium size	20.00
Chicago White, First size	33.00
Chicago White, Medium size	28.00
Augusta, First size	32.00
Augusta, Medium size	27.00
America, First size	27.00
America, Medium size	22.00
Halley, First size	35.00
Halley, Medium size	30.00
Europe, First size	65.00
Europe, Medium size	60.00
Niagara, First size	50.00
Niagara, Medium size	45.00
Panama, First size	47.00
Panama, Medium size	38.00
Mrs. Frank Pendleton, First size	50.00
Mrs. Frank Pendleton, Medium size	45.00
Schwaben, First size	60.00
Schwaben, Medium size	55.00
Primulinus Sunbeam, First size	60.00



CHICAGO WHITE.



MRS. FRANK PENDLETON.

44 YEARS } Vaughan's SERVICE has been a RELIABLE SERVICE.

1920 Prices on All Leading Kinds Are Ready.

Special Flower Seed Price List— All Early Stocks. Ask for it.

VAUGHAN'S SEED STORE, Chicago New York

LILIUM FORMOSUM

7 to 9 and 9 to 10 in.

Lilium Multiflorum, 7 to 9 and 9 to 10 in.
Lilium Multiflorum Giganteum, 7 to 9 in.

LILY OF THE VALLEY PIPS

Begonia Gracilis Luminosa.
Dracaena Indivisa.
Salvia Zurich.
Smilax Seed.

Prices on application.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

THE
J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO.

Contract growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

Mention the American Florist when writing

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
ORANGE, CONN., and NEW YORK CITY

GRASS SEEDS

H. A. PETERSEN, Ltd.
SEED MERCHANTS
Brisbane, Queensland, Australia

are Exporters of Rhodes Grass, Paspalum Grass, Soudan Grass, Couch, Prairie Grass, Red Top Grass. Correspondence Invited.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES
Price, $6.00 Per Volume
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO, ILL.

Special Prepared

Hyacinths for Christmas Flowering

Order your next year's supply now, from

Segers Brothers, Ltd., WHOLESALE BULB GROWERS **Lisse, Holland**

Prices on application

Mention the American Florist when writing

Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS SEED
GREENHOUSE GROWN

1000 seeds	$ 3.50	10,000 seeds	$30.00
5000 seeds	16.25	25,000 seeds	68.75

ASPARAGUS SPRENGERI SEED

1000 seeds	$0.75	10,000 seeds	$ 5.50
5000 seeds	3.00	25,000 seeds	12.50

LOBELIA	Tr. pkt.	Oz.
Crystal Palace Compacta, dwarf blue	$0.30	$2.00
Barnard's Perpetual (Trailing)	.30	1.75
Crystal Palace Speciosa (Trailing)	.20	.75
Sapphire (Trailing), deep blue	.40	

CENTAUREA	Per 1000 seeds	Oz.
Candidissima	$0.40	$2.00
Gymnocarpa	.15	.50

PETUNIA	½ tr. pkt.	Tr. pkt.
Grandiflora, fringed	$0.30	$0 50
Ruffled Giants	.30	.50
California Giants	.30	.50
Monstrosus (Micheli's)	.60	1.00

SALVIA	Tr. pkt.	Oz.
America or Globe of Fire	$0.50	$4.00
Bonfire	.40	2.50
Zurich	.50	4.00
Splendens	.25	1.50

VERBENAS	Tr pkt.	Oz.
Mammoth Fancy Blue	$0.30	$1.25
Mammoth Fancy Pink	.30	1.25
Mammoth Fancy Scarlet	.30	1.25
Mammoth Fancy Striped	.30	1.25
Mammoth Fancy White	.30	1.25
Mammoth Fancy Mixed	.30	1.00

VINCA		
Alba	.15	.75
Alba Pura	.15	.75
Rosea	.15	.75
Mixed	.15	.60

Also all other Seasonable Seeds, Bulbs and Supplies.
Send for Our Wholesale Price List if you do not receive a copy.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

R. & M. GODINEAU
SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.

Growing Crops Given Personal Attention.

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Seed Packets

FLOWER SEED SIZES TO CATALOG ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

EDGAR F. HURFF
SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

BULBS AND ROOTS

For Immediate Shipment

T. R. Begonia Bulbs

	Per 1000
Single mixed, $1\frac{1}{4}$-$2\frac{1}{2}$ in. diameter	$124 00
Single mixed, $\frac{3}{4}$-1 in. diameter	90.00
Single, in following separate colors: Scarlet, Pink, Salmon, Orange, Crimson, $\frac{3}{4}$-1 in. diameter	95.00

VALLEY PIPS

Berlin forcing type, per 1000, $27.50
2500 per case, case lots only.

LILIUM GIGANTEUM

F. O. B. New York

Size	Per case	Per case
7-9	300	$49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49 50
11-12	130	47.50

F. O. B. Denver

6-8	400	42.00
7-9	300	49.50
8-10	250	47.50
9-10	200	50.00

F. O. B. Chicago

7-9	300	49.50
10-11	150	49.50

F. O. B. London (Ont.)

7-9	300	49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49.50

TERMS 60 days net, 2% cash 10 days from invoice date, cash with order unless your credit is established with us.

Write for prices on **HARDY LILY BULBS, DRACAENA CANES, PALM SEEDS, RAFFIA, BAMBOO CANES, Etc.**

Established 1902. **"Reliability"** is our motto. We occupy our own building, a city block through, and give prompt, efficient, courteous service.

McHutchison & Co.
95 Chambers St., NEW YORK

Burpee's Seeds Grow

Burpee's Annual for 1920

The Leading American Seed Catalog.

Burpee's Annual gives reliable information about Burpee-Quality seeds. It fully describes the leading varieties of vegetables and flowers, and contains over ninety color illustrations of Burpee specialties. **Burpee's Annual** will be mailed to you free.

WRITE FOR A COPY TODAY.

If you are a florist, ask for a copy of **Burpee's Blue List,** our florists' catalog.

W. Atlee Burpee Co.,
Seed Growers Philadelphia.

Gardeners' and Florists' Club of Baltimore

Charles H. Grakelow, one of the most progressive members of the trade in Philadelphia, Pa., found time to attend the January meeting on the above organization and assist in making it one of the best ever held. In his very interesting address, he brought out the importance of educating the public to the fact that flowers were not expensive, a lesson which many a retailer needed to learn. He dwelt at considerable length on the matter of cooperation between the growers, wholesalers and retailers in every undertaking wherein the advancement of the trade was concerned. Several instances of this spirit were given, notably that of delivering packages of a brother florist in the machine of another, who may have several for the same locality, if not the same house. Also, supplying material needed by another to finish a rush order, and where stock could not be obtained in time from regular sources. Mr. Grakelow's plan is to eliminate all "cut-throat" competition, and if his ideas were followed out, the business would stand on a much higher plane. Mayor Broenning was another guest, and was presented with a life membership in the club. The Reverend Houck made the closing address, and summarized what had been emphasized by the previous speakers, and suggested a theme that was closest to the heart and life, that of "remembrance of God, brought about by the handling of God's creations, the flowers." The ladies were present and graced the splendor of the occasion and aided in bringing the attendance to the number of 125.

Announcement was made that the club now has a representative on the board of directors of the Society of American Florists by affiliation and President Ekas is to attend the first meeting in Cleveland, January 24. The club is now developing into one of the most wide-awake organizations in the city and it behooves all connected with the trade in any way to enroll as soon as possible and enjoy the benefits.

G., JR.

Lancaster County Florists' Association.

The regular meeting of this association was held in the chamber of commerce rooms, Lancaster, Pa., January 15, with a goodly number of the members present with their wives and friends. For visitors we had with us D. J. Keohane, of the H. F. Michell Co.; Dennis Connor, of the Lord & Burnham Co.; T. J. Nolan, of the King Construction Co., and Edward Reid and his brother, from Philadelphia, all of whom made short addresses, Mr. Reid dwelling on the fact that the commission houses are still doing business on the old 15 per cent basis, in spite of the fact that all their expenses have gone upward.

The following officers were elected to serve for the year 1920: W. B. Girvin, of Leola, president; B. F. Barr, vice-president; Albert M. Herr, secretary; H. K. Rohrer, treasurer, all of Lancaster.

The question of increasing the dues was brought up and final action will be had at the February meeting.

A letter was read from the Fort Sheridan Recall, asking that Sunday, January 25, be set aside as a day to wear a rose in honor of the Army Nurses' Corps. After considerable discussion it was left to the secretary to write, asking that the date be changed to some day in March instead, as a more likely date to secure universal observance of the custom.

P. W. DeHertogh gave an illustrated lecture on "Holland," and being a native of that country and a much traveled man, the lecture was a little beyond the ordinary and much appreciated.

An effort will be made to have as many of the association as possible attend the next meeting of the Philadelphia Florists' Club.

ALBERT M. HERR, Sec'y.

JENNINGS LODGE, ORE.—The range of Karl Stocker, near here, recently suffered damage to the extent of $3,500, when glass gave way under weight of heavy snow.

BOISE, IDAHO.—The Boise Floral Co. has been enjoying excellent business, with the holiday trade about 25 per cent greater than a year ago, and prices higher. Cut flowers have been plentiful, and there has been a better demand for plants than in former years.

CANNAS

Buy Cannas now. There is no surplus of Canna Roots this season. We divide from clumps same day order is received, insuring fresh plump roots, with two or three eyes.

	Per 100	Per 1000
Alphonse Bouvier, deep cardinal, 5 to 6 ft.	$ 3.50	$30.00
Beaute Poitevine, bright crimson scarlet, 3½ to 4 ft	3.50	30.00
City of Portland, deep glowing pink, 3½ ft.	10.00	90.00
Crimson Bedder, dazzling scarlet, 3½ ft.	3.50	30.00
David Harum, bright scarlet, flower, bronze, foliage, 4 ft.	3.50	30.00
Duke of Marlborough, rich crimson maroon, 5 ft.	3.50	30.00
Florence Vaughan, yellow dotted red, 4 ft.	3.50	30.00
Gustave Gumpfer, clear lemon yellow, 4½ ft.	4.50	40.00
Hungaria, clear rose pink, 3½ to 4 ft.	6.00	50.00
Julius Koch, blood red, 3 ft.	4.50	40.00
King Humbert, standard bronze leaf, 4 to 4½ ft.	5.00	45.00
Long Branch, crimson bordered yellow, 5 ft.	5.00	45.00
Mad. Crozy, rosy scarlet, gilt edge, 3½ ft.	4.00	35.00
Meteor, the one best red, large flower, 4 ft.	4.50	40.00
Mrs. Alfred Conard, silvery pink, 4 ft.	12.00	100.00
Mrs. Kate Gray, orange shaded carmine, 6 ft.	4.00	35.00
Orange Bedder, "Tango tints" (orange and tan) 4 to 5 ft.	5.00	40.00
Papa Nardy, deep carmine rose, 4 ft.	5.00	40.00
Prince Wild, rich crimson, 4 ft.	4.00	35.00
Queen Charlotte, scarlet bordered yellow, 3½ ft.	5.00	45.00
Richard Wallace, canary yellow, 5 ft.	4.50	40.00

THE STORRS & HARRISON CO., Painesville, Ohio

Mention the American Florist when writing

Lily of the Valley Pips

Finest Quality

Ready for immediate delivery. For prices write

Van Meeuwen & Tegelaar, 1133 Broadway, NEW YORK (Corner 26th Street)

Mention the American Florist when writing

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

32 Broadway, New York

Mention the American Florist when writing

Yokohama Nursery Co.

LTD.

Woolworth Building,

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

Gladiolus for Forcing

Strictly first size bulbs.

1½ inch and up.	Per 100	1000
America, pink	$3.50	$30.00
Autumn Queen, light yellow, red throat	4.00	35.00
Brenchleyensis, scarlet.	2.75	25.00
Chicago White	3.75	35.00
Francis King, scarlet.	3.25	28.00
Halley, salmon	4.00	35.00
Mrs. Frank Pendleton.	6.00	55.00
Myrtle,	7.50	70.00
Niagara, yellow	4.25	40.00
Panama, pink	5.00	45.00
Peace, white	4.25	38.00
Schwaben, yellow	7.00	65.00
Princeps, red	6.50	60.00

A. Henderson & Co.

166 N. Wabash Ave., CHICAGO

Mention the American Florist when writing

VAUGHAN'S GIANT PANSIES

VAUGHAN'S INTERNATIONAL PANSIES

Vaughan's International Pansy Mixture was first offered by us in 1889. We import from all the best European sources. Each year has added to the quality of its flowers and variety of its colors. We buy every year novelties of known merit to improve the mixture; it is always complete, always the latest and always the best mixture. We add to all Pansy Mixtures which we now buy more than 50 per cent of the choicest named kinds obtainable, each in correct proportion. This is one of the **Specialties** that has established the reputation of Vaughan's Flower Seeds, and one which we maintain most carefully.

Trade pkt., **50c**; ⅛ oz., **$1.50**; ½ oz., **$5.00**; oz., **$10.00**.

Vaughan's Giant Pansy Mixture

Embraces, besides all the separate shades and colors, five special strains not listed elsewhere, and which can only be had in this and our International Mixture. This mixture includes the richest reds, coppers and bronzes, together with the most delicate rose and pink shadings, all the distinct colors of Trimardeau and the splendid, Cassier strain.

Trade pkt., **50c**; ⅛ oz., **75c**; oz. **$5.00**; ¼ lb. **$18.00**.

Vaughan's Cut Flower Mixture

This mixture is put up by ourselves and contains mostly light colored sorts. We have sold this mixture for several seasons to some of our Chicago cut flower growers, who have realized big returns from the sale of flowers. Pansies are as easily grown as violets, require less care and bring better results.

Trade pkt., **25c**; ⅛ oz., **60c**; oz., **$4.00**.

New Early-Flowering Giant Pansies

The new strain produces its giant flowers about four weeks earlier than other known types. In March, when the old type pansies hardly show any buds the plants of the new strain bore from 3 to 5 of their giant flowers.

Early Flowering Giant White, Yellow, Light Blue, Dark Blue and Mixed (Four Colors). Trade pkt., (500 seeds) **25c**; ⅛ oz., **60c**; oz., **$4.00**.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Our 1920 Wholesale Bulb List

Is ready. Ask for a copy.

The General Bulb Company

Established 1883

Vogelenzang, Holland.

AMERICAN BRANCH:
110 Water Street, New York City.

Mention the American Florist when writing

If you are interested in

POINSETTIAS

and four and five inch

BOSTON FERNS

for immediate delivery, write

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

Carnation Laddie

Rooted Cuttings, January and later delivery.
$10.00 per 100; $90.00 per 1000. Order now

A. F. LONGREN
4249 West Monroe St., CHICAGO, ILL.

Mention the American Florist when writing

Lily of the Valley

Best Holland Pips ..... per 1000, $25.00
Bruns' Special Early Forcing ..... per 1000, 35.00
Bruns' Celebrated Chicago Market Brand. per 1000, 45.00

H. N. BRUNS, 3040 W. Madison St., Chicago

Primula Obconica Gigantea Rosea

Dwarf habit, light and dark shades of pink. Select strain. All fresh seed.

Sample of flower produced, sent on request.

Packet of 1500 seeds for $1.50. Cash.

Ernest Oechslin

Madison and Gale Sts., River Forest, Ill.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Pride of Portland PETUNIAS

are reputation builders. Once tried, grown always. Their beauty pleases all. 5 varieties in exquisite colors. Trade packets, **50c.**

Owing to short crop, only trial orders will be filled this spring.

SWISS FLORAL CO.

(ORIGINATORS)
412 East Seventh Street N., Cor. Hancock
PORTLAND, OREGON

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treas. Next annual convention September 1920.

SEATTLE, WASH.—Stuber & Richards are making extensive changes in their range at Kent and installing new benches for early tomatoes.—H. M.

ST. LOUIS, MO.—Two new vegetables have been propagated at the Missouri botanical garden. One has been named the "arracacha," which resembles a sweet potato, and the other the "dasheen," which tastes much like a cauliflower. Both are said to be about equal in food value to a potato.

Sweet Potatoes.

In point of production, the sweet potato crop ranks high among food staples in the south and southwest, according to the government Market Reporter. The December estimate showed 103,579,000 bushels, which is from one-third to one-fourth the usual crop of white potatoes. It is about three times the cabbage crop, and seven times the crop of onions or field beans.

Prices of Indoor Fruits and Vegetables.

Chicago, Jan. 20.—Cucumbers, 2-dozen box, $6.00 to $8.00; celery, Michigan, square box, $1.75 to $2.00; leaf lettuce, per tomato box, 35 to 40 cents; radishes, per dozen bunches, 90 cents; tomatoes, per pound, 15 to 40 cents.

New York, Jan. 17.—Celery, per crate, $2.00 to $7.00; cucumbers, per dozen, $1.00 to $3.00; mushrooms, 75 cents to $2.25 per three pound basket; tomatoes, per pound, 5 to 40 cents; lettuce, per dozen, 50 cents to $1.00; radishes, per 100 bunches, $2.00 to $6.00.

Sweet Potato Profits.

That sweet potatoes are capable of being made a very profitable crop is indicated by yields obtained in various parts of Missouri this year. The demand for sweet potatoes is increasing fast, and with the knowledge of how to store them successfully through the winter, the consumption will still further increase. Production is not keeping up with the increased demand in the middle west, since many growers believe that the sweet potato is strictly a southern crop. Yet on the right soil, and with proper handling, just as good yields and better prices can be obtained in the lower corn belt as in the south. Yields ranging from 200 to 600 bushels per acre were obtained from several varieties grown on the University of Missouri College of Agriculture farm this year, says J. T. Rosa, Jr.

Probably the texture of the soil is most important for sweet potatoes, a sandy or even a gravelly loam being superior. But the black silt loams will also grow good sweet potatoes if well drained. Excessive amounts of decaying organic matter in the soil, or excess moisture, cause the sweet potato to make tremendous vine growth without corresponding tuber production. A good feature of the sweet potato crop is its ability to withstand dry weather in the middle of the growing season. The main points to consider in growing sweet potatoes are: Growing the plants, setting in the field, and harvesting. About three bushels of small potatoes or "seed" are needed to produce the 10,000 plants required to set an acre. Mild hotbeds covered with glass sash or cloth covers provide the right conditions for plant production. For setting plants in the field on a large scale, a transplanting machine drawn by two horses should be used. Small patches can easily be set by hand. In sections where sweet potatoes have been grown for some time, it is necessary to control the black rot and other diseases. Methods for seed treatment to control diseases of the sweet potato can be obtained from the horticultural department of the college at Columbia.

Among the varieties found most satisfactory in the college tests, and tests in other parts of the state, are: Nancy Hall, which is a good yielder and a high quality potato; Big Stem Jersey and Southern Queen. A new variety, Porto Rico Yam, which was tested in Missouri this year for the first time, has yielded quite well, and proves to be of the highest eating quality, being sweet and having a rich salmon-colored flesh.

The Smoke Nuisance.

In our immediate vicinity, there is an exceedingly interesting legal battle going on between greenhouse men and large industrial concerns and railroad companies. The facts in the case are these: The greenhouse men were first to occupy the ground, and before the encroachments of the industrial plants were well located. But owing to excellent railroad facilities and general advantages, large manufacturing plants gradually established themselves so near to the greenhouse areas as to cause great damage by their constant streams of dense smoke. Among these establishments is one steel plant, with dozens of stacks in action day and night. One makes steel castings for railroad car wheels, and the latest comer is an immense round house for a large railroad company. This latest one is probably the greatest offender as it delivers its smoke at a very low elevation, thereby depositing all its impurities in close range. The growers afflicted have tried washing their glass, but this affords very little relief as in a few weeks, the glass is covered as bad as ever. Such washing is expensive at best. The question at issue is: Must these growers submit to this smoke nuisance or are they entitled to legal redress? The growers contend that they are at least entitled to sufficient damage to remove their plants to other parts, while the industrials, admitting their guilt, claim that the smoke nuisance is general, and none is individually to blame. The writer is one of the experts to appear in court on behalf of the growers and, of course, the outcome is of great interest; however, this shows that greenhouse men should exercise great care in locating.

MARKETMAN.

Mushroom Growing

By B. M. Duggar

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, $1.50.

American Florist Co.

140 S. Dearborn St., CHICAGO

ARE YOU ALERT?

Why lose half your Tomatoes by frost when the Best Tomato in the World is also the earliest?

The Burbank Tomato is the crowning result of 13 years of careful, painstaking labor on the part of Luther Burbank.

BURBANK TOMATO

In earliness, productiveness, size, shape, color, flavor, solidity and all desirable qualities it is par excellent. Will stand ahead of all in popularity when better known for both home and market use.

Order early as stock is very limited and sold in packets only. Packet of 100 seeds, 20 cents; 3 for 50 cents; 7 for $1.00.

Catalogue of other sterling novelties and specialties, Free.

ISAAC F. TILLINGHAST

Seed and Plant Grower SANTA ROSA, CALIF.

SEASONABLE STOCK

READY NOW

Asparagus Plumosus—2½-in., $5.00 per 100; $45 per 1,000.

Asparagus Sprengeri, 2½-in., $4.50 per 100; $40 per 1,000.

Fern Dish Ferns—2¼-in. Pteris Magnifica, Wimsetti, Critica Alba, Lineata and Mayi-Adiatum Cuneatum, and Aspidium Tsussimense, $6.00 per 100; $50.00 per 1,000.

Achyranthus Herbsti, 2¼-in., brightest red, $4.50 per 100.

Alternanthera Brilliantissima, 2¼-in. (bright red), $4.00 per 100.

Euonymus Japonica, Silver Edge (for hampers, baskets or vases), 2½-in., $15.00 per 100; 3-in., $25.00 per 100; 4-in., $35.00 per 100.

Fuchsia, Mrs. E. G. Hill, 2¼-in. (Best white), $5.00 per 100.

Lantanas, Dwarf, 2¼-in. Splendid stock, distinct sorts, $5.00 per 100; $45.00 per 1,000.

Palms—Clean young stock, Kentia Belmoreana, 2½-in., $15.00 per 100; heavy 3-in., $25.00 per 100; heavy 4-in., $50.00 per 100.

Snapdragon (Keystone), 2¼-in., once pinched stock, in splendid shape, at $5.00 per 100; $45.00 per 1,000.

Double Petunia Gertrude, best and strongest growing light pink, extra size flowers, 2-in. pots $6.00 per 100, $50.00 per 1,000. 6 other varieties at same price.

Cannas—Dry roots, two and three eyes, King Humbert, $5.00 per 100; $45.00 per 1,00.
Meteor, best red, green leaf, $4.50 per 100; $40.00 per 1,000.
Richard Wallace, standard yellow, $4.50 per 100; $40.00 per 1,000.

The Storrs & Harrison Co., Painesville, Ohio

"Hamburg Late Pink" Chrysanthemum

Picture was taken Dec. 28, 1919, and will give a good idea of what "**Hamburg Late Pink**" looks like when grown to single stems and planted six inches each way.

"**Hamburg Late Pink**" is an improved late pink Maud Dean, having more petals, and if grown for late will hardly ever show an open center.

The average grower of chrysanthemums must have varieties which are easy to handle, and from which he can cut as near 100% of perfect blooms as possible. "**Hamburg Late Pink**" has been grown for the last four years, and produces a very high proportion of good flowers. It is not an exhibition variety, but, for late pink, one of the best for commercial purposes. It can be had in bloom the latter part of November by taking an early bud, but some of the flowers will show open centers; but by selecting late buds, after October 1st, most of the flowers are cut during December, and would advise to select late buds, as the later buds will hardly ever show an open center, and some flowers can be had even in January.

Keeping qualities are excellent, and where a graceful pink flower is wanted, "**Hamburg Late Pink**" cannot be surpassed.

"**Hamburg Late Pink**" will be disseminated in the spring of 1920. Plants will be ready March 1st, 1920, and all orders will be filled in rotation.

	Per 100	Per 1000
Rooted Cuttings (by parcel post)	**$16.00**	**$150.00**
2-inch pots (by express)	**18.00**	**160.00**

WILLIAM F. KASTING COMPANY
568-570 Washington St., BUFFALO, N. Y.

Mention the American Florist when writing

Chrysanthemum Novelties
For 1920

Preliminary list now ready.

Free by mail.

Elmer D. Smith & Co.
Adrian, Michigan

Mention the American Florist when writing

Robert Craig Co...
High Class **PALMS**
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

Geraniums
Rooted Cuttings.

Everything sold until latter part of March.

S. A. Nutt and **Buchner**.... $20.00 per 1000
Ricard and **Poitevine**..... 25.00 per 1000
Orders for **Ricard** alone, at 30.00 per 1000

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

Daisies

	Per 100	Per 1000
Boston Yellow, 2¼-in	$ 7.00	$65.00
White Marguerites, extra strong, 2½-in.	6.00	50.00
White Marguerites, 3-in	12.00	
White Marguerites, 6 in	40.00	

C. U. LIGGIT, 325 Bulletin Building PHILADELPHIA, PA.

Van Meeuwen & Tegelaar
Wholesale Dutch Bulb Growers
LISSE, HOLLAND

Write us for Prices on Finest Quality DUTCH BULBS.

New York Office: 1133 Broadway (cor. 26th St.)

Mention the American Florist when writing

ABUNDANCE OF STOCK

	Per 100	Per 1000
2¼-inch Smilax plants	$ 2.75	$25.00
2¼-inch Snapdragons, white, pink and yellow	5.00	48.00
4-inch Marguerites, white and yellow	15.00	
25,000 Vincas, field grown	8.00	75.00
10,000 Bench Ferns, 5 varieties, $25.00 and $30.00 per 100.		

Packing free of charge. Liberal extras.

Alonzo J. Bryan
Wholesale Florist
Washington, New Jersey

Mention the American Florist when writing

Rooted Cuttings

ALTERNATHERA, red and yellow, per 1,000	$ 8.00
BEGONIA, Chatalaine, 2¼-in., per 100	5.00
BRILLIANTISSIMA, per 1,000	10.00
CUPHEA, Ageratum, Guernsey and Blue Star, per 100	.90
FEVERFEW, Gem; **GENISTA**, **VINCA VAR.**	1.50
DAISIES, Mrs. Saunders, Single White, Boston Yellow, 2-in., per 100	3.00
ALYSSUM, Giant Double 2-in.	2.00
SMILAX and **PRIMULA Malacoides** 2-in.	3.00

Cash.

BYER BROS., CHAMBERSBURG, PA.

Mention the American Florist when writing

Geraniums
Standard Sorts, labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings. From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA.
From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

Safepack
more than waterproof

Keeps Moisture In.

The Ideal Protection for Roots and Shrubs.

Delivers them moist and alive, ready to grow again. Cheaper and better than burlap.

For Seedsmen:

Keeps Moisture Out. Delivers seeds dry. Prevents sprouting, mildew—all damage. Rat and vermin proof.

Safepack Mills
Boston U S A

Mention the American Florist when writing

CARNATIONS
F. Dorner & Sons Co.
Lafayette, Ind.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at Chicago, June, 1920.

EVANSVILLE, IND.—The Thornburg-Gardner Nursery Co. has added 10 acres to meet the increased demand for its lines of stock.—W. B. C.

NEWARK, N. Y.—James M. Pitkin and wife announce the marriage of their daughter, Elizabeth, to George Rhoades Van Duser.

ACCORDING to the Pennsylvania forest commission, more than 700,000 trees have been furnished to water companies for reforestation purposes.

SHIPPENSBURG, PA.—The Shenandoah Orchard Co., whose establishment is located three miles from this city, has disposed of its 302 acres for $80,000.

YAKIMA, WASH.—The 1919 apple crop in the Yakima valley is estimated to have returned to growers $15,000,000, about twice the amount realized in 1918.

FRESNO, CALIF.—The Fancher Creek Nurseries report the demand this season far beyond expectations, fruit tree, grapevine and small fruit stocks being practically sold out.

THE committee of arrangements of the annual convention of the American Association of Nurserymen, to be held at Chicago, next June, consists of A. M. Augustine, chairman; F. W. Von Oven and Leonard H. Vaughan.

THE American Forestry Association recently presented the governments of France, Belgium and Great Britain with 35,000,000 tree seeds, in memory of American soldiers who died in war. The seeds will be used in reforestation.

A STUDY of pecan varieties by the United States department of agriculture shows a number to be so far below the general average of the best sorts as to justify their elimination. Greater attention to the matter of stocks for use in propagating is urged.

PAINESVILLE, O.—John H. Britton, prominent horticulturist and fruit grower, died of pneumonia January 11, after a short illness. Mr. Britton was 88 years of age and a pioneer resident of this city, having lived here for over 50 years. He is survived by one son, J. F. Britton, of New Orleans, La., and a granddaughter, Mrs. John Holland, of Atlanta, Ga.—T. J. M.

Western Association of Nurserymen.

The Western Association of Nurserymen will hold its thirtieth annual convention at the Hotel Baltimore, Kansas City, Mo., January 28-29. An unusually interesting programme has been announced, among the topics being the following: "Imports and Quantities of Stock Available in the Future," by James McHutchison, New York; "Experience and Opinion on Conditions in France at the Present Time," by Herbert Chase, Chase, Ala.; "Market Development," by John Watson, executive secretary of the American Association of Nurserymen; "The Wholesaler," by Henry Chase; "The Retailer Who Sells Through Catalog," by Carl Sonderegger; "Scarcity of Popular Varieties this Year," by C. C. Mayhew, Waxahachie, Tex.; "The Principal Reason for the Enacting of Drastic Federal and State Nursery Laws," by Lloyd C. Stark, Louisiana, Mo.; "Federal Quarantine," by Charles A. Scott.

New England Nurserymen's Ass'n.

The ninth annual convention of the New England Nurserymen's Association will be held at the new American House, Boston, Mass., January 27-28, and an excellent programme has been arranged for the meeting. Among the topics in the hands of well known authorities are: "What Can We Import—and How?" by Winthrop H. Thurlow, West Newbury, Mass.; "Standardization of Prices," by Harlan P. Kelsey, Salem, Mass.; "The Labor Problem," by John R. Barnes, Yalesville, Conn.; "New England Plants for New England Gardens," Kenneth Gillett, Southwick, Mass.; "The Fruit Tree Situation," by Paul Stark, Louisiana, Mo.; "The European Corn Borer," by D. J. Caffery, in charge of federal corn borer investigation; "Message from the American Association of Nurserymen," by President J. Edward Moon; "Market Development," by Ernest F. Coe, New Haven, Conn; "What's New in the Garden," E. B. Farrington, Boston, Mass.

The present officers of the association are: C. R. Burr, Manchester, Conn., president; Charles Adams, Springfield, Mass., vice-president; R. M. Wyman, Framingham, Mass., secretary; V. A. Vanicek, Newport, R. I., treasurer. The association welcomes visitors from other organizations and they are accorded the privileges of the floor.

NEWARK, N. Y.—F. B. Kelley, formerly with the Princeton Nurseries, Princeton, N. J., has purchased an interest in the Gould Growers' Corporation of this city, taking the position of secretary.

Ibolium THE NEW HYBRID Hardy Privet

(L. Ibota x Ovalifolium)

Now sent out for the first time. Inquire for further information. One-year field-grown plants, $5.00 each. Summer rooted, frame-grown, $3.00 each. Plants in storage for immediate shipment.

Introducers of **Box-Barberry,** well rooted summer frame cuttings, $65.00 per 1000.

The Elm City Nursery Co., Woodmont Nurseries, Inc.

NEW HAVEN, CONN.

Ibolium Privet, Natural Habit. Ibolium Privet, When Trimmed

Jackson & Perkins Company

NEWARK, NEW YORK

Wholesale Growers for the Trade—Trees and Plants of All Kinds.

SEND FOR LIST.

150,000 California Privet

One and Two Years Old, Well Branched.

12 to 18 inches, at..... $12.50 per 1000
18 to 24 inches, at..... 20.00 per 1000
2 to 3 feet, at..... 22.50 per 1000

SOUTHERN NURSERY CO., Winchester, Tenn.

Miscellaneous Plants

Boston Ivy
Clematis Paniculata
Shrubs
Raspberries, Blackberries
Evergreens
Ornamental Trees
Perennials
California Privet Hedge
Japan Barberry

Prices on request.

Peter Bohlender & Sons

Tippecanoe City, Ohio

HARRISONS' NURSERIES

Fruit Trees Budded from Bearing Orchards. Peach, apple, pear, plum, cherry, quince, grape-vines, strawberry plants, raspberries, blackberries, evergreens and shade trees. Catalog free.

Harrisons' Nurseries, Box 39, Berlin, Md.

Mention the American Florist when writing

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America

Box 404, DUNDEE, ILL.

Mention the American Florist when writing

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price $2.00.

American Florist Co.

440 S. Dearborn St., CHICAGO

VIBURNUM PLICATUM

Also **Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.**

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO WEST GROVE PENN'A.

Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Ready Reference Section.

12 CENTS, NET, PER LINE.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

Alyssum, Double Giant, 2-in., $2.00 per 100; $18.00 per 1,000. Byer Bros., Chambersburg, Pa.

ANTHERICUM.

Anthericum comosum, well adapted for hanging baskets, window boxes and house plant, strong field-grown divisions, $5.00 per 100, $40.00 per 1,000. Cash. H. G. SCHULTZE, Box 647, Sawtelle, Calif. Futterman Bros., New York.

ASPARAGUS.

Asparagus plumosus, 2¼-in. pots, $3.50 per 100; 3-in. pots, $5.00 per 100. Strong, husky plants, sure to please. Cash please. LOOMIS GREENHOUSES, Loomis, Calif.

Asparagus Sprengeri, 2½-in., $4.00 per 100. Byer Bros., Chambersburg, Pa.

BEGONIAS.

Begonias, tuberous rooted, single, in separate colors, scarlet, orange, yellow, rose and white, $15 per 100. A Henderson & Co., 166 N. Wabash Ave., Chicago.

Begonias. Luminosa, Prima Donna and Erfordia, strong transplanted seedlings, $2.50 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

BOXWOOD.

CHOICE BOXWOOD SPRAYS

Write us today for prices on Fall and Winter deliveries. Best merchantable fancy tips Dwarf variety. Quality guaranteed. Satisfactory delivery assured to all parts of U. S. A. and Canada.

PITTSBURGH CUT FLOWER CO.,
116-118 Seventh St. Pittsburgh, Pa.

BULBS.

BULBS

Hardy lilies and Lilium Giganteums in stock for immediate shipment.

THE W. W. BARNARD CO.
231-235 W. Madison St. Chicago

Bulbs. T. R. Begonia. Single mixed and in separate colors. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers St., New York.

Bulbs. Single and double hyacinths. Darwin and single tulips. For prices see display advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Tulips and Lilium Giganteum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

CALCEOLARIA.

Calceolaria, Hybrida, choicest mixed, fine plants, 2-in., ready for 4-in., $9.00 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

CALENDULAS.

Calendula Orange King, 2-in., $2.00 per 100. Seedlings, $1.00 per 100. Byer Bros., Chambersburg, Pa.

CANNAS.

Cannas. Good strong divisions.

	Per 100
King Humbert	$5.00
Mrs. A. Conard	5.00
Gladiator	4.00
Crimson Bedder	4.00

THE REESER PLANT COMPANY
Springfield, Ohio.

Cannas. Select 2 to 3 eyes. The very finest stock. For varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

CARNATIONS.

ROOTED CARNATION CUTTINGS.

Fine Healthy Stock.

Grown Right!

Packed Right!

Priced Right!

Sure to Please You

Ready Now.

	100	1000
White:		
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
White Wonder	5.00	45.00
Pink:		
Pink Enchantress	4.50	40.00
Miss Theo	5.00	45.00
Enchantress Supreme	6.50	60.00
Rose Pink Enchantress	4.50	40.00
Ward	5.00	50.00
Nancy	5.00	45.00
Alice	5.00	45.00
Roper	4.50	40.00
Rosette	5.00	45.00
Red:		
Aviator	4.50	40.00
Thenanthos	4.50	40.00
Herald	5.00	45.00
Merry Christmas	5.00	45.00

Buy the Best! It Pays!

Order Promptly

Big Demand

M. C. GUNTERBERG,
Wholesale Florist.
159 N. State St. Chicago

A1 CARNATION CUTTINGS.

Growers all over the United States know from past experience that we always have the best Carnation Cuttings it is possible to produce. Get the best.—Order Here.

	100	1,000
Mrs. C. W. Ward	$4.50	$40.00
White Enchantress	4.50	40.00
Matchless	4.50	40.00
Roper	4.50	40.00
Rosette	4.50	40.00

WIETOR BROS.,
L. D. Phone Randolph 2081.
Chicago, Ill.

ROOTED CARNATION CUTTINGS.

Large supply of fine, well-rooted, healthy and strong carnation cuttings in the following varieties, ready for immediate delivery:

	100	1000
Rose Pink Enchantress	$4.50	$40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.50	40.00
C. W. Ward	4.50	40.00
Aviator	4.50	40.00
Thenanthos	4.50	40.00

PETER REINBERG,
Wholesale Florist
30 E. Randolph St. Chicago

CARNATIONS.

Carnation Cuttings. January, February and March delivery. Varieties: Beacon, Alice, Cottage Maid, Mrs. C. W. Ward and Matchless. $6.00 per 100; $50 per 1,000.

THE PARK FLORAL CO.
Denver. Colo.

SEND FOR 1920 FLORISTS AND MARKET GARDENERS' CATALOG.

Now Ready to Mail.

EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago.

Carnations, R. C., White and Pink Enchantress, $5.00 per 100; $45.00 per 1,000. Ready now. PAGE'S GREENHOUSES, Staunton, Ill.

Carnation Laddie, rooted cuttings. January and later delivery. $10.00 per 100; $90.00 per 1000. A. F. Longren, 4249 W. Monroe St., Chicago.

CHRYSANTHEMUMS.

Chrysanthemum Hamburg Late Pink. Rooted cuttings, $16 per 100, $150 per 1000; 2-in. pots, $18 per 100, $160 per 1000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

CINERARIA.

Cinerarias. Vaughan's Columian, mixed, fine plants, 2-in., ready for 4-in., $4.00 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

CYCLAMEN.

CYCLAMEN—Strong, transplanted seedlings for January and February delivery; all leading varieties. $6.50 per 100; $60.00 per 1,000. PETER PEARSON, 5732 Gunnison St., Chicago.

DAHLIAS.

DAHLIAS FOR CUT FLOWERS.

Mixed colors and types, $3.00 per 100. Mixed types in separate shades, red, white, pink and yellow, $5.00 per 100. Good, strong, field-grown divisions. Cash with order or one-fourth deposit for reservations. Stillman's dahlias are world known. GEO. L. STILLMAN, Dahlia Specialist, Box A-20, Westerly, Rhode Island.

DAISIES.

Bellis Daisies. Longfellow and Snowball. Fine strong plants, 2½-in. pots, $5.00 per 100. Shasta Daisies. 3-in. pots, strong plants, $5.00 per 100. LOOMIS GREENHOUSES, Loomis, Calif.

FERNS.

SEND FOR 1920 FLORISTS AND MARKET GARDENERS' CATALOG.

Now Ready to Mail.

EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

Ferns. Pot grown; shipped without pots. Boston and Scotti, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It

FERNS.

Boston ferns out of the bench ready for 6 and 8-inch pots. Come and see the stock and for prices. J. H. FIESSER, North Bergen, N. J.

Boston Ferns, 2¼-in., fine pot-grown stock at $5.00 per 100; $45.00 per 1000. H. KLEINSTAKINK, 2331 Letterle Ave., Louisville, Ky.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosback, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums. Rooted cuttings. S. A. Nutt and Buchner, $20 per 1,000; Ricard and Poitevine, $25 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLI.

GLADIOLI

Reports from all over the world state that DIENER'S new Gladioli are the largest, finest and most wonderful ever produced. Our new catalog showing eight of our new varieties in natural colored plates will be sent free on request.

RICHARD DIENER COMPANY
Kentfield, California.

Gladiolus Bulbs. Standard and new and scarce varieties. For list of varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Gladiolus bulbs. First-class stock from our Michigan farms. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus for forcing. Strictly first size bulbs. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

LILY OF THE VALLEY.

Lily of the Valley. Best Holland Pips, $25; Bruns' Special Early Forcing, $35; Bruns' Celebrated Chicago Market Brand, $45 per 1000. H. N. Bruns, 3040 W. Madison St., Chicago.

Valley Pips. Berlin forcing type, per 1,000, $27.50; 2,500 per case; case lots only. McHutchison & Co., 95 Chambers St., New York.

Lily of the Valley pips. Finest quality; ready for immediate delivery. Van Meeuwen & Tegelaar, 1133 Broadway, N. Y.

NARCISSUS.

Narcissus Paper White Grandiflora. Ready for immediate shipment. Write for prices. Hogewoning & Sons, Inc., 32 Broadway, New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas. Laellio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANSIES.

Pansies. Paris Market and separate colors and varieties from Vaughan's Giant sorts. ODOR GREENHOUSES, Iola, Kan.

Pansies. 200,000 fine plants, Giant strain, $3.00 per 1,000. Byer Bros., Chambersburg, Pa.

PETUNIAS.

PETUNIAS

Diener's Ruffled Monsters, single, largest and finest in existence. Quickest and surest money-makers of the day; sell at sight. Seed in separate colors, red, pink, white, purple, flesh pink frilled, variegated and mixed colors, 50c per trade package. Our new catalog with natural colored plates free on request.

RICHARD DIENER COMPANY.
Kentfield, California.

Petunias. Pride of Portland. Five varieties in exquisite colors. Trade packet, 50c. Swiss Floral Co., Portland, Ore.

PRIMULAS.

Primula Obconicas. Rosea, Apple Blossom, Kermesina. Good, strong stock from 2¼-in. pots at $6.00 per 100; $55.00 per 1000. J. H. FIESSER, North Bergen, N. J.

Primula Malacoides, a splendid lot of fifty in bud and bloom; shipped in 4-in. pots. The lot for $7.50 cash. E. B. EDDY, Grower, Grand Junction, Mich.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants.

You can quickly turn such surpluses into cash by advertising here.

PRIVET.

Privet, Box-Barberry, well rooted summer frame cuttings, $65.00 per 1000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

Privet, California. One and two year old, well branched, 12 to 18-in., $12.50; 18 to 24-in., $20.00; 2 to 3-ft., $22.50 per 1000. Southern Nursery Co., Winchester, Tenn.

PUSSY WILLOWS.

Pussy Willows. Good quality stock for forcing, 15 to 30-in., $4 per 1,000; 2 to 4-ft., $7 per 1,000. Cash with order; packing free. Minneapolis Nursery, 4117 So. Aldrich Ave., Minneapolis, Minn.

ROSES.

ROSE PLANTS.

Rose plants, last fall propagation. Dormant all winter. Now in 3-inch pots. Ready in about three weeks. Fine stock. Best in market.

	100	1,000
Richmond	$10.00	$ 90.00
Sunburst	11.00	100.00
Killarney Brilliant	11.00	100.00
Pink Killarney	10.00	90.00
George Elgar	10.00	
Pink Ophelia	10.00	

WIETOR BROS.
L. D. Phone Randolph 2081
30 E. Randolph St. Chicago.

ROSES.

ROSES READY FOR IMMEDIATE SHIPMENT

COLUMBIA, 2½-in. own root, $15 per 100; $125 per 1,000.

CHARLES H. TOTTY COMPANY,
Madison, New Jersey

SEND FOR 1920 FLORISTS AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

List of 2¼ and 4-in. Roses ready, on request. Leedle Co., Expert Rose Growers, Springfield, O.

SEEDS.

SEND FOR 1920 FLORISTS AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

Seed. Primula Obconica Gigantea Rosea. Dwarf habit, light and dark shades of pink. Select strain; fresh seeds. Packet of 1500 seeds, $1.50. Cash. Ernest Oechslin, River Forest, Ill

Seed. Vaughan's Giant Pansy. For descriptions, varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Son, Langport, Eng.

Seeds. Michell's Flower. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Rhodes grass, Paspalum grass, Sondan grass, Couch, Prairie grass, Red Top grass. H. A. Peterson, Ltd., Brisbane, Queensland, Australia.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorssinera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds, specialists: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seed. Burbank Tomato. Packet of 100 seeds, 20c; 3 packets, 50c; 7 packets, $1.00. Isaac F. Tillinghast, Santa Rosa, Calif.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

SEEDS.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Garden, of all kinds. Write for catalogue. Everett R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. F. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea, and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Growers of selected stocks of onion, lettuce, radish, carrot, sweet peas, etc. C. C. Morse & Co., San Francisco, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co. San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from landreth, Bristol, Pa.

Sweet corn seed. Grown exclusively by the W. C. Pressing Seed Co., Norwalk, Ohio.

SMILAX.

Smilax. Strong, thrifty plants from 3-in. pots, $3.00 per 100, $25.00 per 1000. Will exchange for ferns or other useful greenhouse stock. RUSSELL KILBOURN, Clinton, N. Y.

Smilax. Extra good, strong, well-rooted plants. From 2-in. pots, $2.00 per 100; $18.00 per 1000. Elmer Rawlings, Allegany, N. Y.

STRAWBERRY PLANTS.

STRAWBERRY PLANTS. 75 varieties. Also a complete stock of other fruits, ornamentals, etc. Catalog with wholesale prices sent to florists. L. G. TINGLE, 102 Railroad Ave., Pittsville, Md.

VEGETABLE PLANTS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.
4013 Milwaukee Ave. Chicago

Grand Rapids lettuce seedlings, strong, $1.50 per 1,000. Postpaid. ODOR GREENHOUSES, Iola, Kans.

MISCELLANEOUS.

For results use "Master Brand" prepared concentrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Spiral Air-Circulating Radiators for greenhouse heating; save coal and stimulate plant growth. Made for steam or hot-water. SPIRAL BOILER & RADIATOR CO., St. Paul, Minn.

MISCELLANEOUS.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works, Lowell, Mass.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00 Good stock. Cash, please. Gorham Printery Inc., 542 S. Dearborn St., Chicago.

Safepack. The ideal protection for roots and shrubs. Rat and vermin proof. Safepack Mills, Boston, U. S. A.

Catalogues. Large runs our specialty. Write for prices. Kegan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

MISCELLANEOUS.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 52 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL.

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 998 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

"X" Liquid May Save You Thousands of Dollars in an Emergency

SUPPOSE you suddenly discover that an unusual cold spell has cracked the heating boiler and it leaks badly!

Do you think it necessary to shut off the heat and risk enormous damage to the contents of the greenhouse?

Not at all!

"X" Liquid will repair any leaky or cracked boiler in half an hour. It will do a job that would take two workmen a week.

"X" Liquid Will Do a $200 Repair Job for $10.

It is not necessary to locate the leaks or cracks or know how many there are.

The action of "X" is entirely automatic. When poured into the boiler it mixes with the water and soon gets to every break in the metal. It flows through—strikes the air—and then hardens right in the hole. This stops the leak or crack. The heat in the water then sets this repair, making it as PERMANENT and as SURE as any welding job. In fact, where welding won't hold—as on cast-iron sections—"X" Liquid makes a **perfect** repair.

Makes Boilers Rust-proof and Scale-proof. Saves Coal.

It is a remarkable fact that the same "X" Liquid used for repairing leaks or cracks will also eliminate rust and prevent scale from forming on the walls. This means greater heating efficiency with **less coal.**

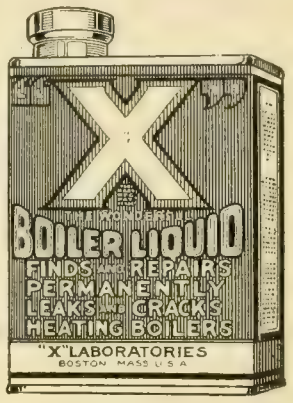
"X" contains no cement, powder or other injurious ingredients. It is an absolute liquid, a scientific process for making boilers LEAK-PROOF, RUST-PROOF and SCALE-PROOF. Beware of inferior imitations which are trading on the reputation of the genuine "X" Liquid.

A Strong Guarantee!

You take no chances in using "X" Liquid. It is unconditionally guaranteed to make good. If it fails, you get a new can—or your money back.

But your greatest guarantee of the value of "X" is the fact that it is used, sold and recommended by 99 per cent of the manufacturers of boilers and radiators. It is used by the United States Government.

If your boiler cracks or leaks this winter, you don't have to worry about your greenery—if you keep "X" Liquid handy. You can do the repair job yourself easily.



Get "X" Liquid from your steam-fitter, or we will ship, charges prepaid, on receipt of price.

1 Quart..... $ 6
2 Quarts..... 10

"X" LABORATORIES, 39 West 45th Street, New York City

GREENHOUSE CONSTRUCTION.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1506 Kingsbury St., Chicago.

Greenhouse glass, plants and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

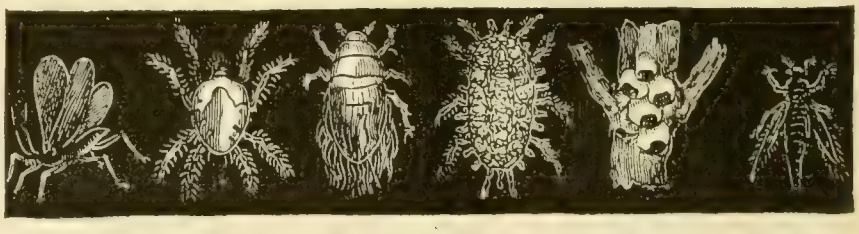
POTS AND PANS.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Red pots, hanging baskets, lawn vases, jardiniers and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Sold by the Seedsmen
Hammond's Thrip Juice No. 2
REGISTERED

A Contact Insecticide, Useful and Reliable, Used for 30 Years in Greenhouses, and on Plants, Grape Vines, Trees and Shrubs



Some common Sucking Insects, magnified.

HAMMOND'S PAINT & SLUG SHOT WORKS, Beacon, N. Y.

Mention the American Florist when writing

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

"Master Soil Builders"

Send for prices on **Master Brand Vine and Plant Manure**—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.
4121 S. La Salle St., CHICAGO

Mention the American Florist when writing

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

You Can't See

15% to 25% moisture in air dried manures but it is there in nearly every bag. Paper lined bags sound mighty nice but that excess moisture will pay for paper liners and leave a good profit beside. You foot the bill.

WIZARD BRAND
TRADE MARK

PULVERIZED SHEEP—PULVERIZED CATTLE
SHREDDED CATTLE
MANURE

Is dried in high temperature direct heat rotary dryers and every bag is practically bone dry. They are sterilized too and that means cleaner beds with less weeds and grasses to pull by hand and no chance of fungus or disease that may cost your whole crop.
Order by name—WIZARD BRAND—for nearly fifteen years the standard of quality and service in concentrated manures.
Your supply house can ship WIZARD BRAND if you insist or we will quote on any quantity from a bag to a carload with freight rate promptly.

THE PULVERIZED MANURE CO., No. 32 Union Stock Yards, **Chicago, Ill.**

Mention the American Florist when writing

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

Mention the American Florist when writing

In the Erection of
FOLEY GREENHOUSES
Only the Best of Material Is Used.

in designing your house, we always consider the use for which the house is intended—thereby assuring you of proper design and bench arrangement—not forgetting the importance of an efficient heating system.

THE FOLEY GREENHOUSE MFG. CO.
Designer Builders Heating Engineers
Main Office and Factory 3100 S. Spaulding Ave.
Chicago, Ill.
Downtown Office State-Lake Bldg.

1,000 Letterheads 1,000 Envelopes } $7.00
Bond Stock—Send cash with order. No samples sent. All work is guaranteed. Proofs furnished of work before printing, so that any changes necessary may be made.
GORHAM PRINTERY, INC.
542 South Dearborn Street, CHICAGO, ILL.
We Print Everything.

Mention the American Florist when writing

John C. Moninger Co.
GREENHOUSES
Designers - Manufacturers - Builders.
We sell the complete house or any part.
908 Blackhawk St., CHICAGO, ILL.

Split Carnations
Easily Mended with Pillsbury's Carnation Staples.
"They are indispensable to the careful florist. Increase the value at least 50%." Fifth Ave. Floral Co.
1000, 35c; 3000 for $1.00, postpaid
L. L. Pillsbury, Galesburg, Ill.

Glass Cloth
A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 40c; 25 yds. at 39½c; 50 yds. at 39c; 100 yds. at 38½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices. Try it out now and be convinced.
TURNER BROS., Bladen, Neb.

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

Wired Toothpicks
10,000, $2.50; 50,000, $11.00. Manufactured by
W. J. COWEE, Berlin, N. Y.
Sample Free. For Sale by Dealers.

Mention the American Florist when writing

ARE YOU USING A
BOILER
That Let's the Florist Sleep
Get Posted! Ask for our catalogue.
GIBLIN & CO., UTICA, N. Y.

REED & KELLER,
122 W. 25th St., NEW YORK
Florists' Supplies
We manufacture all our Metal Designs, Baskets, Wire Work and Novelties, and are dealers in Glassware, Pottery, Decorative Greens and Florists' Requisites.

Index to Advertisers.

Aggeler & Musser Seed Co 85
Allen J K 77
Alpha Floral Co 81
American Bulb Co ..... I 63
American Greenhouse Mfg Co IV
Amling E C Co 71
Anderson S A 81
Angermueller G H Co 73
Aphine Mfg Co III
Aphrodite Co 78
Astoria Florist 80
Avenue Floral Co 82
Baer Julius 81
Barnard W W Co 86
Barnes W J 81
Bassett & Washburn 64
Baumer Aug 83
Baur Window Glass Co IV
Bayersdorfer H & Co 73
Begerow's 80
Berger Bros 72
Berning H G 72
Blackistone Inc 83
Bodger J & Sons Co 86
Bohlender P & Sons 94
Bolgiano J & Son 85
Bramley & Son 83
Braslan Seed Growers Co 84
Breitmeyer's J Sons 80
Brenner Edward 77
Broadway Florist 81
Brown A J Seed Co 84
Brown Bag Filling Machine Co 88
Bruns H N 91
Bryan Alonzo J 93
Buckbee H W 82
Budlong Co J A 69
Bunyard 78
Burns H H 78
Burpee W A Co 89
Byer Bros 93
California Florists 81
Cazan A B 78
Central Floral Co 83
Central Refrigerator & Equipment Co 71
Chicago Feed & Fertilizer Co 100
Chicago Flower Growers Assn 65
Clark E B Seed Co 88
Clarke's Sons D 79
Clay & Son 100
Clipper Lawn Mower Co 100
Coan J J 77
Conard & Jones Co 94
Cooke Geo H 83
Cowee W J 99
Coy H C Seed Co 86
Craig Robt Co 93
Danker Fred A 82
Dards Chas 79
Dietsch A & Co IV
Dominion Floral Co 80
Dorner F & Sons Co 93
Dreer H A ..... III 99
Duluth Floral Co 82
Dunlop John H 80
Dwelle-Kaiser Co III
Eble Charles 79
Edwards Fold'g Box 99
Elm City Nurs Co 94
Erne & Co 70
Evans A W B 80
Evres H G 81
Fallon Florist 78
Fenrich Jos S 76
Fleischman 81
Florist Specialty Co III
Foerster Co Joseph 67
Foley Greenhouse Mfg Co 99
Ford M C 77
Ford William P 77
Fox J M & Son Inc 81
Frauenfelder C 78
Freeman Mrs J B 81
Frey C H 78
Frey & Frey 82
Friedman 83
Froment H E 77
Futterman Bros 76
Galvin Thos F 78
Gasser J M Co 80
General Bulb Co 91
Giblin & Co 99
Gnatt Ove Co The 62
Godineau R & M 88
Goldstein I 77
Gorham Printery Inc 99
Grakelow Chas H 80
Grand Rapids Flo Co 83
Grimm & Gorly 83
Gude Bros 79
Guido Inc 78
Habermehl's Sons J J 82
Hammond's Paint & Slug Shot Works 98
Hardesty & Co 81
Harrison's Nurseries 94
Hart George B 77
Hart Henry 80
Haven Seed Co The 86
Heinl John G & Son 79
Henderson A & Co ..... I 90
Henderson Lewis 80
Henry Co The John 70
Henshaw Floral Co 77
Hentz & Nash 76
Herr Albert M 93
Hess & Swoboda 80
Hession 81
Hews & Co A H II
Hill D Nursery Co 94
Hogewoning & Sons 90
Hollywood Gardens 80
Holm & Olson 80
Holton & Hunkel Co 73
Hort Advertiser 100
Hort Trade Journal III
Hurff Edgar F 88
Hurst & Son 86
Ickes-Braun Mill Co IV
Idlewild Greenhs 83
Jackson & Perkins Co 94
Jahn Hugo 80
Jones Percy 67
Joy Floral Co 79
Kahler Pottery Co III
Kasting W F Co ..... I 93
Keller Pott'y Co Geo III
Keller Sons J B 81
Kelway & Son 86
Kennicott Bros Co 64
Kervan Co The 77
Kessler Wm 77
Kottmiller A 78
Kroeschell Bros Co III
Kruchten John 71
Kuhl Geo A 91
Landreth Seed Co 85
Lang Flo & Nurs Co 82
Lange A 79
Lecakes C & Co 76
Liggit C U 93
Lindley Flower Box Co 62
Littlefield Florist 82
Long Island Flo Co 80
Longren A F 91
Louise Flower Shop 81
McCallum Co 73
McClunie Geo G 78
McGill R C & Co 86
McHutchison & Co 89
Mackie William 77
Malandre Bros 83
Mangel 88
Matthews the Flo'st 73
Matthewson J E 79
Meconi Paul 77
Metaire Ridge Nurs 78
Meyer John C Florist Thread Works 69
Michell Henry F Co 88
Michigan Cut Flower Exchange 71
Millang Joseph A 76
Miller Floral Co 82
Miller & Musser 71
Minneapolis Nurs 62
Moninger J C Co 99
Morse C C & Co 85
Murray Samuel 83
Nat'l Florists' Board of Trade IV
Neidinger Jos G Co 73
Newell A 82
N Y Cut Flower Ex 77
N Y Floral Co 83
Niessen Leo Co 72
Oechslin Ernest 91
Oriental Goldfish & Supply Co 70
Papadem J G Co 78
Park Floral Co 81
Peacock E R Co 74 75 85
Pearson E W 81
Pedrick G R & Son 88
Penn the Florist 83
Peters & Reed Potty III
Petersen H A Ltd 88
Philips Bros 78
Pierce F O Co IV
Pierson F R Co I
Pierson A N (Inc) I
Pieters-Wheeler Seed Co 84
Pikes Peak Flo Co 81
Pillsbury I L 99
Pittsb'rgh Cut Flo Co 62 72
Podesta & Baldocchi 83
Poehlmann Bros Co II
Pollworth C C Co 73
Polykranas Geo J 77
Potter Floral Co 82
Pressing Seed Co W C 84
Proto-Feed & Guano Co 98
Pulverized Manure Co The 99
Pyfer A T & Co 66
Quality Flower Shop 82
Raedlein Basket Co 71
Randall A L Co 71
Randall's Flo Shop 83
Randolph & McClements 82
Rawlings Elmer 93
Ready Reference 95
Reed & Keller 99
Regan Ptg House 100
Reid Edw 72
Reinberg Geo 71
Reinberg Peter 65
Rice Bros 73
Rice Jerome B Seed Co 85
Robinson J C Seed Co 88
Rock Wm L Flo Co 78
Rodgers J W 81
Rohnert Waldo 86
Rosaia Bros 78
Rosery Floral Co 83
Routzahn Seed Co 88
Rusch G & Co 73
Saake O C 83
Safepack Mills 93
Salzer Seed Co Jno A 83
Sceery Edw 81
Schiller the Florist 81
Schillo A Lum Co IV
Schlatter W & Son 100
Schling Max 83
Schmidt Chas L 83
Segers Bros Ltd 88
Shaffer Geo C 83
Sharp Partridge & Co 100
Sheppard H W 83
Sheridan Walter F 77
Siebrecht George C 77
Simon & Son I N 86
Situations & Wants 64
Skidelsky S S & Co I
Smith A W & Co 80
Smith & Co E D 93
Smith & Fetters Co 79
Smith Henry 82
Southern Nursery Co 94
Storrs & Harrison 90 92
Stumpp G E M 80
Swiss Floral Co 91
Thorburn J M & Co 88
Tillinghast Isaac F 92
Tonner O A & L A 67
Totty Chas H 91
Traendly & Schenck 77
Traveling Wholesale Florist 76
Trepel Joseph 81
Turner Bros 99
United Cut Flo Co 77
Van Meeuven & Tegelaar 90 93
Vaughan A L Co 67
Vaughan's Seed Store ..... I 87 91
Vick's Sons Jas 85
Vincent R Jr & Sons Co I
Walker F Co 79
Weber F H 82
Weiland & Risch 71
Weir James 82
Western Seed & Irrigation Co 85
Wietor Bros 66
Williams Mrs E A 83
Winterson Co E F 70
Wittbold G Co 79
Wolfskill Bros & Morris Goldenson 81
Wonder Plant Irrigator Co 70
Woodruff SD & Sons 88
"X" Laboratories 98
Yokohama Nurs Co 90
Young A L & Co 76
Young John & Co 77
Zech & Mann 68 71

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.

809 Exchange Ave., U. S. Yards, Chicago

Mention the American Florist when writing

The Regan Printing House

LARGE RUNS OF

CATALOGUES

OUR SPECIALTY

WRITE FOR PRICES

523 Plymouth Ct., Chicago

Mention the American Florist when writing

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscriptions, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A."

LOWDHAM, NOTTS, ENGLAND.

Mention the American Florist when writing

Before

No loss if you mend your split carnations with

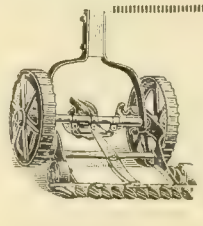
Superior Carnation STAPLES

35c per 1000; 3,000 for $1.00. Postpaid.

Wm. Schlatter & Son

After

422 Main Street, Springfield, Mass.



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plaintain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER CO., **Dixon, Ill.**

Mention the American Florist when writing

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

GREENHOUSE

GLASS

BEST BRANDS

SHARP, PARTRIDGE & CO.

2263 LUMBER ST. CHICAGO, ILL.

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LIV. **CHICAGO AND NEW YORK, JANUARY 31, 1920.** **No. 1652**

THE AMERICAN FLORIST

ESTABLISHED 1885
Copyright 1920 by American Florist Company.
Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treas. The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next annual convention and exhibition, Washington, D. C., November 1920. OFFICERS: THOMAS W. HEAD, Lake Forest, Ill., President; Z. D. BLACKISTONE, Washington, D. C., Vice-President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary; CHAS. H. TOTTY, Madison, N. J., Treas.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Washington, D. C., January, 1921. OFFICERS: C. W. JOHNSON, Chicago, President; J. GRILLBORTZER, Washington, D. C., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa., President; F. L. ATKINS, Rutherford, N.J., Vice-President; E. A. WHITE, Cornell University, Ithaca, N.Y., Secretary; HARRY O. MAY, Summit, N. J., Treasurer.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition, Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue d., Newport, R. I., Secretary.

American Carnation Society.

Twenty-Ninth Annual Meeting and Exhibition, Chicago, January 21-22, 1920.

Officers Elected: C. W. Johnson, Chicago, President; J. Grillbortzer, Washington, D. C., Vice-President; A. F. J. Baur, Indianapolis, Ind., Secretary; F. E. Dorner, Lafayette, Ind., Treasurer.

Thirtieth Annual Meeting and Exhibition, Washington, D. C., 1921.

The Business Meetings.

The business meetings of the American Carnation Society were opened at the Hotel La Salle, Chicago, the evening of January 21, and were well attended throughout. Vice-president C. W. Johnson introduced President Waters of the Chicago Florists' Club, who warmly welcomed the visitors, and turned the meeting over to President Dorner of the American Carnation Society for the work of the evening. President Dorner then presented his address, which was followed by the reports of Secretary Baur and Treasurer Dorner. These reports and the president's address will be found in our last issue. The president apologized for the absence of Treasurer Dorner on account of the illness of their mother, and on the motion of John H. Dunlop, a telegram of sympathy was dispatched to the family at Lafayette, Ind. William F. Gude then presented the claims of Washington, D. C., for the next convention, H. W. Sheppard spoke for Cincinnati, O., and S. J. Goddard, of Framingham ,Mass., named Hartford, Conn. The nomination of officers and judges followed. Dr. P. A. Lehenbauer, of the department of floriculture of the University of Illinois, at Urbana, then read his excellent paper on "Carnation Stem Rot and Its Control." After some comments on this address, J. F. Ammann, of Edwardsville, Ill., P. J. Breitmeyer, of Detroit, Mich., and others discussed the proposed new organization of growers.

On re-assembling the following day, the reports of committees were presented, and that on "Grading Carnations," which will be found elsewhere in this issue, brought out considerable discussion, but no decision was arrived at. The committee, however, was continued and will present a further report at the next meeting. W. N. Rudd spoke at length on the merits of Dr. Lehenbauer's address of the previous evening, and John H. Dunlop reported for the committee on the president's address and secretary's report and most of their recommendations were adopted. A wider distribution of the premium list was recommended, and on account of the increasing expenses, the officers were instructed to arrange for an advance of the dues to $3.00 per annum. Mrs. Ella Grant Wilson, of Cleveland, O., made a brief address on "Plant Protection," that is, the rights of the originators of varieties in their products, and a committee was appointed to investigate this matter and report at the next meeting.

Election of Officers.

Washington, D. C., was chosen for the next meeting and officers for the ensuing year elected as follows: C. W. Johnson, Chicago, president; J. Grillbortzer, Washington, D. C., vice-president; A. F. J. Baur, Indianapolis, Ind., secretary; Fred Dorner, Lafayette, Ind., treasurer; Charles S. Strout, Biddeford, Me., director for five years; S. J. Goddard, Framingham, Mass., director for two years, to fill the unexpired term of A. A. Pembroke, resigned; John H. Dunlop, Toronto, Ont., and Ernest Saunders, Lewiston, Me., judges.

Committees to prepare memorial of deceased members and final resolutions were then appointed and instructed to report at the banquet in the evening.

The banquet was held in the grand ballroom of the hotel Thursday evening, the tables being handsomely decorated with carnations. The number

participating exceeded 300. A delightful musical programme was provided, which included the singing of "Say It With Flowers," by Albert Von Tilzer, the author of the song. When coffee was served, President Waters of the local club addressed the gathering, introducing Willis N. Rudd as toastmaster, who brought out some excellent addresses, the list of speakers including President Dorner and President-elect Johnson of the American Carnation Society, President A. L. Miller of the Society of American Florists, J. F. Ammann, Major P. F. O'Keefe, Chas. H. Grakelow, P. J. Breitmeyer, C. Englemann and others.

A grand lot of carnation blooms from the Fred Dorner & Sons Co., Lafayette, Ind., unfortunately arrived too late for consideration in the judging, but made a fine addition to the general display.

Resolutions of Condolence.

It is with supreme regret that your committee meets to voice its sentiments upon the sad occasion of the passing from this life of our esteemed and valued fellow members Frank A. Friedley, Robert Montgomery, Henry Rohrer and Fred C. Weber.

In the midst of our success, we are by such instances as this, brought face to face with the stern realities of life. We would not carry in our memories the last act of the grim reaper, nor would we voice our regrets at the loss of the honored ones we cannot replace, but rather would we offer up our grateful thanksgiving in having been permitted to enjoy the goodfellowship, the wise counsel and the well known spirit of fairness that radiated from the departed ones during life.

Such thoughts will, we hope, return to the benefit of our society the exalted and elevated influence so appreciated while they were with us. Memories such as these, will keep forever green the privilege which was ours in having such men in our circle, and so Sirs, we repeat our sentiments of thanksgiving for the bright memory of their many hours of success and devotion, rather than the memory of the seeming tragedy of the closing of the books of their earthly existence.

CHARLES S. STROUT,
W. W. COLES,
F. C. W. BROWN,
Committee.

Final Resolutions.

The committee on final resolutions presented its report as follows at the banquet held at the Hotel La Salle, Thursday evening:

Your committee on final resolutions at this, the twenty-ninth annual convention of the American Carnation Society, begs to report as follows:

That the hearty thanks of this society be hereby tendered to the Chicago Florists' Club for the very ample and satisfactory manner in which the arrangements for the exhibition were carried out; for the entertainment tendered the visiting ladies; for the tea served each afternoon, and to all who so courteously assisted in making the stay of the visitors both pleasant and profitable.

To the Hotel La Salle for the excellent service accorded the members, for the banquet hall in which the exhibition was held, for the care exercised in maintaining a proper temperature, so that at the close of the exhibition the blooms were in perfect condition, scarcely a flower in the numerous exhibits showing any trace of wilting.

To the press of Chicago for the numerous and liberal notices pertaining to the convention.

To the Retail Florists' Association of Chicago for the excellent taste displayed in arranging the exhibits on the last day of the convention.

Therefore, be it resolved that this society hereby expresses its most sincere thanks to these several organizations for the care exercised and pains taken to bring to a successful completion this convention of the American Carnation Society, and that these resolutions be incorporated in the minutes of the society.

All of which is respectfully submitted.

J. H. DUNLOP,
H. B. DORNER,
C. S. STROUT,
Committee.

C. Englemann, Saffron Walden, Eng.
Visitor Chicago Carnation Meeting, Jan. 21-22.

Special Awards.

The following individuals and firms were given special recognition in the judges' report:

A special silver medal was recommended for C. Englemann, Saffron Walden, Eng., for excellence of arrangement of group of carnations, and $50 in cash to Strout's, Biddeford, Me., for carnations used in this display. The latter was also awarded the Robert C. Kerr special prize for Maine Sunshine, which scored as follows: Quality, 84; transit, 93; condition at close of exhibition, 90; total, 267 points.

American Bulb Co., Chicago, display of bulbs, gladioli, lilies and lily of the valley pips, highly commended; New begonia, Pride of Newcastle, vote of thanks.

Baur & Steinkamp, Indianapolis, Ind., Carnation Ruth Baur, highly commended.

E. H. Blameuser, Niles Center, Ill., Carnation Sensation and pink seedling, vote of thanks.

Chicago Flower Growers' Association, Ball's Giant calendulas, vote of thanks.

F. Dorner & Sons Co., Lafayette, Ind., six vases of new varieties of carnations; also a vase of mixed seedlings which were barred from competition on account of late arrival, vote of thanks.

J. H. Dunlop, Toronto, Ont., Most excellent display of Rose Frank W. Dunlop, very highly commended; yellow sport of Ophelia, highly commended.

Peter Fisher, Ellis, Mass., Carnation Ethel Fisher, vote of thanks.

Chas. F. Guenther, Hamburg, N. Y., Chrysanthemum Hamburg Late Pink, vote of thanks.

Carl Hagenburger, West Mentor, O., Solanum Holly Berry, vote of thanks.

Hartje & Elder, Indianapolis, Ind., Chrysanthemum Pink Mistletoe, vote of thanks.

A. Henderson & Co., Chicago, Freesias General Pershing and Viola, vote of thanks.

E. G. Hill Co., Richmond, Ind., Roses Mme. Butterfly and Frank W. Dunlop, highly commended.

Iowa State College, Ames, vase of carnations, vote of thanks.

J. A. Peterson & Sons, Cincinnati, O., Begonia Peerless and cyclamens, highly commended.

Richmond Greenhouse Co., Richmond, Ind., Carnation Topsy, vote of thanks.

Sykora & Kalina, Batavia, Ill., Carnation Enchantress Supreme, vote of thanks.

Vaughan's Seed Store, Chicago and New York, ferns, crotons, dracaenas and ficus, vote of thanks.

The Wonder Plant Irrigator Co., Chicago, staged an interesting exhibit of the Little Wonder Plant Irrigator and "No-drip" hanging baskets.

Ed. Armstrong, Chicago, had a good display of prepared asparagus sprays.

Grading Carnations.

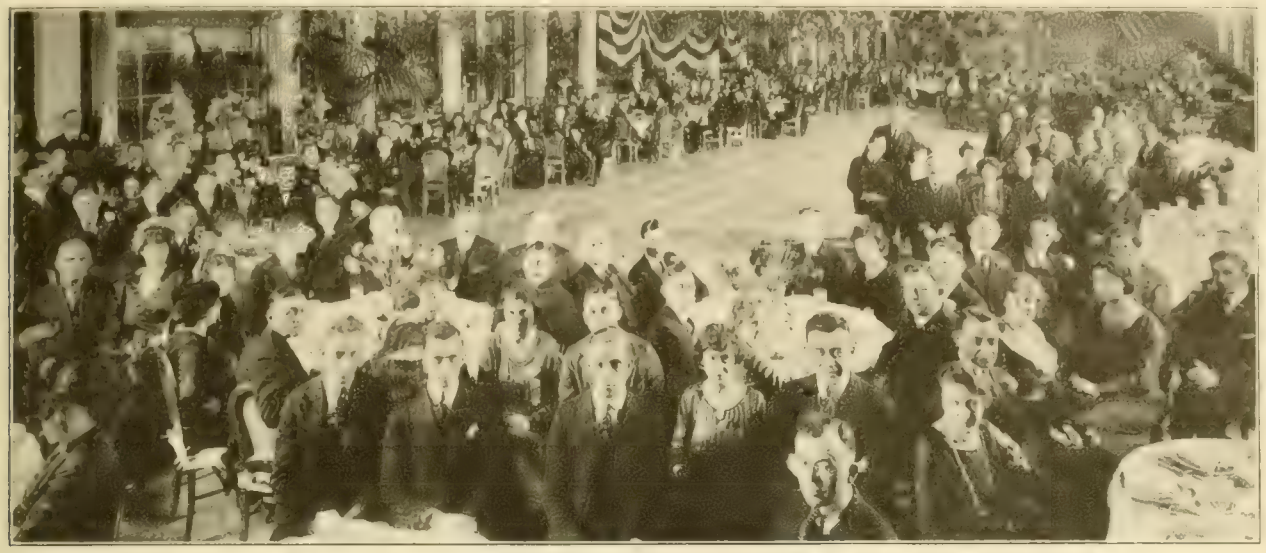
The following is the report of the committee on grading carnations presented at the Chicago convention of the American Carnation Society, January 22, 1920:

There are many obstacles that stand in the way of the recommendation of a system for grading carnation blooms that would be acceptable to all sections of the country.

First, and foremost, is the wide variation of climatic conditions throughout the country. In the more favored sections, where, in winter, bright days accompanied with moderate weather are the rule rather than the exception, a very much better quality of flower and stem can be produced than what is possible in mid-winter in localities that have dark, cloudy days during the greater part of the time. Due in part to this condition, growers of one section, grow as their standards, varieties that cannot be produced profitably in other sections,. Consequently, the highest grade blooms of some markets do not compare favorably with those of others and, though there may be growers in all sections whose products stand out above all others, as a general rule, the carnation grower's stock does not average up on the same even plane as the rose grower.

Another factor that must be considered, is that there are a number of growers who grow only their own seedlings, which having some special quality of color or size, are graded above the standard varieties.

Taking the aforementioned facts into consideration, together with investigations of the systems now in use in the different markets of the country, we would suggest the following system as a basis for the members' consideration.



BANQUET AMERICAN CARNATION SOCIETY, HOTEL LA SALLE, CHICAGO, JANUARY 22.

Class 1. All varieties and all colors that are not split in the calyx to be classed as follows:

Carnations Good	1st	Quality	Grade
" "	2nd	"	"
" "	3rd	"	"
Carnations split or mended	1st	"	"
	2nd	"	"
	3rd	"	"

C. W. JOHNSON.
S. J. GODDARD.
FRED H. LEMON.

Additional Visitors.

In addition to the 109 visitors named in last week's issue, the following registered later:

J. F. Ammann, Edwardsville, Ill.
S. A. Anderson, Buffalo, N. Y.
L. H. Blixen, Edwardsville, Ill.
J. A. Bommersbach, Decatur, Ill.
W. W. Coles, Kokomo, Ind.
G. R. Doemling, Detroit, Mich.
T. S. Elder, Indianapolis, Ind.
A. O. Goetz, Saginaw, Mich.
J. F. Goetz, Saginaw, Mich.
C. H. Grakelow, Philadelphia, Pa.
S. W. Hall, Urbana, Ill.
John A. Helfrich, Paris, Ill.
J. H. Hendgren, Minneapolis, Minn.
Fred Henoch, La Porte, Ind.
J. J. Hess, Omaha, Neb.
H. M. Joy, Nashville, Tenn.
Bruno Juergens, Peoria, Ill.
E. A. Lauterbach, Urbana, Ill.
P. A. Lehenbauer, Urbana, Ill.
W. C. Manke, Milwaukee, Wis.
A. L. Miller, Jamaica, N. Y.
R. E. Miller, Racine, Wis.
C. Nieman, New York.
P. F. O'Keefe, Boston, Mass.
W. R. Pierson, Cromwell, Conn.
W. L. Rock, Kansas City, Mo.
W. F. Roepke, Milwaukee, Wis.
Hans Rosacker, Minneapolis, Minn.
Gust. Rusch, Milwaukee, Wis.
Arthur Schmidt, Columbus, O.
J. A. Siebert, Columbus, O.
H. B. Smith, Piqua, O.
H. E. Smith, Danville, Ill.
J. J. Smith, Danville, Ill.
M. A. Smith, Manitowoc, Wis.
R. J. Smyth, Nashville, Tenn.
L. Stapp, Rock Island, Ill.
C. M. Wagner, Cleveland, O.
H. R. Welke, Milwaukee, Wis.
Homer Wiegand, Indianapolis, Ind.

The Ladies.

Mrs. J. A. Bommersbach, Decatur, Ill.
Mrs. G. R. Doemling, Detroit, Mich.
Mrs. Alex Hanlock, Georgetown, Ky.
Mrs. H. M. Joy, Nashville, Tenn.
Mrs. R. E. Miller, Racine, Wis.
Mrs. A. K. Sturgis, Black Hills, S. D.

Carnation Stem Rot and its Control.

Paper by Dr. P. A. Lehenbauer, division of floriculture, University of Illinois, Urbana, read at the Chicago convention of the American Carnation Society, January 21.

In discussing the problem of the control of carnation stem rot, I shall take the liberty to include a discussion of several other soil diseases. I am doing this for a particular reason. These several soil diseases attacking other horticultural crops are similar, in many respects, to carnation stem rot. Within the last few years, plant pathologists have given them much attention, and have carried on much investigational study. As a consequence, many important facts have been discovered, which are of value in an attempt to control these soil diseases. Some of these discoveries, I believe, are applicable to carnation stem rot.

In a recent article in one of our trade papers, I discussed briefly the control of carnation stem rot, in the light of some experimental work carried out in the division of floriculture at Urbana, Illinois. In bringing to your attention, today, some facts concerning several other diseases, I hope to give you additional evidence in support of the facts and conclusions given you in this article, and in our recent bulletin from Urbana. First, however, permit me to discuss, somewhat in detail, the disease of carnations. I presume that all of you are familiar with the disease, and that you know of the losses which may result. Dr. Peltier, who made a study of the disease at Urbana, ascertained by means of a questionnaire sent to florists in Illinois, that the percentage of loss varies from 0.1 to 20 per cent. with an average of 2.2 per cent in the greenhouse, and an average of 3.25 per cent in the field.

In the houses at the Illinois experiment station, the loss averaged nearly two per cent for a period of five years preceding 1917. In a recent letter from a large grower, the writer says that in 1918 he lost from 30 to 35 per cent of his plants in the field, and later, after benching, he lost an additional 34 per cent. The percentage of loss varied widely with the varieties, in one variety there being practically no loss, while in other varieties the percentage of loss was from 50 to 90 per cent. This fact is significant, but more significant is the fact that, this year, this grower lost practically no plants from the disease.

Another large grower in another section of the country writes me that last year he lost only about 100 plants out of 20,000, a loss of only five-tenths of one per cent. However, he says that some seasons his loss is as high as 10 per cent. This important fact of the variations in percentage of loss from year to year I will mention again and comment on at greater length further on. Suffice to say at present that carnation stem rot is a serious disease. I believe that if we had data from all sections of the country, showing the average losses over a period of years, we would find justification in the statement that stem rot is the most serious disease of the carnation and that this disease needs, above all else, a most thorough study.

A study of the disease was begun at the Illinois experiment station several years ago. We devoted some time to the study of the cause of the disease, and later carried on some experimental work on methods of control. Our two bulletins on the subject contain many facts, as well as experimental data of importance. I am not minimizing the work of my predecessor when I make the confession that, thus far, only a beginning has been made, only a preliminary study. I am aware that much more careful work must be done to meet the requirements of the florists. The most difficult portion is still to be done. We still need to know more in order to make control a practical possibility. Control or eradication, of course, is our ultimate goal. The work done at Urbana, and recorded in the two Illinois bulletins, indicates that control of the disease is not a hopeless task, and that, although seeming difficult at present, we may still hope that an efficient remedy is forthcoming for the carnation grower.

FUNGUS THE CAUSE.

It is definitely known that the cause of carnation stem rot is a fungus. This fungus has been isolated many times, identified and studied in pure culture. The important fact for our discussion at present is that this fungus lives normally in the soil. So far as is known, practically all tillable soils harbor the fungus. It has been found in practically every state of the Union, and in widely different types of soils. It is very probable that every greenhouse contains it. In the soil, it may live either on dead organic matter or on weeds and other plants. This is an

important fact regarding the habits of the causal fungus. It seems to live in the soil as a saprophyte; that is, it gets its nourishment from lifeless organic materials, such as dead roots and other parts of plants, but when the opportunity of a favorable host and a favorable environment is present it becomes a parasite. As a parasite, it seems to be able to attack and live on nearly any form of plant.

Another important fact in the life history of the fungus is, that it does not attack the leaves or upper portions of the plant, but enters the plant at the crown—that is, it attacks the stem at a point just below or just above the surface of the soil. This fact, together with the one mentioned above, that the fungus is found in practically all soils, must be kept in mind in any attempt to control the disease.

USUAL CONTROLS NOT EFFECTIVE.

In attempting to control a plant disease, such as carnation stem rot, one of several methods naturally is thought of. One is to spray the plants with some poisonous material, which will either destroy the fungus or leave a deposit of this poison so that when the fungus spore begins to germinate, it will soon be killed. This method is used often and proves very successful in the case of many diseases. But spraying is not efficient in the case of carnation stem rot. This is because the fungus does not make its growth on the leaves. It does not produce spores, which drift about in the air, fall upon the leaves, germinate and grow, as is true of many other diseases. The fungus lives in the soil and attacks only the plant stem at its base near the surface of the soil. Spraying the tops of the plants is, therefore, useless.

The second method of control which suggests itself is to treat the soil. Since the organism lives in the soil, it is but natural to suppose that if we can find some disinfectant which when applied to soil will destroy the parasite, the problem is solved. Many experiments have been conducted along this line. Several investigators have recommended the application of formalin to soil in order to control certain diseases; others have recommended lime. A great variety of substances have been tested, both in the field and in greenhouses, such as iron sulphate, creosote, carbolic acid, naphthalene and bleaching powder, in order to rid soils of certain fungi. On the whole, the reports are contradictory and inconclusive. At the Illinois station, extensive tests were made with sulphuric acid, lime, Bordeaux mixture, copper sulfate and formalin, but none of these substances proved efficient in controlling carnation stem rot.

STERILIZATION NOT FULLY SUCCESSFUL.

Sterilizing the soil by means of steam is recommended often, and this method is efficient in the case of certain diseases. There is no question that the stem rot organism can be destroyed in soil by means of steam sterilization. But it is questionable whether we can control the disease in our greenhouses by this method. It may be possible to sterilize all the soil before the benches are filled and planted to carnations. However, the soil of the field contains the fungus, and when we set the plants into the benches, some soil necessarily must adhere to the roots of the plants. The soil on the roots, be it only a small quantity, may contain the fungus, and this small quantity of soil on the roots, therefore, will reinoculate the sterile soil in our benches. There is still another fact we must keep in mind. The fungus may penetrate the stem of the plant while the latter is still in the field. For a time this is not noticeable. A plant artificially inoculated at the base of the stem, I have found, may live for a month and not show any effects, and then very quickly begin to wilt and die. Plants brought from the field may appear healthy, but when set into the bench of sterile soil, die after a short time from stem rot. It is quite possible that such plants were infected while growing in the field. Sterilizing the soil, therefore, is not entirely a successful method of control.

REGULATING ENVIRONMENTS.

The third method of attack of the problem of control appears somewhat more promising. It lies in the regulations of the environmental conditions in such a way that the host is kept at its optimum vigor, while the activity of the parasite is reduced. In other words, it consists in regulating the temperature, moisture and air in such a way to resist the fungus or the fungus is not strong enough to attack the plant. To the practical grower, environmental conditions are usually considered as all important. That there is a correlation between climatic conditions and plant diseases is obvious to most of us. The practical plant grower has always been inclined to blame the weather for his mildews and his rusts. The scientific plant pathologist, on the other hand, has been in the habit of giving the influence of the weather only a passing interest; he has been devoting most of his energy to the study of the causal organism. A study of both is essential if we are to be successful in the control of diseases.

Joseph Kohout, Libertyville, Ill.
Vice-President-Elect Illinois State Florists' Ass'n

Let me now illustrate this correlation between weather and disease. Also note, if you please, how observations in the field or in the greenhouse and data, that either the plant is strong enough derived from carefully planned experiments in the laboratory, supplement each other. To do this, I shall leave, for the time being, the disease under discussion, carnation stem rot, and call your attention to several diseases of field crops. In the state of Wisconsin, two destructive diseases are the late blight of the potato and the yellow disease of cabbage. These two diseases are caused by two different organisms, but both living in the soil. During the summers of 1915 and 1916, the plant pathologists at the Wisconsin station made field observations on these two diseases, with the hope of determining the factors involved in the prevalence of troubles. They report that "in 1915 the late blight fungus destroyed some millions of dollars' worth of potatoes with the worst outbreak for at least a decade. As a result, almost every lot of seed potatoes in the state carried the infection to the fields of 1916" (this fungus lives on, and is carried from one season to the next by the potato tuber), yet there was so little of the disease in 1916 "that the expert mycologist had to search the potato fields of the state with a magnifying glass to find a single incipient development of the disease." The year 1915 "was cool and moist," the year 1916 "exceptionally hot and dry." Note, if you please, the report of the cabbage disease of the same two years. In 1915, "alongside the sick potato fields, the cabbage crop was everywhere vigorous, even on the worst fusarium 'sick' soil, whereas, in 1916, these same cabbage fields were swept by the yellows disease, as if by fire." What is the explanation? The season of 1915 was cool and moist; the potato fungus destroyed some millions of dollars' worth of potatoes; the cabbage disease was harmless. The season of 1916 was hot and dry; the potato disease then was harmless, but the cabbage disease was very destructive. There is no question about the fungus parasites having been present in the fields during both seasons. But the "weather" was different during the two seasons. During one season, the weather was favorable for the cabbage disease, hot and dry; during the other, it was favorable for the potato disease, cool and moist.

Weather, of course, is a complex of several individual environmental conditions. It is the product or sum total of temperature, humidity, light, carbondioxide, air movement, etc. So when we say that the prevalence of a certain disease is due to, or influenced by, the weather, we do not know if the sum total of the conditions which constitute weather is responsible, or if any one condition is to blame. In other words, we may be certain that a disease has a relation to weather, but we are not certain if it is temperature or humidity or some other condition which produces the result. Yet it is important that we should know if we are to work out a successful method of control. This, especially, is true of diseases in greenhouses, for in the greenhouse we control, in large measure, the so-called weather.

EXPERIMENTS IN SOIL CONDITIONS.

We probably are in the habit of thinking of the soil apart from or separate from the air above soil. But in the soil we also have certain conditions of temperature, moisture, aeration, etc. The fungus lives in the soil, and the conditions in the soil constitute the environment of the fungus, as well as for the root of the plant, just as the conditions of temperature, moisture, etc., constitute the environment of the plant above soil.

Let us now return to a discussion of the two soil diseases mentioned above which attack the potato and the cabbage. You recall that one summer was cool and moist, the cabbage fusarium

was harmless; the next summer was hot and dry, the cabbage fusarium this season was very destructive. From these field observations, and data of two years on both the cabbage and the potato disease, there was much evidence that the two principal factors concerned in the prevalence of the diseases were soil temperature and soil moisture. On this assumption, experimental studies were begun at the Wisconsin station to determine if this belief was correct. For such experimental work, specially devised apparatus is necessary, for in order to test thoroughly whether either temperature or soil moisture is to blame, we must be able to vary either of these conditions while all other conditions of the environment are kept uniform. In other words, we must be able to control all the conditions, and be able to vary any one at will, to the total exclusion of variability in all others.

At the Wisconsin station, such an attempt was made and apparatus set up for this purpose. The work is still in progress, but sufficient data are at hand to show that soil temperature is a very important factor in the prevalence of these diseases. Let me quote from the report on the cabbage yellows. The author says, "The appearance of the characteristic symptoms is dependent upon a temperature of 17-22° C. (62.6-71.6° F.) or above, lower temperatures preventing the occurrence of the disease. Temperatures of 12-16° C. (53.6-60.8° F.), under controlled conditions, prevented the occurrence of the trouble in the greenhouse."

Let me call your attention to another soil disease, studied in a similar way, in Wisconsin. In a recent report of this experimental work under controlled conditions, on the root-rot of tobacco, the authors say: "The temperature of the soil is undoubtedly the most important factor determining the extent of the root rot of tobacco, other factors being equal. The most favorable temperature for the disease ranges from 17° C. (62.6° F.) to 23° C. (73.4° F.). Below 15° C. (59° F.) the disease is less marked, and above 26° C. (78.8° F.) the severity is gradually reduced, until at about 29° C. (84.2° F.) or 30° C. (86° F.) it has little or no influence. At 32° C. (89.6° F.) practically no infection occurs even in the most heavily infested soils. Soil temperature records in the field for four seasons indicate that the occurrence of the disease under practical conditions is determined primarily by soil temperature."

Another investigator working on flax wilt, which also is a soil disease, says that "using badly infected soil, the flax developed normally when the soil temperature was held continually below 15° C. (59° F.), but if the temperature rose for even one day above 16° C. (60.8° F.) infection occurred, and the wilt followed." Several other illustrations could be given, but the above suffice to show the point I wish to emphasize—namely, that there is a definite relation between soil temperature and the prevalence of the disease. A certain maximum range of soil temperature seems to be necessary; when the temperature is above this range, the parasite becomes destructive; when below, it loses its power and lives only as a harmless saprophyte.

You will note that the illustrations given above are all of diseases of field crops. In the field, of course, the soil temperature is not under our control. Let us now return to the carnation, a plant which is grown, for the greater part of the time at any rate, in the greenhouse. Does the same relation hold between soil temperature and the prevalence of stem rot? At the Illinois station we followed up the relation of environmental factors to stem rot, and we also came to the conclusion that temperature is the important factor in the prevalence of this disease. You, no doubt, know of our results and conclusions, from reading the trade papers. If you care to have the details, the bulletin can be had free by writing to Urbana for it. We found that the stem rot organism grows normally at high temperature; the carnation is grown at a relatively low temperature. Infection occurs only when the soil temperature approaches the optimum temperature for the fungus. Unfortunately, we were not equipped, while this work was

F. C. W. Brown, Cleveland, O.
President National Growers' Association.

in progress, to get these temperatures accurately. The reason is that we were concerned with an attempt to find if the disease could be controlled by some other means, such as soil disinfectants, soil sterilization, etc. In this attempt, we found a negative answer, but, on the other hand, as a result of the work, we have been assured that temperature is a very important factor in the prevalence of the disease. It is quite probable that what seems to be true of the diseases of cabbage, potato, tobacco and flax is also true of carnation stem rot.

Our duty now is to verify this and support the work by means of carefully planned experiments. Such experiments involve the construction of special apparatus by means of which we can control soil temperature, soil moisture and other conditions. The devising and building of such apparatus is slow and costly, but I feel that the expense and effort will be worth while and bring results that are of value.

The probability that we are going in the right direction in our analysis of these soil diseases I might verify by means of statements of practical growers. Only a very short time ago, I had a letter from a grower of sweet peas. He had trouble with root rot, and in writing me, this is what he said: "The trouble occurs when the seed has been sown in August; if the same seed is sown in October, the trouble does not occur." Doesn't this suggest a temperature relation? I might give you similar statements from letters concerning carnation stem rot, were it not for the fact that my paper is already too long. What then is the application of our discussion? If we conclude definitely that our method of control lies in the control of soil temperature, will this solve our problem? Is the method practicable?

During the cold months, we can control the temperature of our greenhouses readily enough. But during the warm months of early fall, the problem is not so simple. However, I believe that we shall solve this difficulty, in a measure at least. Just as we are hoping to solve the temperature relation, so we must also solve another condition which influences growth of both plant and fungus. I refer to the relation of soil moisture to plants and fungus. Our knowledge along this line is less complete; however, we have some experimental data which are suggestive. It has been found at Wisconsin, for instance, in the case of the tobacco root rot to which I referred above, that "increasing the moisture content of the soil up to three-fourths of its water-holding capacity does not materially increase root rot. Saturated soils are, however, considerably more favorable for the disease than unsaturated ones." At the Illinois station we also found evidence that losses from carnation stem rot were high when the soil moisture was high. We did not find that the losses were low when the soil moisture was low, but I am convinced that this was due to our method. All the experiments were performed at relatively high temperatures, and high temperatures, we said above, are conducive to infection. I believe that infection takes place if the soil moisture is high; if, however, the soil moisture is low, less infection takes place. It is quite likely that the fungus is active over a certain range of soil moisture and when the moisture content of the soil is below this range, other conditions being uniform, infection is less likely to occur.

As I said above, we have not yet much data to substantiate this view. Our problem, of course, is to determine at what soil saturation infection takes place. This must be done by means of well-planned experiments and apparatus especially constructed for the work. When we are able to say at what range of temperature and in what range of soil saturation infection can take place, we can, I believe, shift either one or both of these conditions in our greenhouses in such a way that control of the disease is possible. At any rate, I believe that we can reduce the losses to a minimum.

As a matter of interest, I might add a statement from a letter which I received several weeks ago. I quote from this letter because it substantiates, in a way, the view I have given above. This writer says: "Our extremely heavy loss in the benches last year was practically all due to overwatering." And again in the same letter, "the big surprise is that this year we have lost not more than 300 plants out of 55,000 and about 250 of these were taken from that part of the field which had overflowed."

The control of the disease in the field, of course, is the most difficult proposition. I have no solution to offer. However, permit me to point out

than 22° C. (71.6° F.) with 15° C. (59° F.) to 22° C. (71.6° F.) as the optimum for the development of the smut. In accord with this conclusion, the farmers of the Pacific northwest are finding that by sowing their winter wheat either very early (warm soil) or very late (cold soil) they can reduce the loss from smut to an almost negligible percentage."

In conclusion: Some of the views given you in this paper concerning carnation stem rot are largely theoretical. I have attempted to give you some facts, based upon experiments, and from these facts I have made certain deductions. In order to prove these deductions, we must continue our investigation along two different lines. One is careful investigation by means of elaborate apparatus; the other is the collection of authentic data from all sections of the country. In the latter, the carnation growers can take an active part. We need data from all sections of the country for a period of several years. We need to know not only the actual losses in number of plants, but also whether these losses occurred in the field or in the greenhouse. If in the latter, we need to know the temperature and soil moisture conditions at the time of and just previous to the losses. And especially do we need to know at what time of year; better still, we need to know the losses for each day of the month. Such data from a few growers in each section of the country would be of much value. For it would enable us to analyze the conditions which are responsible for the losses, and it would supplement whatever investigations we are able to carry on in the greenhouse laboratory. Such co-operation ought to have far-reaching results towards our ultimate goal.

Illinois State Florists' Association.

The annual meeting of the Illinois State Florists' Association was held at the Hotel La Salle, Chicago, January 22. After the address of President Keimel and the report of Secretary Ammann, which will be found in last week's issue, Dr. P. A. Lehenbauer, of the department of floriculture, at the University of Illinois, reported progress in experiments on selection in roses and carnations, with a view to producing more flowers of better quality. He also told of investigations on orchid seed germination and drop of sweet pea buds. Prof. H. B. Dorner spoke of the instructional work going on at the university, and the greatly increased number of students, emphasizing the need of extended facilities and more funds.

The election of officers for the ensuing year resulted as follows: W. J. Hembreicker, Springfield, president; Joseph H. Kohout, Libertyville, vice-president; J. F. Ammann, Edwardsville, secretary, and F. L. Washburn, Bloomington, treasurer.

Selection and Flower Production.

Dr. P. A. Lehenbauer, of the division of floriculture, University of Illinois, Urbana, reported as follows at the Chicago meeting of the Illinois State Florists' Association, January 22, 1920:

The experimental work is being continued along the lines of the previous two years.

1. The experiment on the relation of selection to flower production, when the vegetative method of propagation is employed, is still in progress. This being only the second year of selection, the experiment has not gone far enough to state any conclusions. Several important facts have been brought to light—to be sure only tentatively, for the evidence is by no means complete.

(a) By knowing the number of flowers which a plant has produced by the last of January, and then counting the buds on the plant at this time, we have a fairly accurate figure of production of that plant for the year.

(b) The condition of the crimping of the petals seems to be inherent in the plant, and is not dependent upon growing conditions.

(c) The splitting of the calyx seems to be due to the nitrogen relation of the plant. Sudden, rapid growth seems to be instrumental in producing split calyces.

2. It has been found previously, that by the liberal use of acid phosphate, flower production can be increased—(about two flowers per plant for roses, five per cent for carnations). We have evidence that much of this phosphorus is not used by the plant during the first year, but reverts in the soil. We are attempting to find if this phosphorus in reverted form is as efficient in producing increased production as is a new supply of acid phosphate.

3. We have begun an experiment to test the effect of using the same soil in the benches continuously for several years. Most growers discard the soil after one year and refill the benches with new soil each year. This involves much labor and expense, and possibly a loss of fertilizers.

4. Several apparently new and important diseases have come to our notice recently, and we are attempting to follow up these diseases and determine methods of control.

5. A study is being made of the germination of orchid seed and the conditions involved.

6. We are collecting data, and following up the drop of buds on sweet peas. The statement has been made by writers that the trouble takes its origin in the soil. There is a theory to the effect that it is a phosphorus problem; others claim that it is a nitrogen problem. We are not following up this phase, for another experiment station is doing this, but we expect to attack the problem from another angle, namely, temperature and moisture.

7. Much time is being devoted to the devising and construction of apparatus, by means of which we hope to control certain conditions, such as temperature, moisture, etc., so that we may take up more accurately a study of certain problems of greenhouse plants.

COUNCIL BLUFFS, IA.—The Gardiner Floral Co. has moved to new quarters at 545 West Broadway.

SPRINGFIELD, O.—Frank McGregor, a veteran florist of this city, died January 12, age 81 years.

SPRINGFIELD, MASS.—During the recent holiday period, sales at the establishment of Wm. Schlatter & Son were greater than last year with prices also increased. Cut flowers as a rule were plentiful with the exception of bulbous stock. Flowering plants also showed a gain in popularity.

LINCOLN, NEB.—C. H. Frey, in commenting on the recent holiday trade, says sales were about 30 per cent greater than in the corresponding period a year ago, with an advance of but five per cent in prices. The principal demand was for roses and carnations. Plants were not as popular as in former years, due to weather conditions and poor delivery.

Japanese Beetle Quarantine Extension.

At a hearing before the federal horticultural board at Washington, D. C., January 27, relative to an extension of the Japanese beetle quarantine in Burlington and Camden counties, New Jersey, so as to cover all plants and plant products, there was very little opposition. Although in the past the quarantine has been confined to sweet corn it has been found that the insect also infests other plants, and it is planned to extend the prohibition so as to include all nursery and greenhouse products, including trees, shrubs, plants of all kinds, bulbs and flowers, hay, forage and grain crops and perishable foods of all kinds. It is proposed also to enlarge the territory affected by the quarantine order although still keeping it within the confines of the two counties upon which it was originally placed.

In opening the hearing, Dr. H. L. Quaintance, of the bureau of entomology of the department of agriculture, told those present that the department will have a total of $200,000 with which to fight the beetle this year and next. Request for permission for the New Jersey department of agriculture to administer the quarantine, so far as it pertains to nursery stock, was made by Henry B. Weiss, of the department, but he was told by Chairman Marlatt that the board could countenance no splitting of authority, and that the nurserymen need feel no fear that the administration of the quarantine by the board would do any more harm to injure their business than its administration by the New Jersey department.

While present indications are that nursery stock will be no great problem, so far as the quarantine is concerned, cut flowers will have to receive a great deal of attention, said Mr. Weiss. Soil from greenhouse stock, in his opinion, comes mostly from beetle free areas and, accordingly will require but little attention. If, however, any of the soil is found to come from infested areas, it will be necessary to make inspections to be sure there are no grubs present. His department, he said, will insist that nurserymen get their soil from free areas, and handle it in such a manner as to keep it uninfested.

John J. Davis, whose work for the department of agriculture is confined chiefly to the district about Riverton, N. J., declared that the quarantine in that section this year will be handled along the lines followed last year, in respect to corn, except that it will take in the added crops. He told the board that the farmers had found that the quarantine inconvenienced them only slightly, and expressed the opinion that the nursery men and greenhouse growers would have the same experience. While he has not had any experience with nursery stock under the quarantine order, he said that he believed pot plants and other similar stock grown in the affected area, should be shipped only between November 1 and June 15, and only when all soil has been removed from the roots of the plants, or inspection shows them to be free from living beetles and grubs. Soil, itself, he declared, would be the most serious problem, and a thorough inspection would be necessary before permission could be given for its shipment. It would be necessary to give a great deal of attention to cut flowers during the warm months, but during the win-

ter, when the trade is heaviest, they would require but little regulation, because of the absence in cold weather of the beetles. Greenhouse products are all included in the proposed order, because of the fact that much of the stock is grown in the fields for a part of the time, and in being transferred to the houses, takes with it infested soil. He emphasized the fact that the proposed orders would not prohibit the movement of any stocks, except that in which grubs are present, and from which the soil cannot be removed. It it not a plant regulation, but a restriction of the movement of soil.

Nurserymen in the affected territory have no opposition to the order, the necessity for which they are willing to admit, declared J. D. Eisele, but they strongly preferred its administration by the state department, and urged the use of the term prohibition instead of quarantine, which word was likely to give a wrong impression to persons not thoroughly acquainted with the situation. Greenhouse products, it was pointed out, are not greatly affected by the beetle, since, although it was supposed to have been brought in as far back as 1911, it was not discovered until two years ago, despite the fact that large numbers of plants had been transferred in the affected territory during the intervening period. Mr. Eisele told the members of the board that it was not the custom of his concern to grind all soil in a machine similar to those used for grinding bark in the manufacture of tanning extracts, which would chop any grub that might be in the soil into very minute pieces. He declared also, that in his opinion, the beetle is nowhere near as destructive as the department declares it to be, and that so far as he knew, it had never done any damage.

Quarantine Regulation No. 37 was responsible for the ruin of his business in Holland, declared P. M. Koster and he was very anxious to know whether his business, which he has since established in New Jersey, is again to be ruined.

During the progress of the hearing, there was considerable discussion as to whether the beetle really did any damage or not, growers declaring that it did not, while representatives of the government were equally positive that it is a destructive pest, to curb which no measures can be too severe.

J. G. Saunders of Pennsylvania also appeared at the hearing, and urged the adoption of the quarantine, in view of the fact that it was possible that the beetle might spread to his state.

Those present were: C. L. Marlatt, Karl F. Kellerman, George B. Sudworth and W. A. Orton, of the federal horticultural board; P. H. Evans, bureau of plant industry; T. E. Steele, Pomona Nurseries, Palmyra, N. J.; John J. Davis, United States department of agriculture, Riverton, N. J.; J. G. Saunders, director of plant industry, Harrisburg, Pa.; Thomas B. Meehan, Dresher, Pa.; J. D. Eisele, president, H. A. Dreer, Inc., Riverton, N. J.; P. M. Koster, Bridgeton, N. J.; W. A. Manda, South Orange, N. J.; E. S. Hunter, Delanco, N. J.; T. Sherman Borden, Beverly, N. J.; H. G. Taylor, Riverton, N. J.; Henry B. Weiss, New Jersey state department of agriculture, Trenton; H. L. Quaintance, department of agriculture; C. A. Hadley, Riverton, N. J.; H. K. Mulford, bureau of plant industry; A. P. Sasscer, bureau of entomolgy, and representatives of the trade press.

C. L. L.

National Publicity for Flowers.

There has been a steady influx of orders at the secretary's office for poster stamps and posters for St. Valentine's day, which augers well for business on this day. As has been previously pointed out, the cost of this material is very small, and co-operation in a wide use of it must certainly produce direct results. The February magazines selected for the page advertisement in colors featuring this day are already in circulation, and should exert considerable influence in the direction of sales. In addition to all this, our promotion bureau has supplied enough electrotypes to florists in all parts of the country to insure that our slogan in connection with pictorial matter bearing suitable reference to the festival will have attention in over 2,000,000 homes—which means engaging the interest of five times that number of people. To avoid disappointment, florists should order at once. Orders will be filled the same day they are received at the point of distribution.

CAMPAIGN GIVES SATISFACTION.

That the campaign, so far, has given the best of satisfaction is evidenced in the kind comments being received at the secretary's office from subscribers in all sections. There is much enthusiasm shown in the conduct of the campaign, and the opinion is freely expressed that we should push our work even harder than before. As one subscriber puts it: "We have got the public going; let us keep them continually in mind of our products." The number of people who miss an occasion for expressing a sentiment with flowers is less than it used to be, because they can hardly escape the necessary reminder, thanks to our publicity work. It is up to us to see that the reminder is perpetuated.

But we cannot accomplish this without support to our fund. It does not matter where you are situated, you receive benefit from our publicity work. The idea of deliveries of flowers in distant cities has been greatly encouraged by our magazine advertising. You will have noticed that in all our magazine advertising, particular reference has been made to the possibilities in this direction, and business by telegraph is getting to be as common as it was once rare. There is not a town or community in the United States where such business is impossible. Few families have not relatives and friends at a distance, and all have birthdays and anniversaries during a year, which may be fittingly remembered by floral gifts. Flowers are the same everywhere, so there is a standardization hardly possible in any other line of gifts.

If you have not already subscribed to our fund, let us have your support at once. Our publicity committee is now planning its work for the remainder of the year, and with your support pledged, their plans will be better prepared and better carried out. You need no longer feel that you might be subscribing for something that at best was a "forlorn hope." The campaign has proved its value; its very many friends admit the tremendous impetus it has given to our business.

Help us to help you—you will not regret it.

JOHN YOUNG, Sec'y.

American Rose Society.

DEPARTMENT OF PLANT REGISTRATION.

The following roses have been accepted by the registration committee of the American Rose Society, and if no objections are received within three weeks of this publication, the registration will be final.

Name, Felicity; class, H. T.; parentage, Ophelia x Hoosier Beauty. Description: Upright, strong branching habit of growth; foliage dark green; flower, large rose pink, with silver suffusion; bud long pointed, strong fragrance; petalage 52 in early season, 61 in September; a very free flowering variety, producing 155 blooms out of doors. Originator— Clarke Brothers, Portland, Oregon.

Name, Mrs. Walter T. Sumner; class, H. T.; parentage, Ophelia x Hadley. Description: An upright grower; dark green foliage with a large semi-single flower carmine, shading to deep rose pink; the bud long pointed, very fragrant with 12 to 18 petals; producing 115 blooms out of doors and while buds open quickly the petals hold well on the fully opened flowers. The flowers are produced in clusters of from five to 10, and some of the blooms are five inches in diameter. Originator—Clarke Brothers, Portland, Oregon.

E. A. WHITE, Secy.

Portland Rose Test Garden Awards.

The rose test garden at Portland, Ore., conducted under the auspices of the Portland Rose Society under the special direction of City Commissioner C. Pier and Park Superintendent C. P. Keyser, and which is planted under the supervision of the American Rose Society, with the judging in the hands of a local committee, with J. A. Curray as chairman, has announced its awards in the international competition as follows:

E. G. Hill, of Richmond, Ind., won first prize with his world's champion outdoor-grown Columbia, which was developed two years ago. Second prize for outdoor-grown roses went to George C. Thomas, Jr., of Philadelphia, Pa., for his "Seedling 4-A." Mr. Thomas also received for this rose the award for the best variety developed by an amateur. This rose will be formally named by the Portland Rose Society during the coming rose festival.

First award for climbers was given to Elisha J. Hicks, of Hurst, Burks, Eng., for his Climbing Lady Hillingdon.

Howard & Smith, of Los Angeles, Calif., received first award for their Lolita Armour and second prize for this class went to Clarke Brothers, of Portland, for their Oregon Ophelia.

The Portland rose test gardens are becoming famous throughout the world, as shown by the great amount of interest being manifested in them by noted rose culturists. All roses receive three different tests. In the first garden they are given special care and attention to develop them to their fullest possibilities. In the second garden they are given ordinary care and treatment, such as the average householder gives his roses, and in the third garden, which is far removed from the other, they are given little care or attention, so their disease-resisting qualities can be ascertained. During the entire growing season, from April to November, a reading is taken at least once each week of every plant under test and a record is made of the number of blooms, the condition of the foliage, the length of stem and other facts.

Plant Quarantine No. 37.

The following was received from the Royal Tottenham Nurseries, Dedemsvaart, Holland, extensive growers of herbaceous perennials and other lines of nursery stock, January 24, by a well-known American firm:

"We hope that your nurserymen's and florists' organizations will take strong action with congress in order to get modifications of the present quarantine. We fear, however, that unless these modifications will soon come, it will be too late to save the position of hundreds of hard working nurserymen, who are now struggling against ruin. They are fighting the last fight, and the end will be that millions of plants, which are badly wanted in the United States, will have to be burned, and the owners be totally ruined and come to despair. According to our opinion your federal horticultural board ought also to prohibit people entering the United States in order to prevent diseases among men to spread. We fervently hope that the steps your committees will take will meet with the success it deserves and common sense will again rule with your officials, who seem to at present have the international horticultural trade by the throat."

"The costs of production of plants are here at least double what they were before the war, and the high value of the Dutch guilder makes it impossible for many countries, which were the best customers in pre-war times, to buy anything. We went around Boskoop, Ghent, and other plant exporting centers and everywhere we found the same sad conditions. It is a heavy moral responsibility which your federal horticultural board has lightly taken up, and the world will lose much if it will be impossible henceforth to get lots of plants, which add so much to make the lives of people bright."

N. Y. Wholesale Florists' Protective Ass'n

Forefathers' day, the eleventh anniversary of the Wholesale Florists' Protective Association, was celebrated by a dinner and entertainment at the Hotel Breslin on the night of January 24. Frank H. Traendly, president of the association ably filled the post of presiding officer and toastmaster. The dinner committee consisted of W. G. Badgley, A. H. Langjahr, and W. F. Sheridan, and their arrangements were most satisfactory. Invited guests were: A. T. De La Mare, A. F. Faulkner, W. H. Duckham, C. H. Totty, Eugene Dailledouze, President Miller, of the S. A. F., F. R. Pierson and J. H. Pepper. On account of previous engagements, President Miller and F. R. Pierson were unable to be present. Others connected with the association, who were present, were: Ward W. Smith, attorney for the association; P. F. Kessler, Percy B. Rigby, John Gunther, E. C. Horan, Maurice Glass, Geo. Hildenbrand, Chas. Schenck, Jos. S. Fenrich, Clarence Slinn, Paul Rigo, Herman Weiss, Lawrence R. Kervan, and J. E. Morichard. After a bounteous menu had been disposed of, Toastmaster Traendly, who was in fine form, with his usual clever and witty sallies, called upon C. H. Totty, who made felicitous remarks on the good fellowship of the occasion. He added that the aims of the association were beneficial to both wholesalers and growers, and that a complete understanding between the two branches of the trade was sure to be helpful to both. A. T. De La Mare spoke of the serious effects of the quarantine being put in force against various states, which has followed Quarantine No. 37, and urged the necessity of cooperation in combating the quarantines. Charles Schenck read a suitable resolution on the death of William Stuart Allen, which was adopted. Brief remarks expressing good wishes for the association and the trade in general were made by W. H. Duckham, Eugene Dailledouze, W. G. Badgley, Jos. S. Fenrich, Ward W. Smith, A. H. Langjahr and A. F. Faulkner. Logan's entertainers gave musical selections and recitations.

A. F. F.

San Francisco.

SHORT SUPPLY BRINGS HIGH PRICES.

Stock is extremely scarce and very high in price in this market. It is only rarely that an occasion like this arises where flowers reach a higher figure than is paid during the Christmas holidays. Of all the roses, probably the greatest advance is noted in the case of Ophelia and Russell. American Beauties are just about able to meet the demand, but this is the only sort that enjoys that distinction. Red roses are hard to secure. Chrysanthemums, no matter how poor in quality, are in great demand for funeral work. There are quite a few late white and pink still coming into this market. Carnations are now enjoying a wonderful demand, owing to the shortage of roses. Prices have stiffened along with all other stock. Quite a lot of seconds and splits are coming in, all of which find their way into floral designs. The warm weather has brought out the crop of violets more freely. They are in brisk demand, both for shipping and the local trade. Prices rule about normal for this flower. Daffodils are very scarce this week. Sweet peas are becoming more abundant every day. The stock is especially fine. They are bringing from $2 to $2.50 per dozen bunches in the wholesale market. Cattleyas are quite plentiful. The call for them is as strong as ever, and they sell at high prices. The supply of gardenias is just about equal to the demand, with no change in prices. Pussy willow is now plentiful and receives much attention for decorative work. Cotoneaster pannosa is frequently met with, and is in demand for window decorations. Its red berries make it very effective. The supply of asparagus is very limited. Ferns are also hard to secure in sufficient quantities for all needs. In pot stock there is a fine lot of cinerarias this season. Quite a few primulas are to be had as well as the usual supply of cyclamens. Very little bagonia stock is arriving.

NOTES.

The Chinese chrysanthemum growers who produce their stock in locations that are not visited by frost, have had a most profitable season. They are now selling small, white and colored chrysanthemums at $1.00 per dozen blooms, and when it is considered that very often they grow as many as a dozen flowers to the plant, it will not require a great amount of figuring to learn that this is quite a profitable industry. They are all grown in the open, and in sheltered locations which receive practically no protection from frost.

Henry Maier, manager of the Hillsborough Nurseries, at Burlingame, is enthusiastic over his new violet, Anna Evans, which is described as a pale lilac with a small white eye. It is a sport of Swanley White, and originated over 12 years ago. It is being sent out this season by Mr. Maier. While the rose houses at this establishment are a little off crop just now, there is every indication of a large cut again in a few weeks.

The orchid range at Ferrari Bros.' establishment is producing a heavy cut of the finest trianæs. All the plants are in a very healthy state and flowers of the largest size are seen everywhere. All this stock is consigned to J. A. Axell's wholesale store on Bush street. The rose houses will soon be in with another good cut, which will help to relieve the shortage now felt.

Angelo J. Rossi, of Pelicano, Rossi & Co., has been elected president of the Downtown Association, which is composed of the prominent merchants of the city. He is also prominent in other civic affairs, being a member of the Rotary Club, Advertising Club, and is also a member of the playground commission.

G. Rossi & Bro. report much difficulty in supplying the demand for asparagus. Out-of-town trade is quite heavy. The greenhouses of the firm are unable to keep up with the call. They have a large lot of bulbous stock coming along, which looks promising. They will have a heavy cut of tulips later on.

At the Mayfield nursery of S. Schwerin, many thousand bulbs have been planted for the coming season. Tulips, hyacinths and narcissi in great variety are all grown here for this market. The greenhouses have been supplying a steady cut of carnations all season.

J. Kruse, of Piedmont, is one of the few rose growers who is sending in Cecile Brunner. His fern houses are now producing a good supply.

JAMES T. LYNCH.

Tennessee State Florists' Association.

ANNUAL CONVENTION PROGRAMME.

The sixth annual convention of the Tennessee State Florists' Association will be held at Knoxville, February 5-6. The officers of the organization have been untiring in their efforts to make this the best meeting ever held by the association, and the following programme indicates the meeting will be both interesting and profitable: "Office Management and Collections," by W. Cleveland, Memphis, Robert E. Mapes, Knoxville, and Thomas H. Joy, Nashville; "Our Credit System, Its Uses and Abuses," by S. S. Skidelsky, New York; "The Florists' Business of Today," by George Asmus, Chicago; "Local Publicity," by Z. D. Blackistone, Washington, D. C., and George Schulz, Louisville, Ky.; "Why Every Florist Should Join the F. T. D.," by Philip Breitmeyer and Albert Pochelon, Detroit, Mich.; "A Talk on Carnations," by A. F. J. Baur, Indianapolis, Ind.; "Can Carnations Be Grown in the South Successfully?" by Harold Joy, Nashville; "Advertising—How to Tie to the National Campaign," by Henry Penn, Boston, Mass.; "The American Embargo on Plants and Bulbs," by J. Keur, Hillegom, Holland; "Legislation," by Wm. F. Gude, Washington, D. C.; "Relation of Flowers to Music," by Wm. H. Crouch, Knoxville; "Make-up Demonstrations" and "Modern Salesmanship of Flowers," by Mrs. Edith Goetz, Chattanooga; "Floral Accessories," by Robert Schoch, Philadelphia, Pa., and C. E. Critchell, Cincinnati, O.; "Greenhouse Construction," by Philip J. Foley, Chicago; "Artificial Irrigation," by R. R. White, Troy, O.; "In What Way Does the Ornamental Grower Benefit the Florist?" by Bruce Howell, Knoxville.

On the afternoon of the second day the visitors will be taken for an automobile trip to growing establishments in the city and vicinity, followed by the banquet of the Knoxville Florists' Society to the state association and visitors at the Whittle Springs Hotel in the evening. As in former years, the exhibits will doubtless prove an interesting feature of the meeting.

The committee on arrangements includes Karl P. Baum, chairman; A. J. McNutt, William H. Crouch, W. R. Ryno, A. H. Dailey, Bruce Howell and Mrs. A. H. Dailey. Robert E. Mapes is chairman of the publicity committee.

Pittsburgh, Pa.

TRADE CONDITIONS UNCHANGED.

Local market conditions remain about the same as they have been since the first of the year—stock scarce and demand heavy. The same conditions must prevail all over the country as the wholesale houses are receiving long distance calls and telegrams from districts that they have never served, but it has been impossible to take care of any but the regular buyers, and even then, no order is ever filled in full, but what stock is received is simply divided up, and it makes no difference what it is—it all looks alike. While there has been no recurrence of the influenza, here as yet, and we all hope there will not be, still it has affected this market to the extent that Philadelphia and Chicago, which usually help out during a shortage, have nothing to offer. Stock is more plentiful than it has been, especially sweet peas and bulbous flowers. The former have been of extra fine quality and have brought from $2.50 to $5 per 100, according to length of stem and condition on arrival. Tulips are also in heavy supply, but the stems are short. Paper White narcissi are coming stronger and bring from $6 to $8 per 100. The receipts of snapdragons, mignonette and baby primroses are getting heavier every day, and are bringing good prices. White lilies are of good quality and clean up daily. Violets and orchids, while good, seem to be the only items that do not move easily. The rose and carnation situation is still the same, and the supply short of the demand. Of the roses, there are very few shorts, and not many of the fancy grades, while the supply of carnations is small and of poor quality. The present high prices have played havoc with the small retailers, who claim that they are selling stock at a very small profit in order to hold their trade until there is a reduction in prices, and while a week or two of bright weather will bring an increased supply and a drop in prices, conditions will never get back to where they were several years ago. With the local and national advertising, the demand has increased faster than production, and the sooner these retailers realize this and adjust themselves to the new conditions, the better off they will be.

NOTES.

The next meeting of the florists' and gardeners' club will be held on the evening of February 3 in the lecture hall of the north side Carnegie library. The club has invited the general public to hear an illustrated talk on, "Central Florida in Mid Winter," by D. E. Jennings, Ph. D., curator of botany of Carnegie museum. The regular business and election of officers will be held after the lecture.

John C. Walley, foreman of McCallum Co's. greenhouses at Evans City, Pa., and Ed. Blind, of the Blind Floral Co., attended the carnation convention in Chicago last week.

Geo. C. McCallum, sales manager of The McCallum Company, is on a two-weeks' business trip in the east.

T. Malbrane, of Johnstown, Pa., stopped off in this city on his way home from the Chicago convention.

M.

Boston, Mass.

GENERAL SHORTAGE HERE AS ELSEWHERE.

With a shortage of stock and high prices prevailing, trade has been inactive, but some improvement is indicated in the arrival of spring bulbs. Anemones, jonquils and hyacinths are in great demand. Violets are quite plentiful, but owing to the cold weather do not sell freely. Roses and carnations hold up in price. Sweet peas are now arriving in large numbers. Callas move well at $4 and $5 per dozen.

NOTES.

J. J. Cassidy reports business far ahead of last year in funeral orders.

The Beacon Florists are enlarging their quarters in the Houghton building. This firm has doubled its business since last fall and is well on its way to another successful season.

At Philip L. Carbone's some very attractive windows have been noted recently. A shipment of fine Italian ware consisting of 79 cases of Ventian glass, pottery and baskets has been received.

B. A. Snyder & Co. report good business in spite of high prices.

S. K. G.

Denver, Colo.

BUSINESS EXCEPTIONALLY GOOD.

The past week was one of very good business in the flower shops, augmented by the demand resulting from the annual stock show which attracted many visitors to this city. Cut flowers cleaned up daily and there was a brisk demand for flowering plants.

NOTES.

The Park Floral Co. is supplying this market with very fine pot stock of Freesia Purity. They also have a fine lot of Primula malacoides. Both find ready sale.

Joseph Miller, formerly of the Cudahy Floral Co., Milwaukee, Wis., is now in charge of the rose section of the Mauff Floral Co.

The Boldt-Lundy House of Flowers has been doing a big business in fancy baskets arranged with sweet peas and roses.

Manager Benson, of the Denver Wholesale Florist Co., reports a serious shortage of carnations and roses.

F. B. Tinker, well known in the trade in this vicinity, is now with the Boldt-Lundy House of Flowers.

S. R. Lundy and Conrad Lingenfelder returned from their Pacific coast trip, January 25.

Wm. Kash has leased the Western Greenhouses and will take charge February 1.

Fred Hall, proprietor of the Mont Clair Greenhouses, is reported seriously ill.

C. F. Males is sending in some pans of excellent daffodils.

Mr. and Mrs. Boldt are visiting in Idaho Springs, Colo.

Visitors: J. W. Watson and J. Morin, Grand Junction, Colo. F. D.

Indianapolis.

A lack of uniformity in prices asked for the same grade of stock in different shops in this city, varying in some instances from 50 cents to $2 per dozen is a matter of comment at present and one which will doubtless be taken up in the near future.

Mrs. Margeret Dorner, widow of Frederick Dorner, of Lafayette, Ind., and well known and highly respected in this city, died January 25 in her seventy-fifth year. Further details will be found in this week's obituary column.

Local florists are more than casually interested in the fight on the Dean truck law effective January 1, which removes the old registration fee of $5 and substitutes a sliding scale ranging from $6 upward.

M. E. C.

DECATUR, ILL.—A. Bommersbach, who fought with the French in the Franco-Prussian war, will visit Alsace in the spring.

OBITUARY.

James Gurney, Sr

James Gurney, Sr., for many years superintendent of Tower Grove park, St. Louis, Mo., died at his home in that city, January 15, age 88 years. Mr. Gurney was a native of England, where he acquired his early knowledge of horticulture. Coming to St. Louis as a young man, he entered the employ of the late Henry Shaw, as gardener, and was identified with the early work in the Shaw Gardens, now the Missouri Botanical Garden. Throughout his life, Mr. Gurney gave special attention to aquatic gardening, and raised a number of meritorious water lilies. He was a genial, kindly man with a host of friends throughout the country. Two sons survive, James and George, the former now superintendent of Tower Grove park.

Mrs. Margaret Dorner.

Mrs. Margaret Dorner, widow of Frederick Dorner, the well-remembered carnation specialist of Lafayette, Ind., died at her home in that city, January 25, age 75 years. She was a native of Alsace, but came to the United States in 1849. The surviving children, most of whom are well known in the trade, are Theodore and Frederick Dorner, of Lafayette; Professor Herman B. Dorner, Urbana, Ill.; William P. Dorner, of Indianapolis, Ind.; Miss Emily Dorner, Mrs. F. E. Hudson, of Lafayette, and Mrs. Claude Riddle, Long Beach, Calif.

Andrew F. O'Connell.

Andrew F. O'Connell, proprietor of the Overbrook Nurseries, Philadelphia, Pa., died suddenly of heart failure, January 21. He was ill but a few days, and his sudden demise was a great shock to his many friends. Mr. O'Connell made a specialty of laying out public parks, and furnishing trees for such grounds and boulevards. At one time, he had the largest block of fine plane trees in this country. His widow and two grandchildren survive him.

Edward W. Carbary.

Edward W. Carbary, for the past 25 years engaged in the nursery trade at Elgin, Ill., died at his home in that city, January 21, of pneumonia, age 60 years. The deceased was born at Lake Geneva, Wis., but had been a resident of Elgin for 42 years. Thirty years ago he entered the nursery business as a salesman and five years later opened an establishment of his own. A widow, two sons and one daughter survive.

CINCINNATI, O.—J. A. Peterson and wife expect to leave for Florida shortly.

FORT WAYNE, IND.—W. J. Vesey and wife are in Florida for the winter.

AUSTIN, MINN.—Calvin Kinsman is en route to Florida on a six weeks' vacation.

INDIANAPOLIS, IND.—George Wiegand is en route to California for a two months' vacation.

PITTSBURG, KANS.—J. C. Steinhauser returned from the Chicago meeting of the American Carnation Society, by way of Rochester, Minn.

GREEN BAY, WIS.—Charles Le Clerc, more than 20 years a florist in this city, with one of the largest establishments in this section, died recently at the age of 49 years. A widow and one son survive.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

American Carnation Society....101
—The business meetings....101
—Election of officers....101
—Resolution of condolence....102
—Final resolutions....102
—Special awards....102
—C. Englemann (portrait)....102
—Grading carnations....102
—Additional visitors....103
—The ladies....103
—Carnation stem rot and its control....103
Jaseph Kohout, Libertyville (portrait)....104
F. C. W. Brown (portrait)....105
Illinois State Florists' Association....106
Selection and flower production....106
Japanese beetle quarantine extension....106
National publicity for flowers....107
American Rose Society....107
Portland rose test garden awards....107
Plant Quarantine No. 37....108
New York Wholesale Florists' Ass'n....108
San Francisco....108
Tennessee State Florists' Association....108
Pittsburgh....109
Boston....109
Denver....109
Obituary....109
—James Gurney, Sr....109
—Mrs. Margaret Dorner....109
—Andrew F. O'Connell....109
—Edward W. Carbary....109
Orchid conference....110
Lower prices predicted....110
National Growers' Association....110
Baltimore....112
St. Louis....114
Chicago....116
North Shore Horticultural Society....120
Richmond, Ind....120
Cincinnati....121
Detroit....122
Kansas City....122
Philadelphia....124
New York....126
The seed trade....134
—National Canners' Association....134
—Corn borer control appropriat'n asked....135
—Grass and clover seed prices....135
Market gardeners....140
—Vegetable markets....140
Columbus, O....140
The nursery trade....142

"He hates you most who has wronged you most."—Life Experience of Hell Fire Jack Fisher of the British Navy.

SMALL POX is reported in the Wisconsin sphagnum moss district.

REPORT of the Japanese beetle hearing, held at Washington, D. C., January 27, will be found elsewhere in this issue.

THE Illinois good roads authorities are experiencing considerable difficulty in securing sufficient cement, not only to carry out the 1920 programme, but to finish last year's work.

ATTORNEY GENERAL PALMER says the 14 per cent increase granted coal miners has not been passed along to the public by operators. Evidently the attorney-general has not heard of the advances made by the Chicago coal dealers.

THE great shortage of cut flowers, due to sunless weather and unusual demand, is spread over a wide territory, and includes nearly all the larger towns in the east and middle west. In many cases, advance orders are being refused.

WALKER D. HINES, director general of railroads, calls attention to the fact that there will be an extraordinary demand for cars during February.

THE internal revenue department has not completed the audit of 1917 tax returns, and has just begun on the 1918 returns, according to a dispatch from Washington. The delay is hampering corporations which are forced to keep big reserves to cover the possible difference of opinion as to tax liability. The estimated money thus tied up may aggregate $1,000,000,000.

Lower Prices Predicted.

Professor F. W. Taussig, Harvard economist, and during the war, chief of the United States tariff commission, predicts an overturn in the present state of international trade, saying that it may come with something of a crash and with familiar accompaniments of a commercial crisis. "Foreign payments for our exports were all on paper," he says. "In effect, the payments were made by one set of people to another set. This state of things cannot persist. The process of ever-repeated loans will inevitably come to an end. With it the enormous excess of exports over imports will come to an end. We may expect a fall in prices and declining incomes.

Warning to business men throughout the country that the nation is perilously near the end of its credit resources and that productivity must be promoted in every line of industry, was given recently by Francis H. Sisson, vice-president of the Guaranty Trust Co., before the annual convention of National Boot & Shoe Manufacturers in New York. He emphasized the necessity on the part of manufacturers to refrain from unproductive, speculative or economically unnecessary ventures.

National Growers' Association.

During the meetings of the American Carnation Society and the Illinois State Florists' Association at Chicago last week, January 21-22, J. F. Ammann, of Edwardsville, Ill., former president of the Society of the American Florists, made a vigorous campaign for a national organization of growers, having for its purpose, the giving of proper publicity to the products of its members. Mr. Ammann claimed the growers had been backward in this matter, and that their large investment demanded liberal publicity in times of depression or glut, calling attention to numerous instances of producers and other lines of business paying large sums for the exploitation of their manufactures. A number of prominent growers in attendance favored the movement, including August Poehlmann, Chicago; Wallace R. Pierson, Cromwell, Conn.; F. C. W. Brown, Cleveland, O.; John H. Dunlop, Toronto, Ont.; P. J. Breitmeyer, Detroit, Mich.; S. A. Anderson, Buffalo, N. Y.; Carl Hagenburger, West Mentor, O., and James Hembreicker, Springfield, Ill. Many more handed in their names as members, and a temporary organization was formed, with F. C. W. Brown as president, and J. F. Ammann, secretary. These officers, with Wallace R. Pierson, R. C. Kerr, Houston, Texas, and C. E. Gullett, Lincoln, Ill., proposed to frame a constitution and plan of operation, which will be presented at the annual convention of the Society of the American Florists' in Cleveland, next August.

Orchid Conference.

John E. Lager, the well-known orchid specialist of Summit, N. J., writes under date of January 20, urging as many as possible orchid growers to attend the conference to be held at the office of the chairman of the Federal Horticultural Board, Washington, D. C., February 10, to consider Plant Quarantine No. 37 in its relation to orchid imports.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice in change of time, date and place of meetings.]

Albany, N. Y., February 5, 8 p. m.—Albany Florists' Club at 611 Broadway. Louis H. Schaeffer, secretary, 102 Hudson avenue, Albany.

Boston, Mass., February 3, 8 p. m.—Florists' Association of Boston at Parker House. Elijah Gorney, secretary, Park & Tremont streets, Boston.

Chicago, February 5, 8 p. m.—Chicago Florists' Club at Hotel Randolph, Wells and Randolph streets. Fred Lautenschlager, secretary, 452 West Erie street, Chicago.

Cleveland, O., February 2, 8 p. m.—Cleveland Florists' Club at Hollenden hotel. James McLaughlin, secretary, care of J. M. Gasser Co., Cleveland.

Dayton, O., February 3, 8 p. m.—Dayton Florists' Club, Y. M. C. A. building. George J. Frisch, secretary, 3205 East Fifth street, Dayton.

Holyoke, Mass., February 3, 7:30 p. m.—Holyoke and Northampton Gardeners' and Florists' Club at member's place of business. James Whiting, secretary, French hall, Amherst.

Indianapolis, Ind., February 3.—State Florists' Association of Indiana. Meets in different cities in the state. O. E. Steinkamp, secretary, 3800 Rockwood avenue, Indianapolis.

Lake Forest, Ill., February 6, 8 p. m.—North Shore Horticultural Society at city hall. J. R. Clarke, secretary, Lake Forest.

Milwaukee, Wis., February 5, 8:30 p. m.—Milwaukee Florists' Club at Kurtz Bros., 11th and Prairie streets. Eugene Oestreicher, secretary, 5630 North avenue, Milwaukee.

Los Angeles, Calif., February 3, 8 p. m.—Los Angeles County Horticultural Society, at 237 Franklin street. H. S. Kruckeberg, secretary, Los Angeles.

Minneapolis, Minn., February 3, 8 p. m.—Minneapolis Florists' Club, usually at 218 North Fifth street. Wm. J. Vasatka, secretary, 3340 Chicago avenue, Minneapolis.

Montreal, Que., February 2, 8 p. m.—Montreal Florists' and Gardeners' Club at 642 St. Catherine street, W. H. Horobin, secretary, 283 Marquette street, Montreal.

New Orleans, La., February 8, 2 p. m.—Gardeners' Mutual Protective Association at 5001 North Rampart street. John Parr, secretary, 4539 North Rampart street, New Orleans.

Philadelphia, Pa., February 3, 8 p. m.—Florists' Club of Philadelphia at Adelphia hotel. Robert Kift, secretary, 4044 Haverford avenue, Philadelphia.

Pittsburgh, Pa., February 3, 8 p. m.—Pittsburgh Florists' and Gardeners' Club at Allegheny Music Hall. E. J. McCallum, secretary, 137 Seventh street, Pittsburgh.

Saginaw, Mich., February 2, 7:30 p. m.—Saginaw-Bay City Floricultural Society at Saginaw. Henry W. F. Goetz, secretary, 124 South Michigan avenue, Saginaw.

San Francisco, Calif., February 7, 8 p. m.—Pacific Coast Horticultural Society at 340 Golden Gate avenue. John R. Walsh, secretary, 417 Montgomery street, San Francisco.

Tacoma, Wash., February 6, 8 p. m.—Tacoma Florists' Association at Maccabees hall, 1116 Broadway. J. L. Simpson, secretry, Tacoma.

Toledo, O., February 3, 8 p. m.—Toledo Florists' Club at 424 Superior street. S. N. Peck, secretary, 424 Superior street, Toledo.

Washington, D. C., February 3, 8 p. m.—Florists' Club of Washington at Schmid's hall, 712 Twelfth street, N. E. E. P. Rodman, secretary, 101 Primrose street, Chevy Chase, Md.

Seattle, Wash., February 8.—Florists' and Gardeners' Union, No. 16,667 at I. O. C. T. hall, Virginia and Bowen streets. E. Popp, secretary, Fort Steilacoom, Wash.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

March 15-22, 1920, New York.—Flower show of the New York Florists' Club at Grand Central Palace. John Young, secretary, 1170 Broadway, New York.

March 24-28, 1920, Boston, Mass.—Exhibition of orchids and other plants of the Massachusetts Horticultural Society at Horticultural hall. William T. Kich, secretary, Horticultural hall, Boston.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By an all around grower, single, 20 years' experience. Address
Key 452, c/o American Florist.

Situation Wanted—To take entire charge by a practical grower of cut flowers and plants; excellent credentials; when writing state wages, etc. Address
Key 457, care American Florist.

Help Wanted—An active boy or young man, that has had some experience in a retail store. Address
A. F. F., care American Florist, 57 W. 27th St., New York.

Help Wanted—A first-class florist for a retail store in New York City. Wages $40.00 per week. Address
A. F. F., care American Florist, 57 W. 27th St., New York.

Wanted—Party with $4,000 to $6,000 to take interest in greenhouse and store in Chicago; high-class residence district; money secured by property; good chance. Adress
Key 455, care American Florist.

For Sale—Greenhouse and nursery. Government irrigation project; six acres; fine location; new buildings; fully equipped; no competition; good reason for selling; easy terms. Address
Rupert Floral Co., Rupert, Idaho.

For Sale—Greenhouse business, operating, paying well, all new stock growing, six acres land; space under glass 53x150 ft., insured, all equipment new; splendid field for business; nearest competitor one hundred miles. Address
H. H. Rothe, Moultrie, Ga.

TREASURY DEPARTMENT, Supervising Architect's Office, Washington, D. C., January 26, 1920. SEALED PROPOSALS will be received in this office until 10 a. m., February 17, 1920, and then opened, for planting on the grounds around the Post Office at Charles City, Iowa, in accordance with the specifications, copies of which as well as copies of the approach plan may be had at this office, in the discretion of the Supervising Architect. Jas. A. Wetmore, Acting Supervising Architect.

FOR SALE

On account of other interests will sell florist and seed business, established over 20 years, practically for the cost of fixtures. A good opportunity for a live man or lady. Close to New York City. Correspondence solicited. Address
Key 451, care American Florist.

HELP WANTED

One expert assistant orchid grower and one expert assistant rose grower. Location, Indiana. Address
Key 453, care American Florist.

Help Wanted

Florist for all around greenhouse work. Wages $30 per week. Apply
JOHN A. MICHAL
7045 Stony Island Ave., CHICAGO

HELP WANTED.

Single young man, who has some knowledge of and interest in trees and shrubs; willing to learn and to make himself general useful as assistant in city cemetery. Position permanent; give age, education, etc. Protestant preferred.
Key 450, care American Florist.

Help Wanted

Married man who understands growing ornamental nursery stock; also married man for propagating ornamental nursery stock. Opportunity for advancement in either position. State age, experience, salary expected, etc., in first letter.
Key 459, care American Florist.

Help Wanted

Gardener for country place on Fox River near Elgin, Ill; first-class, all-year position, six-room house, to one who thoroughly understands flowers and vegetables. Address, stating references and experience.
JOHN F. JELKE
759 So. Washtenaw Ave., CHICAGO

SITUATION WANTED

Expert Saleslady, Designer, Etc.,

Is desirous of securing a position in an up-to-date Chicago retail store. Salary expected, $25 per week, with chance for advancement.
Key 458, care American Florist.

MANAGER WANTED

Experienced man to take entire charge of trial seed farm near Philadelphia; capable of growing flower and vegetable plants under glass and in the field; also of shipping same. State age, experience and wages.
Box 1296, Philadelphia, Pa.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors, gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

For Sale

$50,000 buys a modern carnation range near Chicago, including fine residence and several acres of land. Possession now or in the spring. $10,000 cash and balance on easy terms. Address
Key 446, care American Florist.

PLANT STOCK

OF ALL KINDS

Needed Promptly

TO FILL THE

VACANT BENCHES

CLEARED OF CHRYSANTHEMUMS AND HOLIDAY PLANTS

MAIL YOUR AD TODAY

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

FOR SALE

Fleischer's Greenhouses, Pueblo, Colo.

Owned by G. FLEISCHER, Life Member of the Florists' Association and F. T. D.

This entire property, including land, greenhouses, residence, retail store, in fact everything belonging to a first-class florists' establishment. Reason for selling, owner came into possession of valuable mining property near Silvercliffe, Colo., and must devote his entire time to development of the same this coming spring.

The price, if taken soon, is $37,000; $22,000 cash, balance as agreed on, or 10% for cash.

I own 37,000 square feet of modern glass, constructed and shipped by J.C. Moninger Co., Chicago, with 34½ adjoining lots in residence section; these lots are equipped with Skinner irrigation system and used for outside cultivation: residence adjoining greenhouses, modern, 7-room, steam, hot air, gas and electric light; greenhouses are well stocked and well kept up, running in full capacity; modern, heated by 90-horsepower boiler with one 60-horsepower as reserve; clear title to all property, no debts whatsoever; steam heated brick garage, truck and equipment. Flower store on Main street, well stocked with all supplies and fixtures; over 12 years at present location. If this proposition is too large for you to handle, my advice will be to start a large corporation; remember I have a larger glass area than all other florists' establishments together in the city of Pueblo, a city of 65,000 inhabitants with a large future; carnation and rose section can easily be extended to full length of property; houses were constructed accordingly.

It pays to investigate and write for particulars, but don't do it unless you have the money. I made my money in the business I now offer for sale. Can you do it?

Baltimore.

LIMITED SUPPLY OF POOR QUALITY.

The most welcome thing in this city at present would be some good, warm sunshine. For the past two weeks, nearly every day has been dark and gloomy. Consequently the few flowers that are to be had are off color and weak specimens. This week finds the market even more barren than last. One of the wholesalers reports that never, considering times when the demand has been great, has this situation existed. When roses at $10 per bunch are very difficult to secure, we must admit that flowers are a little scarce.

NOTES.

The publicity committee for this city is undertaking a campaign which, if carried through, will mean more for the good of the local trade in general than anything that has been accomplished in years. Already 90 per cent of the growers have signed an agreement to the effect that on any of their floral products, sold by any wholesale house, said wholesale house shall deduct one-half of one per cent from their returns before same are remitted to them. The retailers are to be canvassed to secure their signatures on an agreement of one per cent addition on the same basis.

M. Tutor, of the firm of Grandy, The Florist, Norfolk, Va., was a visitor last week.

Edward Stevenson is ill at his home in Towson. G., Jr.

CANNAS

Buy Cannas now. There is no surplus of Canna Roots this season. We divide from clumps same day order is received, insuring fresh plump roots, with two or three eyes.

	Per 100	Per 1000
Alphonse Bouvier, deep cardinal, 5 to 6 ft.	$ 3.50	$30.00
Beaute Poitevine, bright crimson scarlet, 3½ to 4 ft	3.50	30.00
City of Portland, deep glowing pink, 3½ ft.	10.00	90.00
Crimson Bedder, dazzling scarlet, 3½ ft.	3.50	30.00
David Harum, bright scarlet, flower, bronze, foliage, 4 ft.	3.50	30.00
Duke of Marlborough, rich crimson maroon, 5 ft.	3.50	30.00
Florence Vaughan, yellow dotted red, 4 ft.	3.50	30.00
Gustave Gumpfer, clear lemon yellow, 4½ ft.	4.50	40.00
Hungaria, clear rose pink, 3½ to 4 ft.	6.00	50.00
Julius Koch, blood red, 3 ft.	4.50	40.00
King Humbert, standard bronze leaf, 4 to 4½ ft.	5.00	45.00
Long Branch, crimson bordered yellow, 5 ft.	5.00	45.00
Mad. Crozy, rosy scarlet, gilt edge, 3½ ft.	4.00	35.00
Meteor, the one best red, large flower, 4 ft.	4.50	40.00
Mrs. Alfred Conard, silvery pink, 4 ft.	12.00	100.00
Mrs. Kate Gray, orange shaded carmine, 6 ft.	4.00	35.00
Orange Bedder, "Tango tints" (orange and tan) 4 to 5 ft.	5.00	40.00
Papa Nardy, deep carmine rose, 4 ft.	5.00	40.00
Prince Wild, rich crimson, 4 ft.	4.00	35.00
Queen Charlotte, scarlet bordered yellow, 3½ ft.	5.00	45.00
Richard Wallace, canary yellow, 5 ft.	4.50	40.00

THE STORRS & HARRISON CO., Painesville, Ohio

GLADIOLUS BULBS

Standard Varieties

	Per 1,000 1¼" Up	1½" Up
AMERICA. Soft pink	$27.50	$30.00
BRENCHLEYENSIS Deep scarlet	22.00	25.00
EUROPA. Best and largest white	67.50	75.00
CHICAGO WHITE. Early white	30.00	35.00
FRANCIS KING. Orange scarlet	25.00	28.00
GLORY OF HOLLAND. Fine white	45.00	50.00
HALLEY. Early salmon	32.00	35.00
MRS. FRANK PENDLETON. Pink, red blotch	45.00	50.00
NIAGARA. Soft yellow	40.00	45.00
PANAMA, Beautiful rose	40.00	45.00
PEACE, White, shaded blue	35.00	40.00
SCHWABEN. Best yellow	55.00	60.00
WAR. Blood red	55.00	60.00
WILLY WIGMAN. White, pink blotch	45.00	50.00
YELLOW HAMMER. Yellow 1-1¼",: $4 100.		
MRS. WATT. Wine red		50.00
IDA VAN. Deep salmon red	25.00	30.00
ARIZONA. Pink with maroon	25.00	30.00
MISS LUCILLE, Soft light shell pink or lavender	25.00	27.50
KUNDERDI GLORY. Cream pink, crimson striped	45.00	50.00
PINK BEAUTY. Rose pink	45.00	50.00
AUGUSTA, White	27.50	30.00
PINK PERFECTION, Beautiful pink	40.00	50.00
ANNIE WIGMAN. Yellow, red blotch		30.00
PRIMULINUS HYBRIDS, 1-1¼, $18.00	22.50	25.00
FLORISTS' MIXTURE. Very good	15.00	20.00

Novelties

New and Scarce Varieties

	Per 100 1¼" Up	1½" Up
GOLDEN WEST. Orange scarlet		$10.00
GOLIATH, Dark violet, very large; improvement on Empress of India		10.00
JOFFRE. Brick red; large flower		12.00
NYMPH. White; large flower		10.00
QUEEN OF WHITES. White		15.00
STELLA. Light red; yellow blotch		10.00
VON BINSSING. Deep pink; dark blotch		12.00
MARY FENNEL. Light lavender	$10.00	15.00
PRIDE OF GOSHEN. Flesh pink		8.00
SUMER BEAUTY. Distinct pink		12.00
EVALINE. Smoky violet		8.00
GOLDEN KING. Bright yellow, crimson blotch		8.00
GEORGE PAUL. Large maroon	6.00	7.00
ROSEBUD. Beautiful rose		8.00
BERKSHIRE. Delicate pink		8.00
BALTIMORE. Salmon, cream markings		8.00
ROCHESTER WHITE. White		6.00
MASTER WIETSE. Dark violet. 1-1¼, $4 100		
PRIMULINUS ROANOKE, Large, rich yellow.	4.00	5.00

PRICE LIST ON CANNAS

Select 2 to 3 eyes. We have never handled finer stock.

Bronze-Leaved Varieties

	Height	Per 100	Per 1000
BRANDYWINE. Wine red dappled with crimson	3½ ft.	$3.00	$25.00
DAVID HARUM, Bright vermilion scarlet mottled dark red	3 ft.	3.00	25.00
EGANDALE. Deep currant red	4 ft.	3.00	25.00
KING HUMBERT, Orange scarlet	4 to 4½ ft.	5.00	45.00
WYOMING, Orange-colored	7 ft.	3.00	25.00
MUSAFOLIA. Immense foliage	6 to 8 ft.	3.00	25.00
SHENANDOAH, Rose pink	4 ft.	3.00	25.00

Variegated Flowers with Green Foliage

	Height	Per 100	Per 1000
ALLEMANIA, Bright scarlet, broad yellow border, beautifully mottled	4 to 5 ft.	$3.00	$25.00
GLADIOFLORA, Crimson edged with gold	3½ ft.	3.00	25.00
ITALIA. Clear yellow overlaid with orange	3½ ft.	3.00	25.00
Mme. CROZY. Brilliant scarlet, orange gilt edge	3½ ft.	3.00	25.00
SOV. D'ANTOINE CROZY, Bright golden yellow	4 ft.	3.00	25.00

Pink Shades with Green Foliage

	Height	Per 100	Per 1000
HUNGARIA, Pink with satiny sheen	3 ft.	$5.00	$40.00
MLLE. BERAT, Deep rose pink	4 ft.	3.00	25.00
MRS. A. CONARD, Salmon pink	4 ft.	5.50	50.00
ROSEA GIGANTEA, Rich rose pink	4 ft.	6.00	55.00
LOUISE, Soft rose pink	5 ft.	3.00	25.00
VENUS. Rose pink, creamy yellow border	4 ft.	3.00	25.00

Yellow Shades with Green Foliage

	Height	Per 100	Per 1000
AUSTRIA, Bright yellow, crimson throat	3½ ft.	$3.00	$25.00
BURBANK, Sulphur yellow, inner petals dotted red	6 ft.	3.00	25.00
FLORENCE VAUGHAN, Yellow with bright red spots	5 ft.	3.00	25.00
INDIANA, Rich golden orange	5 ft.	3.00	25.00
GLADIATOR. Bright yellow, spotted crimson	4 ft.	3.00	25.00
R. WALLACE, Canary yellow	5 ft.	3.00	25.00
YELLOW HUMBERT, Deep rich yellow heavily spotted bright red	3 to 3½ ft.	5.00	40.00
GUSTAV GUMPER, Golden yellow, lower petals spotted red	4 ft.	3.00	27.50

Red Shades with Green Foliage

	Height	Per 100	Per 1000
A. BOUVIER, Clear crimson	5 ft.	$3.00	$25.00
BEAUTE POITEVINE. Crimson	4 ft.	3.00	25.00
CRIMSON BEDDER, Red	3½ ft.	3.00	25.00
CHAS. HENDERSON. Crimson scarlet, yellow flame throat	4 ft.	3.00	25.00
FIREBIRD. Glistening scarlet, without markings	4 ft.	8.00	75.00
JEAN TISSOT. Vermilion, bright orange shadings	3 ft.	3.00	25.00
LOUISIANA, Crimson scarlet	5 to 6 ft.	4.00	35.00
METEOR, Brilliant scarlet	5 ft.	5.00	40.00
KATE GRAY, Soft orange shaded carmine, dotted yellow throat	5 to 6 ft.	3.00	25.00
PENNSYLVANIA, Scarlet overlaid with orange	4½ ft.	3.00	25.00
TARRYTOWN, Crimson	3½ ft.	3.00	25.00
WINTZER'S COLOSSAL, Vivid scarlet	5 to 6 ft.	5.00	40.00
PANAMA, Dull red, overlaid rose, with mottled yellow edge	3 ft.	6.00	50.00
EXPRESS, Crimson scarlet	2½ ft.	3.00	25.00
BLACK PRINCE, Dark velvety crimson	4½ ft.	3.00	25.00

Caladium Esculentum

(Elephant's Ear)

Bulbs	Per 100
5 to 7-inch	$ 7.50
7 to 9-inch	12.00
9 to 11-inch	18.00
11 to 12-inch	25.00
12 to 14-inch	35.00

Fancy-leaved Caladiums

	Per 100
Highly colored, the best named varieties	$15.00

Pearl Tuberoses

	Per 100
Dwarf double	$35.00
Single	25.00

Tuberous-rooted Begonias

	Per 100
Assorted colors, single, mammoth bulbs only	$25.00

Prices subject to change without notice.

A. B. C.

"Watch Us Grow."

American Bulb Co.

172 North Wabash Ave., CHICAGO, ILL.

The holiday demand has undoubtedly depleted your supply of Prepared Foliages and Artificial Flowers.

Now Is the Time to Stock Up for 1920

Magnolia Leaves--Cycas--Evergreens

SPECIAL PRICES ON ARTIFICIAL FLOWERS

	Per 100		Per 100
WAXED ROSES, white, pink, yellow.....	**$2.50**	**Waxed Dahlias,** lavender, pink, white.....	**$4.00**
WAXED CARNATIONS, white or pink..	**2.00**	**Waxed Orchids**	**5.00**
Waxed 'Mums, lavender, pink, white, yellow	**4.00**	**Waxed Sweet Peas**.....	**$10.50** per 1000

THE OVE GNATT CO., Inc.

Preservers of Natural Foliage. **La Porte, Ind.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorators' Novelties.

Mention the American Florist when writing

For Florists' Supplies, Baskets, Chiffons and St. Valentine Novelties

PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., **Pittsburgh, Pa.**

St. Louis.

LIMITED SUPPLY BRINGS HIGH PRICES.

The market is thoroughly demoralized. Stock of all kinds is very scarce and prices high. Business has been brisk with a constant worry to the retailer trying to fill his orders. The stock that is coming into the market is only fair in quality. Carnations loom up best, with sweet peas and violets coming next. Roses, aside from being scarce, are of inferior quality. A few good callas are seen. Narcissi, calendulas and stevia make up the bulk of the other stock, with prices all high. Greens of all kinds are in good supply.

NOTES.

The florists' dance, January 23, was a huge success. In spite of extremely disagreeable weather, the event drew a large attendance and everybody seemed to have a good time. The hall was tastefully decorated with southern smilax by Chas. Haun, Andrew Hoffman, Oscar Ruff and Andy Bourdet, the decorating committee.

From all indications, and reports of the growers, the present scarcity of stock will continue for a few more weeks. What is needed is a few weeks of bright weather to be of any material benefit. It does not look as though the florists are going to have enough stock to go around for St. Valentine's day business.

The past week has been exceptionally hard on the delivery departments. The streets have been covered with a coating of ice and snow, and numerous accidents have resulted from skidding. Fortunately none have been of a serious nature.

A number of the local florists are under the weather, mostly with the influenza, among them A. W. Gumz, Oscar May, as well as Art Beyer's wife and baby.

J. J. W.

LINDLEY BOXES
ARNOLD BOXES

Comprising the largest assortment of Florist Boxes obtainable. The Arnold Florist Box stock has been purchased by the Lindley Company. Write us for prices.

GEO. M. HOOPIS, New York Representative, 601 W. 144th St.
A. V. Z. JENNINGS, Chicago Representative, 20 E. Jackson Blvd.

Lindley Flower Box Company, Quality Box Makers, **Marion, Indiana**

PUSSY WILLOWS

FOR FORCING.

The Big Pink Kind. Good Quality.

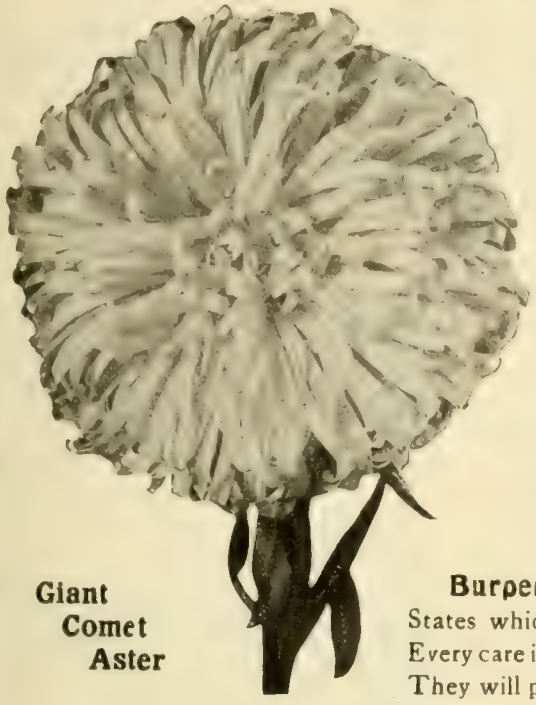
15 to 30 inches..... ..... $4.00 per 1000
2 to 4 feet ..... 7.00 per 1000

Cash with order. Packing free.

MINNEAPOLIS NURSERY,
4117 So. Aldrich Ave., MINNEAPOLIS, MINN.

CLEVELAND, O.—William Howes, father-in-law of Frank Schoen, well-known florist, died January 25, age 69 years.

RAVENNA, O.—R. M. Curtis, who has been ill with influenza, is improving and expects to resume his duties shortly.



Giant Comet Aster

Burpee for Aster Seed

ASTERS are growing in popularity with the American public every year, and good full-centered flowers on long stems bring prices which guarantee profits. The best Asters can be grown only from carefully selected seed.

Burpee's Aster Seed is grown in those sections of the United States which produce the finest seed. Our stocks are true to type. Every care is exercised to keep them free from off colors and yellow centers. They will produce the largest and finest flowers on the longest stems.

The four types of Asters listed below are those which we recommend for florists' planting for a continuous supply throughout the season:

Queen of the Market Asters

The earliest of all cutting Asters, universally planted for first crop. Flowers profusely, and is always a money maker. We offer the following colors:

1687—White	**1681—Lavender**
1682—Shell Pink	**1688—Light Blue**
1683—Rose Pink	**1686—Dark Blue**
1680—Crimson	**1684—Purple**

Any of the above. ¼ oz., 35c; oz., $1.15; postage extra.

Early Branching Royal Asters

A recently developed type which makes a perfect succession crop to Queen of the Market, as the first flowers appear just as Queen of the Market has finished blooming. Of strong, upright growth, two feet high, with large, full-centered flowers.

1639—White	**1640—Crimson**
1637—Shell Pink	**1636—Lavender**
1641—Rose Pink	**1638—Purple**

Any color, ¼ oz., 50c; oz., $1.60; postage extra.

Crego's Giant Asters

A mid-season type, filling in the season between the Royal and Late Branching Asters. The Crego Giants are a great improvement on the Asters of the Comet type, having large flowers, with loose, elegantly curled petals. They always bring highest prices.

1612—White	**1609—Lavender**
1606—Shell Pink	**1607—Azure Blue**
1610—Rose Pink	**1607a—Dark Blue**
1611—Crimson	**1608—Purple**

Each color, ¼ oz., 55c; oz., $1.75; postage extra.

American Late Branching Asters

Extensively used to fill in the gap before the Chrysanthemums come into the market. The most vigorous in growth and producing the largest flowers, with broad, incurved petals, fully double. Our stock of this popular type is unsurpassed.

1586—White	**1575—Lavender**
1577—Light Pink	**1571—Azure Blue**
1584—Rose Pink	**1580—Deep Blue**
1573—Crimson	**1581—Purple**

Any color, ¼ oz., 40c; oz., $1.35; postage extra.

We will supply ¼ lb. of any of the above for three times the ounce price, and 1 lb. for ten times the ounce price.

Aster Seed is one of our specialties, and we handle many other types. Write for prices on these and other flower seed, or ask for a copy of **Burpee's Blue List,** our Florists' Wholesale Catalog for 1920.

We are in a position to serve you well. Your orders and inquiries will be given prompt attention.

W. ATLEE BURPEE CO.

Seed Growers, **Philadelphia, Pa.**

To Flower Buyers

The great demand caused by the influenza epidemic is still in effect. We have managed to fill all regular orders in full and in addition have helped our regular customers with extra lots of flowers when wanted, besides giving some roses to new customers. We are having a good cut of roses; probably the largest in the market and of most excellent quality. Our roses are now coming in splendid crop. We can take care of some additional orders of long and long medium stem roses, besides our usual good service with regular customers. Prices will not be any higher; on the contrary we look for a gradual return to normal values as the plants come into full crop. Carnations will still continue short, as will the shorter length grade of roses. To those who visited our greenhouses while in attendance at the American Carnation meeting, we wish to thank for their kind words of appreciation and praise of the quality and quantity of stock they saw.

All miscellaneous Flowers are very scarce, but we will do our best to buy any stock wanted which we do not grow ourselves and have on hand.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

NOTICE:—We close at 5 o'clock week days. Closed all day Sundays.

Chicago.

STOCK IS AS SCARCE AS EVER.

Stock is as scarce as ever and the market is cleaned up completely in all lines of cut flowers at any early hour each day at high prices. The dealers are finding it impossible to fill anywhere near all the orders that are being received and are having trouble in taking care of their regular customers. American Beauty roses are disposed of early at high prices and the same holds true for Mrs. Chas. Russell, Columbia and Premier. Ophelia, Sunburst, Hoosier Beauty, Champ Weiland, Mrs. Aaron Ward, Killarney, White Killarney, Killarney Brilliant, My Maryland, Montrose, Richmond, and all the other varieties clean up almost as soon as they reach the store. Carnations find ready buyers at prices ranging from 8 cents to 15 cents each, and in some instances 20 cents for special stock in varieties such as Laddie, etc. Orchids are in strong demand at prices ranging from 75 cents to $2 each. Sweet peas are bringing from $3 to $5 per 100 and more in the extra fancy grades. Lily of the valley is having a good call and so is stevia. White and yellow narcissus command high prices and the same holds true for freesias, jonquils, and hyacinths. Violets are high in price and miscellaneous stock such as daisies, calendulas, mignonette, pansies, bouvardia and callas are moving at top-notch figures. The demand is so much greater than the supply that the retailers in some instances will not take an order for funeral pieces at less than $5, which has resulted in a great many cases of the customers not buying. There are enough orders, however, so that the retailer can command the price, which he has to do, owing to the prevailing market quotations. The demand for funeral flowers from all sections of the country, including the immediate vi-

Roses--Carnations

SWEET PEAS

Tulips--Jonquils--Lilies
Narcissi--Calendulas
Daisies--Violets

BOXWOOD--GALAX
PUSSY WILLOWS

All Other Cut Flowers and Greens

A. T. PYFER & COMPANY
164 North Wabash Ave., CHICAGO, ILL.
L. D. Phone, Central 3373.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

FOR VALENTINE DAY DELIVERY

CATTLEYAS

The Best in the City at $15.00 to $18.00 per dozen.

Single Violets, $25 per 1000; Double Violets, $15 to $20 per 1000.
Valley, $8.00 per 100.

ORDER LONG ROSES

Short and medium roses are scarce
so order the longer grades instead.
Premier--Russell--Columbia--Milady--Etc.

SPRING FLOWERS

Tulips-Jonquils-Narcissus-Freesias and Hyacinths.
Carnations-Sweet Peas-Calendulas-Stevia-Violets-Greens.

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

ROSES--CARNATIONS

Place your orders with us and they
will receive the best possible attention.

Buy Direct from the Grower. **CURRENT PRICE LIST** **Subject to Change Without Notice.**

	Per 100
MRS. CHAS. RUSSELL	
Extra Special	$40.00 to $50.00
Specials	30.00 to 35.00
Select	25.00
Medium	15.00 to 20.00
Short	12.00 to 15.00
COLUMBIA	
Specials	30.00 to 35.00
Select	25.00
Medium	15.00 to 20.00
Short	12.00
MILADY	
Specials	25.00 to 35.00
Select	20.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

Champ Welland, Killarney, Killarney Brilliant, White Killarney, My Maryland	Per 100
Specials	$25.00
Select	$15.00 to 20.00
Medium	10.00 to 12.00

	Per 100
SUNBURST, OPHELIA	
Special	$25.00 to $30.00
Select	20.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
PREMIER	
Specials	$30.00 to $35.00
Select	25.00
Medium	15.00 to 20.00
Short	12.00
ROSES, OUR SELECTION	10.00
Carnations	10.00 to 12.00
Sweet Peas	3.00 to 4.00
Adiantum	2.00
Asparagus, per bunch	50 to 75c
Boxwood	per bunch, 35c
Ferns	per 1,000, $4.00
Galax, bronze and green, per 1,000, $2.00	
Leucothoe Sprays	1.00
Smilax	per doz. strings, $3.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

EXCELLENT CROPS OF

ROSES and CARNATIONS

In All the Leading Varieties

CURRENT PRICE LIST Subject to Change Without Notice.

RUSSELL	Per 100
Select	$50.00
Fancy	40.00
Medium	30.00
Short	20.00

COLUMBIA and RICHMOND.	Per 100
Select	$30.00
Fancy	25.00
Medium	20.00

SUNBURST and OPHELIA, KILLARNEY BRILLIANT	Per 100
Select	$25.00
Fancy	20.00
Medium	15.00
Short	12.00

WHITE and PINK KILLARNEY.	Per 100
Select	$20.00
Fancy	18.00
Medium	15.00
Short	12.00
ROSES, OUR SELECTION	$12.00

CARNATIONS.	Per 100
Fancy stock	$10.00 to $12.00

MISCELLANEOUS.	
Calla Lilies, per doz	$4.00 to $5.00
Ferns, per 1,000	4.00
Smilax, per doz	3.00
Galax, per 1,000	2.00
Sprengeri, bunch	.50

Other Greens at Market Prices.

WIETOR BROS., 30 East Randolph St., L. D. Phone Randolph 2081 Chicago

cinity, is exceedingly heavy. Greens are in strong demand. Blooming and foliage plants are selling well, owing to the great scarcity of cut flowers.

NOTES.

Every concern in the trade should use the valentine stickers on its letters, packages, statements, etc., and display the large poster for this occasion. The profit made in sales of this material, above expense of handling, will revert to the national publicity fund. No one should overlook this opportunity to tie up with the national campaign, "Say it With Flowers," and those who have not already secured their supply of strickers or posters should do so immediately through their wholesale house.

The florists' club will meet at the Hotel Randolph next Thursday evening, February 5, at 8 o'clock. This is "novelty night" and every grower who has any new stock of any kind is requested to arrange an exhibit. Growers throughout the entire country are invited to participate and all stock should be sent express prepaid.

Peter Douvry, proprietor of the Stewart Floral Co., has leased the store at 61 West Randolph street for 10 years. The Central Refrigerator & Equipment Co. has the contract to furnish the store complete, which it is expected will be ready for occupancy in the near future. Mrs. Douvry is seriously ill at this writing.

The growers, wholesalers and retailers will meet at the Hotel Randolph next Monday evening, February 2, when everyone in the trade is urgently requested to be present.

Walter Rupp, of the John C. Moninger Co., who has been confined to his home with the influenza, is much better and expects to be able to return to work next week.

M. C. Gunterberg, 159 North State street, reports a splendid demand for rooted carnation cuttings, which are of splendid quality this season.

Guy W. French, formerly with Poehlmann Bros. Co., and later of French & Salm, is now with the American Bulb Co.

George Stollery, of Stollery Bros., is again attending to his duties after being confined to his home with the influenza.

Otto Ganzert, who has been employed in the trade here for many years, died last week.

Fritz Bahr, of Highland Park, was on the sick list last week.

THEN— "For many years GROWERS AND RETAILERS have been dissatisfied with the conditions of the CHICAGO MARKET. My ambition was to embody certain principles of conducting a WHOLESALE COMMISSION HOUSE under growers' supervision that would KEEP US OUT of any criticism of GROWER OR RETAILER. The beginning was made in adopting, in 1916, the recommendations as made in the FAMOUS GROWERS' PETITION."

NOW— SINCE 1916 up to NOW the resolutions as formulated in the GROWERS' PETITION have been carried out in spirit—in practice—in cooperation.

WE LEAD THE MARKET with every one of these recommendations, which were accepted successively by associations that were organized later—

WHOLESALE FLORISTS, RETAIL FLORISTS, COMMERCIAL FLOWER GROWERS.

SUMMARIZED RESULTS

FIRST organized growers within our own institution.

ADVOCATED and DISTRIBUTED sales reports to consignors, making a complete market analysis of variety, length and grade.

ADVOCATED and PROMOTED the LICENSING and BONDING of the WHOLESALE CUT FLOWER COMMISSION BUSINESS.

DISCONTINUED sales to department stores and consumer direct.

ELIMINATED foreign consignments.

ADVOCATED and PROMOTED separate and distinct organizations of trade branches.

PROVIDED and PROMOTED a remedy for gluts.

DEMONSTRATED the value of BOOSTING and mobilizing the resources of the CHICAGO CUT FLOWER MARKET in advocating and upholding CO-OPERATIVE ADVERTISING.

IN THE RATIFICATION OF OUR POLICIES, our mission in this market comes to a HAPPY CONCLUSION.

YOUR 1st Protection (FOUNDED BY FLINT KENNICOTT)

Kennicott Bros. Co.

True to Name and True to its Trust

ROSES--CARNATIONS

Good supply in all the leading varieties grown for this market.

Freesias-Tulips-Jonquils

Limited supply so order early.

Violets, Daisies, Sweet Peas, Stevia, Calendulas, Paper White Narcissus, Yellow Narcissus, Snapdragons, Callas, Other Flowers and Greens.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

Mention the American Florist when writing

You will appreciate the service that this house renders after placing a trial order here. Customers always receive Quality Stock at Reasonable Prices.

JOSEPH FOERSTER CO.
WHOLESALE FLORISTS
160 N. Wabash Avenue, CHICAGO, ILL.

John Michelsen, of the E. C. Amling Co., and wife, returned from a trip to the south, January 24, and report having had a most delightful time. Mr. Michelsen says that flowers were exceedingly scarce throughout the entire section that he covered including Nashville, Tenn.

H. Van Gelder reports a strong demand for stevia at the store of Percy Jones, Inc., with fancy stock in this line bringing record prices.

Percy Jones
INC.
Wholesale Florists
30 E. Randolph St., CHICAGO ILL.
Mention the American Florist when writing

Tonner
Wholesale Florists
Dealers in Supplies *Chicago Ill.*
30 East Randolph Street.
L. D. Phone: Central 62 4.
Mention the American Florist when writing

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones { Central 3283 Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MINIATURE ROSES

Cecile Brunner

CARNATIONS

MISCELLANEOUS

Valley Cattleyas

Stevia Jonquils

Paper Whites Violets

Sweet Peas

GREENS.

Plumosus Sprengeri

Galax, bronze. Galax, green

Ferns

Adiantum Smilax

Boxwood

Mention the American Florist when writing

About 25 members of the trade, representing the retailers, wholesalers and growers, met at the Hotel Randolph, Wednesday afternoon, January 28, when a campaign was mapped out to consult everyone in the local trade in regard to the Milwaukee plan of advertising so that it will be possible to take some definite action at the next meeting, to be held at the Hotel Randolph, Monday evening, February 2.

Peter Reinberg suffered some damage from the heavy snow storm at his range last week, which was quickly repaired without any great loss to the stock. Herbert Hansen says that this firm is taking good care of its regular customers, but that it is impossible to give any serious attention to the new business that could be booked at present.

Wietor Bros. report that the demand for carnation cuttings was never so brisk as this season, and that large quantities of this stock have already been delivered. The demand for cut flowers cleans up their receipts almost as soon as they reach the store, notwithstanding the fact that they are cutting heavily in carnations.

John Poehlmann says that it was necessary for a team of horses to bring in Poehlmann Bros. Co's. flowers from Morton Grove the early part of this week, owing to the heavy snow storm which made it difficult for the trucks to get through. The roads for nine miles were exceedingly bad.

Edward J. Reynolds, retail florist, formerly of Denver, Colo., or anyone who knows of his present whereabouts, will confer a favor by communicating with the office of this paper, Telephone, Harrison 7465. Mr. Reynolds was with one of the south side florists for a number of years.

E. C. Amling arrived here from California, January 24, and expects to return in the near future. He is completing arrangements for his new business venture in that state, mention of which was made in these columns a few weeks ago.

R. E. Miller, of Racine, Wis., was a visitor during the convention last week. Mrs. Miller and children left January 22 for an extended tour of the west, and expect to be away for about eight months, making quite a stay in California.

Fred Lautenschlager was a busy man during the conventions last week, but he managed to find time to book and fill immediately an order for a large Kroeschell boiler to heat a range in Ohio.

The stockholders of the Chicago Flower Growers' Association met at the firm's store on North Wabash avenue, Tuesday afternoon, January 27, when the capital stock was increased from $30,000 to $60,000.

Henry M. Hirsch has rented space in the Atlas building, and will make his headquarters in room 218, which is on the same floor with 11 other concerns in the trade.

Miss Charlotte Paradise, of A. L. Vaughan & Co., was unable to report for duty the early part of this week, owing to a severe cold.

Allie Zech says that business is good at Zech & Mann's store, with the demand cleaning up the supply at an early hour each day.

Miss Clara Burkhardt, of Pochlmann Bros. Co's. supply department, is on the sick list.

Joseph Ziska & Sons received an importation of artificial flowers from Germany last week.

Clarence Ellsworth, of the J. F. Kidwell Co., is confined to his home with the influenza.

Vaughan's seed store reports the seed and bulb demand unusually heavy for this date.

L. Koropp, of the Bergmann-Koropp Co., is back from a business trip to Cuba.

The E. F. Winterson Co. disposed of a car of wild smilax this week.

Visitors: Calvin Kinsman, Austin, Minn.; Chas. Schwake, New York.

North Shore Horticultural Society.

The first meeting of the year of the North Shore Horticultural Society, held at Lake Forest, Ill., January 2, was poorly attended, due to inclement weather. At this session there was considerable discussion about asking the park commissioners to set aside one of the parks for a general collection of trees, shrubs and evergreens and plants suitable for this locality, the same to be properly labeled with the botanical and common names, so that people could find the varieties best suited to beautify their homes. The collection could be brought together at a very small cost as many nurserymen would be glad to donate specimens. The society would be pleased to hear from some of the residents on this subject and any letters addressed to the corresponding secretary will be read at the regular monthly meetings.

In February the installation of officers will be held and Messrs. Head, Kuehne and Benson are arranging for a smoker-concert in the near future.

J. R. CLARKE, Cor. Sec'y.

Richmond, Ind.

E. G. Hill was prevented from attending the American Carnation Society's convention at Chicago, by a stubborn cold, which he caught on his eastern trip.

Mrs. Earl Mann had the misfortune to slip on the ice January 27, breaking her leg.

BIRMINGHAM, ALA.—George B. M. Croy, Jr., reports excellent closing business for 1919, with sales during the holidays about 25 per cent better than the previous year. Prices showed an advance of 50 per cent.

BEST QUALITY TO BE HAD IN

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Ward,
Weiland, Brilliant, Double White and Pink Killarney,
Sunburst, Hearst, Nesbit, Brunner and Richmond
NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

Use **Blue Ribbon Valley**
Best on the market. Prices within reach, $10.00 and $12.00 per 100.

Choice stock of Valley, Jonquils, Sweet Peas, Daisies, Yellow Narcissus, Freesias, Tulips, Calendulas, Violets, Stevia, Mignonette, Pansies and all other Seasonable Stock

Don't Forget Us on GREENS, as We Have Mexican Ivy, Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.
WE ARE CLOSED ALL DAY SUNDAY.

Cincinnati, O.

PRICES HIGHER THAN AT HOLIDAYS.

The conditions existing in this market are no doubt much the same as in other cities. Not enough stock to go around and prices, if anything, higher than at Christmas. January is living up to its reputation of high prices and scarcity of stock. Orchids seem the only exception, as fine flowers are now bringing one dollar, and inferior grades even less. Sweet peas are very good and clean up at advertised figures. The commission men have little work to do; everything is grabbed off in a hurry, and their principal duties are confined to answering phone calls for stock that they cannot supply. Roses are sold out quickly, fancy stock in all varieties, as well as other grades, bringing the top of the market. The best carnations are cleaning up at $15 per 100. Bulbous stock is still on the slow side; home grown tulips and daffodils have not made their appearance as yet. Narcissi and freesia are in good supply, and holding firm at from $6 to $8 per 100. Since corsage work has been on the short side, California grown violets have not moved as well as other stock. Home grown stock finds ready sale at $2 per 100. There is little change in other offerings. The same may be said for green goods. The retailers are looking forward to Valentine's day and expect the largest demand for corsages and baskets in the history of the business. With this prospect in view, every one is stocking up heavily. The unsatisfactory weather conditions of the past week brought added woes to the retailer. The streets on the hills of the city were covered with mirror ice, and this condition made delivery by boy or auto almost impossible, many accidents of minor importance being reported.

NOTES.

An auto belonging to H. W. Sheppard sprung a bad radiator leak in a recent delivery trip. The timely assistance offered by the chauffeur of Edward Forter's car saved the undelivered packages from freezing.

Wm. Murphy & Co. are fortunate in having their carnation growers in good crop. Extra fine sweet peas are also seen here.

E. G. Gillett is receiving fine Princess of Wales violets, which are all spoken for.

Julius Baer had the decoration for a large wedding the past week.

C. E. Critchell has ordered a new delivery car. K.

The Meyer Green Silkaline

size F, fine; FF, medium, and FFF, coarse, is $2.25 per lb., and the green Silkaline is $2.00 per lb., with liberal discounts in case lots of 500 lbs. and upwards. Every spool contains 2 oz. of actual thread, 16 oz. to the lb., not weighing in the wood or boxes. Can be had on 2 oz. spools or 1 lb. tubes at 10c per lb. less. Send your orders direct to the manufacturer.

JOHN C. MEYER FLORIST THREAD WORKS
LOWELL, MASS. Dept. XY.

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Violets. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Detroit, Mich.

FLORISTS' CLUB MEETING.

The club meeting, January 20, at Hotel Statler, was the most interesting of the season, and those members who were, by the blizzard raging that night, deterred from attending, certainly missed an evening of enjoyment and instructive addresses. The date of the meeting was arranged to suit the gathering here, January 19-20, of the board of directors of the F. T. D., and the local florists had the benefit of their presence and participation in the proceedings. The scheduled speaker of the evening was S. A. Anderson, of Buffalo, N. Y., who addressed the club on "Some of My Experiences in the Florist Business," and this was followed by an address by W. W. Gammage, of London, Ont.

Mr. Anderson's address was replete with reminiscences of his work as a boy, starting with the firm of W. J. Palmer many years ago, and continued up to the time of his engaging in the business for himself, and reviewed most interestingly the epochs of the gradual development of the business in all its branches to the present time. W. W. Gammage's talk was along the lines suggested by Mr. Anderson, and he, too, could relate similar experiences across the border.

W. F. Gude, Washington, D. C., was the next speaker, who, in his forceful manner, gave an account of the latest work of the federal horticultural board, which he said was still insistent upon the line of action regarding plant importation that has characterized its drastic work the past year.

Interesting indeed were the remarks of Herman Knoble, who analyzed the present condition of the florist business, and made suggestions as to the methods the trade should employ to meet the changing conditions that all are now confronted with. A general discussion followed, participated in by W. J. Palmer, Karl Baum, Irwin Bertermann, H. G. Dillemuth, W. L. Rock, W. J. Smythe, Philip Breitmeyer, A. Pochelon and M. Bloy.

Other visitors at the meeting were Hilmer V. Swenson, Chicago, and W. E. Cook, Cleveland; Miss Gude, Washington, D. C., and Mrs. Herman Knoble, Cleveland. A party from this city left that night for Chicago to attend the carnation meeting. They were: George Doemling and wife, Philip Breitmeyer, William F. Gude and daughter, Herman and Mrs. Knoble, W. W. Gammage, Irwin Bertermann, W. J. Palmer, W. J. Smythe and W. L. Rock.

F. T. D. DIRECTORS HOLD SESSION.

A meeting of the board of directors of the F. T. D. was held at Secretary A. Pochelon's office, 153 Bates street, January 19-20. All the members of the board were present except Mr. Borden, Los Angeles, and Mr. Grakelow, Philadelphia. Those present: President Philip Breitmeyer, Vice-President Irwin Bertermann, Treasurer W. L. Rock, Secretary A. Pochelon, Edward Sceery, Karl Baum, W. J. Smythe, W. J. Palmer, W. W. Gammage, H. G. Dillemuth and Wm. F. Gude. The work of the board was very extensive, and all of executive nature. The greatest facilities were afforded the board's work because of having at hand all the data of the secretary's office, and a previously drafted programme of work, which engaged the board constantly for two days, not being interrupted by luncheon, which was served in the secretary's offices. Monday night, President Breitmeyer and Secretary Pochelon entertained the party at the Detroit Athletic Club. The next meeting of the association will be held in connection with the S. A. F. convention, Cleveland, August next, and followed by the regular annual meeting at Indianapolis, October 12-13.

LADIES' AUXILLIARY DANCE.

The ladies' auxilliary of the florists' club gave its annual ball at the Hotel Statler, January 23. Nearly 300 were in attendance, and the affair was a pronounced success. The ballroom was handsomely decorated for the event by E. A. Fetters, William Dilger and Michigan Cut Flower Exchange. A substantial fund was realized, which will be donated to charity. The officers are: President, Mrs. John Warncke; vice-president, Mrs. A. J. Stahelin; secretary, Mrs. M. Bloy; treasurer, Mrs. Robert Rahaley.

J. F. S.

Kansas City, Mo.

PLANTS BIG HELP IN FLOWER SCARCITY.

The cut flower supply is far below requirements with prices higher than usual at this period. Roses are scarcely available in any quantity, very few being received. Carnations fare somewhat better, but still insufficient. Narcissi are arriving in larger quantities, but clean up daily. Stevia is plentiful, and, with asparagus, is a great factor in funeral work. Combination baskets and pot plants made up in various forms sell fast and there is a strong demand for artificial wreaths for funeral work. There is a brisk call for hospital orders, filled mostly with flowering plants.

NOTES.

W. J. Barnes is well prepared to meet the call for funeral orders with a fine supply of pot plants in addition to artificial wreaths and a limited number of carnations, narcissi, snapdragons and stevia.

The Muehlebach Flower Store reports excellent orders in decorations for the numerous weddings and luncheons. Funeral work is heavier than it has been for some time.

Arthur Newell reports a busy week. Among his orders for the period was a $200 blanket of lily of the valley, orchids, mignonette and sweet peas.

T. J. Noll & Co. report a scarcity in all cut flower lines and as a result artificial flowers have taken quite a boom.

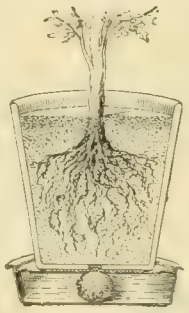
Samuel Murray reports a very busy week of funeral work, but much difficulty is experienced in getting sufficient stock.

The Wm. L. Rock Flower Co. are moving large numbers of wreaths and made-up basket arrangements.

The Pinehurst Gardens are sending in the smallest cuts since they have been in business.

E. J. B.

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a

Little Wonder Plant Irrigator

They keep your plants watered just right. Wholesale price, $20.00 per 100.

If your supply house does not carry them send us their name with your order.

Sample by mail, 35c

The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO

Mention the American Florist when writing

GOLDFISH 1,500,000 (Fancy and Plain)

Ready for market at rock-bottom prices.
Ship anywhere in U. S. or Canada.
Write for our illustrated catalogue.

Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.

Mention the American Florist when writing

1920 Catalogue

48 Pages for Florists
sent free on request.

THE JOHN HENRY CO.
LANSING, MICH.

Mention the American Florist when writing

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 6179 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12 inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen	
Roses,	Beauty	$4.00 @	$12.00
		Per 100	
"	Mrs. Chas. Russell	10.00 @	50.00
"	Columbia	10.00 @	50.00
"	Premier	10.00 @	50.00
"	Hoosier Beauty	8.00 @	40.00
"	Killarney Brilliant	8.00 @	35.00
"	Killarney	8.00 @	25.00
"	White Killarney	8.00 @	25.00
"	Richmond	10.00 @	35.00
"	My Maryland	8.00 @	35.00
"	Mrs. Geo. Shawyer	8.00 @	35.00
"	Milady	8.00 @	35.00
"	Sunburst	8.00 @	35.00
"	Mrs. Aaron Ward	8.00 @	25.00
"	Ophelia	8.00 @	35.00
"	Dble. W. Killarney	8.00 @	25.00
"	Champ Weiland	8.00 @	25.00
"	Stanley	8.00 @	35.00
"	Bavard Thayer	10.00 @	50.00
"	Cecile Brunner	4.00 @	8.00
"	George Elgar	4.00 @	8.00
"	Baby Doll	4.00 @	8.00
"	Nesbit	4.00 @	8.00
"	Our selection	8.00 @	10.00
Carnations		10.00 @	18.00
Cattleyas	per doz	18.00 @	24.00
Cypripedium	per doz	4.00 @	6.00
Mignonette		6.00 @	8.00
Yellow Narcissus		8.00 @	10.00
Snapdragons	per doz		1.00
Freesia		8.00 @	12.00
Tulips		10.00 @	12.00
Daisies			2.00
Valley		12.00 @	15.00
Calendulas		4.00 @	6.00
Gardenias	per doz	6.00 @	9.00
Jonquils		10.00 @	12.00
Paper Whites	per 100	6.00 @	8.00
Callas		25.00 @	35.00
Sweet Peas	per 100	3.00 @	5.00
Violets		1.00 @	2.00
Ferns	per 1,000		4.00
Galax	per 1,000	1.50 @	2.00
Leucothoe		1.00 @	1.25
Mexican Ivy	per 1,000	5.00 @	6.00
Plumosus Strings	each	.60 @	.75
Sprengeri, Plumosus, Sprays			3.00
Boxwood, 35c per lb., per case			9.00

ZECH & MANN

WHOLESALE FLORISTS

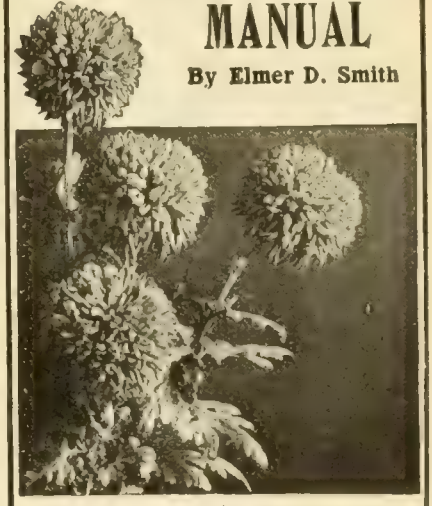
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 No. Clark Street, CHICAGO

Rooted Carnation Cuttings

C. W. Ward, Theo, Alice, Belle Washburn, Beacon, Matchless, White Perfection, $6.00 per 100; $50.00 per 1000. Pink Benora, very fine light pink, **$100.00 per 1000.**

January and February Delivery.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

CUT FLOWER SHORTAGE UNRELIEVED.

One record-breaking week appears to follow and outdo another in the shortage of cut flowers, as all kinds of stock was scarcer the past week than at any previous time in the history of the business. Each week of cold, cloudy weather, with rain and snow, which has been our lot since the first of the year, was hoped to be the last, but the next seven days continued the same—or worse. When the sun does break through, it should be pretty strong, and then all kinds of flowering stock will come forward fast and relieve this very trying situation. Nothing in any of the wholesale houses gets into the storage boxes, there being orders ahead, or at least five customers ready to grab up the stock that is not sufficient for one. Prices remain about the same, with the exception of sweet peas, which are about $1 higher in the various grades. Cattleyas are probably the most plentiful item. Roses are still off crop; fully 10 times the stock of short and medium stemmed grades could be sold. Carnations are still very scarce, while freesia, which was counted on to help out, appears to be late. Callas are in great demand, as are the few Easter lilies now coming in. Snapdragons, mignonette and calendulas sell on sight. Violets, particularly doubles, are rather plentiful, and at $1.50 per 100 are as cheap as anything offered.

January 26.—The market opened this morning in worse condition than ever, mere handfuls of stock coming in, rather than the increase which was hoped for. The retailers are afraid to take orders for anything in advance as there is no certainty of being able to get the flowers. There is a slight advance in prices, but for the most part they are stationary, as by common consent the limit seems to have been reached.

NOTES.

A good judge of the market gave it as his opinion that much of the shortened production of flowers was due to economy of labor during the summer, when plants did not receive the skilled attention necessary to get them in the best condition for the winter campaign. He believes also that a few dollars a week extra would secure a competent fireman, one who would save fuel and at the same time keep a flower-bearing temperature in the houses. The grower strives for quality in his cut flowers, and should see that he has men capable of getting the best results. There is a greater money outlay, but this is more than offset in the increased returns.

The February 4 meeting of the florists' club is to be a carnation night. There will be a display of new varieties and the best of the standard sorts. The club will have as guests members of both the Lancaster and Reading florists' clubs. Alfred M. Campbell will make a report of the carnation society meeting in Chicago. F. C. Farnsworth, Morristown, Pa., will illustrate a new automatic steam trap, while J. Edward Moon, president of the American Association of Nurserymen, will speak of quarantine problems which florists as well as nurserymen have in common. It should be a meeting every minute of which will be full of interest.

The retailers who handle Primula malacoides, and others of this type, find them a great help in adding assortment to their meagre stock. Either singly or planted several together in plant baskets or pans, they are very attractive, and surely the most profitable article in the shop. There is a wonderful difference in the various stocks. Several growers who make a specialty of this primula are able to produce abundantly flowered plants in four-inch pots, frequently carrying 20 to 25 well-flowered spikes. The cyclamens that missed Christmas are now well flowered, and quite a number are seen in the stores.

John Westcott and wife celebrated their golden wedding anniversary, January 22. It was a quiet gathering, including only members of the family. A surprise was a handsome basket of flowers, delivered through the

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Jan. 28. Per 100

Roses, American Beauty	50.00	@200.00
" Shawyer, Russell	20.00	@ 40.00
" Killarney	20.00	@ 35.00
" Milady	20.00	@ 35.00
" Francis Scott Key,		
" Radiance	30.00	@ 35.00
" White Killarney	25.00	@ 35.00
" Killarney Brilliant	20.00	@ 40.00
" Ward	16.00	@ 25.00
" Hadley	20.00	@ 35.00
" Ophelia	20.00	@ 40.00
" Premier	16.00	@ 40.00
" Columbia	20.00	@ 35.00
" Maryland	25.00	@ 50.00
" Hoosier Beauty	35.00	@ 50.00
" Stanley	20.00	@ 35.00
Cattleyas, per doz	9.00	@ 12.00
Cypripediums, per doz	12.00	@ 36.00
Sweet Peas		4.00
Carnations	12.00	@ 15.00
Longiflorum Lilies	25.00	@ 35.00
Pompons, per bu	.50	@ 1.00
Violets		2.50
Marguerites	6.00	@ 8.00
Calendulas, per doz	1.00	@ 1.50
Paper White Narcissi	8.00	@ 10.00
Callas	35.00	@ 50.00
Snapdragons, per doz		4.00
Adiantum		1.50
Asparagus Strings, per doz.		9.00
Asparagus bunches, each		.50

BUFFALO, Jan. 28. Per 100

Roses, Beauty, Special	75.00	@100.00
" Fancy	50.00	@ 60.00
" Extra	20.00	@ 25.00
" 1st	15.00	@ 25.00
" Killarney	10.00	@ 20.00
" My Maryland	10.00	@ 20.00
" White Killarney	10.00	@ 30.00
" Sunburst	10.00	@ 30.00
" Ward	8.00	@ 15.00
" Columbia	20.00	@ 40.00
" Ophelia	10.00	@ 30.00
" Russell	15.00	@ 25.00
" Shawyer	8.00	@ 20.00
" Bon Silene	5.00	@ 8.00
Cattleyas	150.00	@200.00
Daisies	1.00	@ 3.00
Valley	12.00	@ 15.00
Violets	1.50	@ 2.00
Calla Lilies	25.00	@ 35.00
Japan Lilies	8.00	@ 10.00
Easter Lily	25.00	@ 35.00
Paper Whites	6.00	@ 7.00
Carnations	8.00	@ 12.00
Mignonette	6.00	@ 10.00
Snapdragons	8.00	@ 15.00
Sweet Peas	2.00	@ 4.00
Asparagus Sprengeri	.35	@ .50
Ferns, per 1000		3.00
Calendulas	3.50	@ 5.00
Smilax		25.00
Stevia		2.00
Golden Spur		12.00
French Trumpet		10.00
Freesia		6.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Carnations, Violets, Stevia.

1225 Race St. Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street, PITTSBURGH, - PA.

Growers of Quality Flowers.

CINCINNATI, Jan. 28. Per 100

Roses, Premier	12.00	@ 50.00
" Columbia	12.00	@ 50.00
" Butterfly	12.00	@ 35.00
" Golden Rule	12.00	@ 35.00
" White Killarney	8.00	@ 30.00
" Pink Killarney	8.00	@ 30.00
" Sunburst	10.00	@ 35.00
" Mrs. Aaron Ward	8.00	@ 25.00
" Ophelia	8.00	@ 25.00
" Baby Doll		4.00
Carnations	8.00	@ 15.00
Calendulas	4.00	@ 5.00
Paper White Narcissus	6.00	@ 8.00
Sweet Peas	2.00	@ 4.00
Freesia	4.00	@ 8.00
Violets (California)		1.00
Princess Wales		2.00
Ferns, per 1,000	3.00	@ 3.50
Leucothoe, per 1,000		6.00
Galax, per 1,000	1.50	@ 2.00
Mexican Ivy, per 1,000		6.00
Smilax, per string	.15	@ .20
Plumosus (south.) per bch.	.25	@ .35

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Fancy Chiffons

(About 35 to 40 yards to bolt.)	Per yd.
Dotted effect, 4 in. wide	$0.10
Lily of the Valley effect, 4 in. wide	.10
"Blue" Valley, cut edge, 6 in. wide	.09
Dotted effect, 6 in. wide	.13
Lace effect, 6 in. wide	.13
Lily of the Valley effect, 6 in. wide	.13
"Gold" Valley effect, 6 in. wide	.14
Silk, with Satin Borders, 6 in. wide	.15
Silk, with Satin Borders, 8 in. wide	.20
Maline, 27 in. wide	.30
Silk Gauze (or netting), 6 in. wide	.13
Silk Gauze (or netting), 14 in. wide	.23

Special list of many other useful items sent free.

Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

Florists' Telegraph Delivery Association, sent from Detroit, the card with hearty congratulations, containing the names of all the directors of the association then in session there. The gift was a great surprise, as Mr. Westcott had not announced the event to any of his friends. He passed his seventy-ninth milestone in December, and both he and Mrs. Westcott are enjoying good health.

John Horn, of Allentown, Pa., was a recent visitor. In commenting on the growing of greenhouse plants for cut flowers, he cited the snapdragon as being almost sure to go rusty, if grown on the same table two years in succession, particularly if ever so little had been developed the first season. Calendulas were a good crop, in his opinion, but offer a favorable breeding ground for the white fly, which is one of the worst of greenhouse pests.

A commission dealer states that in looking over last year's January business he was surprised at the quantity of stock on the market as compared with this year. There was easily four and five times as much with corresponding low prices, such as sweet peas, 75 cents to $2.00 for the best; carnations, $6.00 to $8.00, while cattleyas sold for $20.00 to $25.00 per 100. There were at least five times as many roses as at this time.

Edward Reid declared that everybody should look ahead these days, particularly out-of-town buyers, and get their orders in on time. Those who send telegrams after 10 o'clock a. m., expecting to have stock shipped at once, are almost sure to be disappointed, as by that time, in the present scarcity, it has all been doled out with nobody getting a third of what they wanted.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

Wholesale Flower Markets

PHILADELPHIA, Jan. 28. Per 100

Roses, Beauty, special	90.00@100.00
" " fancy	50.00@ 75.00
" Mrs. Chas. Russell	25.00@ 60.00
" Killarney	15.00@ 25.00
" Hadley	25.00@ 75.00
" Sunburst	15.00@ 25.00
" Wards	15.00@ 20.00
" Ophelia	20.00@ 30.00
" Columbia	15.00@ 30.00
" Premier	50.00@ 75.00
Cattleyas	.75@ 1.00
Lilac, bunch	2.00@ 2.50
Narcissus	8.00@ 10.00
Mignonette	10.00@ 12.00
Gardenias	9.00@ 12.00
Cypridediums	35.00
Carnations	12.00@ 18.00
Carnation Laddie	20.00@ 25.00
Snapdragons, per doz.	2.00@ 3.00
Callas	25.00@ 35.00
Easter Lilies	35.00
Violets	1.00@ 1.50
Calendulas	6.00@ 8.00
Adiantum	1.50@ 2.00
Smilax	.25
Asparagus Strings	.50@ .75

PITTSBURGH, Jan. 28. Per 100

Roses, Beauty, spl., per doz.	12.00
" " fcy., per doz.	10.00
" " ex., per doz.	7.50
" " No. 1, per doz.	4.00
" Hadley	20.00@ 50.00
" Killarney	8.00@ 25.00
" Maryland	8.00@ 25.00
" Scott Key	20.00@ 75.00
" Sunburst	10.00@ 25.00
" Mrs. Aaron Ward	10.00@ 25.00
" Russell	15.00@ 60.00
" Columbia	15.00@ 50.00
" Ophelia	15.00@ 30.00
" Hilda	10.00@ 25.00
" Premier	20.00@ 60.00
Carnations	10.00
Cattleyas, each	1.50
Ferns, per 1,000	3.50
Sweet Peas	4.00
Daisies	4.00@ 6.00
Galax, per 1,000	2.00
Plumosus, per bunch	.40
Sprengeri per bunch	.50
Smilax, per doz.	3.00
Calendulas	4.00
Narcissus, white	6.00
Lilacs, per bunch	2.50
Tulips	8.00
Mignonette	15.00
Snapdragons, per doz.	3.00

MILWAUKEE, Jan. 28. Per 100

Rose, Killarney, W. Kill'n'y	10.00@ 25.00
" Ward	8.00@ 15.00
" Mrs. Charles Russell	15.00@ 35.00
" Ophelia	10.00@ 30.00
" Columbia	15.00@ 50.00
" Hoosier Beauty	12.00@ 35.00
Carnations, assorted	10.00@ 12.00
Cattleyas, per doz.	12.00@ 18.00
Oncidium	10.00@ 15.00
Stevia	2.00@ 3.00
Paper Whites	6.00@ 8.00
Violets	2.00@ 3.00
Callas, per doz.	3.00
Rubrums, per doz.	1.50

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Mention the American Florist when writing

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.

Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

Mention the American Florist when writing

ST. LOUIS, Jan. 28. Per 100

Roses, Hadley	10.00@ 25.00
" Premier	10.00@ 35.00
" Killarney	6.00@ 15.00
" White Killarney	6.00@ 18.00
" Hoosier Beauty	10.00@ 20.00
" Russell, per doz.	5.00@ 10.00
" Ward	6.00@ 10.00
" Sunburst	10.00@ 20.00
Ferns	3.00
Carnations, Laddie	25.00
Carnations, Specials	10.00@ 20.00
Orchids, each	.50@ 1.50
Sweet peas	2.50@ 6.00
Narcissus	6.00
Calendulas	4.00@ 6.00
Calla	12.50@ 35.00
Mignonette	12.50
Violets	1.00 1.50
Galax, per 1,000	1.50
Leucothoe per 1,000	7.50
Boxwood, per lb.	.25
Lily of the Valley	15.00@ 20.00
Freesia	10.00
Jonquils	12.50@ 15.00

J. J. Habermehl's Sons are continually busy with balls and receptions, many of them quite elaborate. The decorations of a large military ball at the Bellevue-Stratford the past week were greatly admired.

Alfred M. Campbell and wife attended the carnation convention in Chicago, where Mr. Campbell won a first prize with a vase of 100 Laddie. His house of 10,000 plants of this variety is looking very fine.

Charles H. Grakelow was in Detroit and Chicago last week attending the meeting of the directors of the Florists' Telegraph Delivery Association and the carnation convention.

K.

New York.

UNFAVORABLE WEATHER LIMITS SUPPLY.

There has been little change in the condition of the market since our notes of January 24 were written. Steady winter weather has continued, with light falls of snow and practically no sunshine. As a consequence, the supply of stock continues limited, very noticeable in roses, of which there has not been enough to supply the demand. The increasing supply of bulbous stock helps out, and it is hoped that in another week or two there will be a more regular supply of roses. So far as we can learn, roses are off crop at almost all the ranges. That, coupled with the long period of unfavorable weather, accounts for the shortage. The color in pink roses has also deteriorated. Tulips are now arriving with a fair length of stem. Freesias, as compared with some other stocks, are in moderate supply. There is also an increase in the shipments of Trumpet Major narcissus, but it is not yet plentiful and holds around $2 per dozen. Considering the shortage and the high prices, many of the retailers are to be commended for keeping their ice boxes so well filled. As might be expected, they receive sarcastic remarks from some customers, but they do their best to keep up stock.

January 26.—The situation in cut flowers is almost critical if the retailers are to continue to do business with natural flowers. There is less complaint about high prices than there is about the inability to secure enough stock at any price. There is an increased demand for funeral work with a minimum of stock. It is a condition in which one branch of the trade is as badly off as the other, as the growers are burning a lot of coal to get a few flowers.

NOTES.

A new organization, the Wholesale Florists, Inc., is now holding the attention of the trade of this city and vicinity. The capital stock is $50,000, and the following officers have been elected: Horace E. Froment, president; Edward C. Horan, treasurer; A. M. Henshaw, secretary. Others in the corporation are: J. K. Allen, P. J. Smith, F. Dolansky, McDonald Co., Henshaw Floral Co., M. C. Ford, J. J. Coan, Roman J. Irwin, Jos. S. Fenrich, Samuel Gilbert, Clarence Slinn, Barney B. Jacobs Co., and I. Goldstein. All these firms and individuals are now in West 28th street, and excepting E. C. Horan and Jos. S. Fenrich, are located between Sixth and Seventh avenues. As outlined in THE AMERICAN FLORIST some weeks ago, the encroachments of other lines of business has made a removal from West 28th street imperative. The new corporation has leased what was formerly known as the Siegel-Cooper, and later as the Greenhut, building, located at Sixth avenue and 18th street. They will have ample space for their business on one floor, the remaining floors being occupied by other lines of business. It is expected that the necessary changes in the building will be completed by April 15, when they will take possession. We will add that the majority of these men are veterans in the wholesale business. The others, who have not been so long engaged, have shown themselves active and enterprising. The officers are men of long experience and high standing in the trade. THE AMERICAN FLORIST extends to this enterprise its sincere congratulations and best wishes.

At a sale of real estate, formerly the property of the late Mrs. Russell Sage, there was spirited bidding on the former Sage home, located at 604 Fifth avenue, between Forty-eighth and Forty-ninth streets. It has an assessed valuation of $430,000, and was finally knocked down to Mr. Dreicer for $441,000. It was later stated that the buyer was acting for Charles Thorley, the well-known florist.

Fire in the Ritz-Carlton hotel, on the night of January 22, broke up a wedding celebration, and also spoiled the decorations—floral and mural—of the grand ballroom, which was flooded with water and so filled with smoke that one fireman was overcome.

Frank Millang, Sr., and wife started January 14, by steamer, for New Orleans. They expected to visit Cuba, and, returning to New Orleans, proceed from there to Los Angeles, Calif. They will be absent from home about three months.

Roman J. Irwin, who has a thriving seed and plant business at 108 West 28th street, will be compelled to move by February 1. Other removals have been brought about by changes in ownership and increased rents.

Friends of Harry Riedel will regret to learn that ill health is forcing him to relinquish business, at least for a time. He will go to an agreeable resort for a long rest, and we hope eventually to see him again on the job.

E. Allen Pierce, of Waltham, Mass., stopped in this city, January 26, returning from the carnation meeting and exhibition at Chicago. He thought the exhibition was good, but limited in extent.

The next meeting of the florists' club will be held in the Engineering building, 25-33 West 39th street, on the night of February 9. A good attendance and interesting session is expected.

Charles H. Tolty came in from Ithaca, N. Y., January 20, where he had delivered a lecture before the students of the horticultural department of Cornell University.

A. C. Barber, of the Park Floral Co., Cleveland, O., was recently in this city, and called on A. M. Westwood, the Pennsylvania Terminal florist.

We have received an invitation to attend the annual dinner of the Morris County Gardeners' and Florists' Society at Morristown, January 28.

W. R. Nicholson, of Framingham, Mass., is reported ill with influenza.

A. F. F.

SWEET PEAS, ROSES, Carnations, Violets.
Joseph S. Fenrich, 51 West 28th Street, NEW YORK
Telephones: 420-421-422 Watkins.

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

HENTZ & NASH INC. N.Y. WHOLESALE COMMISION FLORISTS GROWER AGENT 55 and 57 West 26th St.

C. Lecakes & Co.
Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Leucothoe Sprays, and Moss, Our Specialties.
116 W. 28th St., New York
Telephone Watkins 2315
No connection with any other concern.
Prompt and careful attention to Mail, Telegraph and Telephone Orders.

Mention the American Florist when writing

Traveling Wholesale Florist
INC.
133 W. 28th St., NEW YORK
Telephone 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Watkins

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone: 750 Watkins

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Watkins 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments Solicited.

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
133 West 28th St., NEW YORK
Established 1887
West of 6th Ave. Open 6 a. m. every morning.

Wholesale Flower Markets

NEW YORK, Jan. 28. Per 100

Roses, Beauty, Specials	100.00 @	125.00
" " extra and fancy	50.00 @	75.00
" Hadley	20.00 @	75.00
" Hoosier Beauty	20.00 @	50.00
" Francis Scott Key	30.00 @	60.00
" Columbia	15.00 @	50.00
" Prima Donna	15.00 @	35.00
" Dble Wht. Killarney	15.00 @	40.00
" White Killarney	12.00 @	35.00
" Aaron Ward	15.00 @	35.00
" Ophelia	15.00 @	40.00
" Sunburst	15.00 @	35.00
" J. L. Mock	15.00 @	40.00
" Mrs. Chas. Russell	15.00 @	50.00
" Premier	25.00 @	60.00
Cattleya orchids, special	50.00 @	100.00
Carnations	12.00 @	20.00
Adiantum Croweanum and Hybridum	1.00 @	1.50
Asp. Plumosus, doz. bchs.	3.00 @	4.00
Smilax, doz. strings	1.50 @	2.50
Bouvardia, per doz.	1.50 @	2.00
Lilies, white	50.00 @	60.00
Gardenias, per doz.	9.00 @	12.00
Callas, per doz.	4.00 @	6.00
Paper White Narcissus, doz	1.25 @	1.50
Lilies, Rubrums	15.00 @	25.00
Sweet Peas	2.50 @	6.00
Lily of the Valley	8.00 @	12.00
Violets	.75 @	1.00
Calendulas, per doz.	1.00 @	1.50
Stevia, bunch	.35 @	.40
Yellow Narcissus, per doz.	1.25 @	2.25
Snapdragons, per doz.	1.00 @	2.50
Cypripediums	25.00 @	60.00
Mignonette, per doz.	1.50 @	2.50
Iris, per doz.	9.00 @	12.00
Wallflowers	.75 @	1.25
Lilac, per bunch		2.00
Freesia	8.00 @	10.00
Primulas, cut, per doz.		.50

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
136 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED.

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
115 West 28th Street, New York

Telephones {4422 / 4423} Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE {2335 / 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
101 West 28th Street, NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R. I.
Summer Season.

KANSAS CITY, MISSOURI.
ROCK'S FLOWERS
Members Florists' Telegraph Delivery Ass'n

Mention the American Florist when writing

ESTABLISHED 1847
F. T. D.
Thos. F. Galvin INC.
THE NAME PROTECTS YOU
BOSTON
1 PARK STREET
799 BOYLSTON STREET
NEW YORK
561 FIFTH AVENUE
Steamers are Again Sailing on Schedule
Deliveries made on board

Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS
KOTTMILLER
426 Madison Ave., NEW YORK

Mention the American Florist when writing

HARTFORD, CONN.
George G. McClunie
165 MAIN STREET
Right in the Hospital District—Hartford, Charter Oak, Williams, Insane, St. Francis and Memorial Hospitals within two blocks of Flower Shop.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.
FALLON, Florist.

Mention the American Florist when writing

New York.
J. G. Papadem Co.
(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

Seattle-Rosaia Bros.
Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing

New York.
A. B. CAZAN
FLOWERS OF QUALITY
2751 Broadway
Member of Florists' Telegraph Delivery.

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

New York.
The Aphrodite Co.
THE ARTISTIC FLORISTS
Floral Decorations for All Occasions.
2703 Broadway, Phone Academy 2479

C. H. FREY
Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Mention the American Florist when writing

C. Frauenfelder
FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

Mention the American Florist when writing

"Where Roses and Lilies and Violets Meet."
GUIDO, Inc.
FLORIST
595 Lexington Ave., cor 52nd St.,
Phones: Plaza 7570
Night Call, South 1125
NEW YORK
Members of Florists' Telegraph Delivery.

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO.
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

For St. Louis.
WIRE
Grimm & Gorly

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

A. LANGE

77-79 E. Madison St., **CHICAGO**

Member of F. T. D.

New York

Member of Florists' Telegraph Delivery.

DARDS

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction Nearly 50 Years.

Let Us Fill Your Steamer Orders. **Regular European Sailings Now Established.**

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place

L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, Sheboygan, Wisconsin.

Member of Florists' Telegraph Delivery.

FROM NEW YORK EXCEPT AS NOTED

January 29.

FROM BOSTON, Westerdyk, Holland-America Line.

January 30.

FROM NEW ORLEANS, Zyldyk, Holland-American Line.
FROM PHILADELPHIA, Mackinaw, I. M. M. Line (London.)
Monmouth, I. M. M. Line (Manchester.)
FROM BOSTON, Ikala, Cunard-Anchor (Liverpool.)

January 31.

La Savoie, French Line (Havre.)
Baltic, I. M. M. Line (Liverpool.)
FROM GALVESTON, Nevisian, I. M. M. Line (Liverpool.)
Bovic, I. M. M. Line (Manchester.)
Aledo, I. M. M. Line (Antwerp.)
Caledonier, I. M. M. Line (Antwerp.)
West Nohno, I. M. M. Line (Glasgow.)
Wampum, I. M. M. Line (Glasgow.)
Saluda, I. M. M. Line (Avonmouth.)
FROM PORTLAND, Turcoman, I. M. M. Line (Avonmouth.)
Pannonia, Cunard-Anchor (Trieste.)
FROM PORTLAND, ME., Ardgoll, Cunard-Anchor (London.)

February 2.

FROM PHILADELPHIA, West Cherow, (Antwerp).
FROM PHILADELPHIA, Zirkel, I. M. M. Line, (Rotterdam).
FROM PHILADELPHIA, Western Ally, I. M. M. Line, (Glasgow).

February 3.

FROM NEW ORLEANS, Zyldyk, Holland-America, (Rotterdam).
Irishman, I. M. M. Line, (Liverpool).
FROM GALVESTON, Huronian, I. M. M. Line, (Liverpool).
Minnekahda, I. M. M. Line, (London)
West Pool, I. M. M. Line, (Antwerp).
Samland, I. M. M. Line, (Antwerp).
FROM BOSTON, Osawatomie, I. M. M. Line, (Antwerp).

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

930 PROSPECT AVE., Erie Building. **CLEVELAND**

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus.

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF **HEINL'S**

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists Telegraph Delivery.

Newark, N. J.

Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists

Correspondence Solicited.

48 Willoughby St., Brooklyn, N. Y.

Wilkes-Barre and near-by Pennsylvania Towns

Member F. T. D. 14 N. Main St. A. W. B. EVANS

Astoria Florist

2188 Broadway, Tel. 9414 Schuyler.

NEW YORK CITY

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Brooklyn, N. Y.—The Long Island Floral Co.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—Fleischman, Railway Exchange Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., 35 Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Hartford, Conn.—Geo. G. McClunie.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Philips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, 413 Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—N. Christatos, 1028 Sixth Ave.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—John D. Flessas, 665 Columbus Ave.
New York—Henry Hart, Inc.
New York—Guido, Inc., 595 Lexington Ave.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—A. B. Cazan.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphai, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
Stamford, Conn.—Quality Flower Shop.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Member of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Best Flowers
Best Service
ROSES Fleischman
Chicago's Leading Florist
Railway Exchange Bldg.

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
NINE STORES.
Main Store— 334 Lewis Ave.
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506. Long Dist. Bell ph. 2189
Members of Florists' Telegraph Delivery.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Kansas City, Mo.
W. J. Barnes FLORIST, KCMO.
Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890.
Mention the American Florist when writing

J. W. RODGERS
Elks' Building,
4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.
Mention the American Florist when writing

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to
Schiller The FLORIST
2221-2223 W. Madison St. CHICAGO.
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Washington, D. C.
Louise Flower Shop
Connecticut Ave at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Member of Florists' Telegraph Delivery.

Albany, N. Y.
EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

Hession
Madison Ave. and 76 St.
NEW YORK
Quality Flowers
TWO GREENHOUSES
ON PREMISES
Plant Specialists Phones 107 420 775 Lenox
Member of Florists' Telegraph Delivery.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cincinnati.
JULIUS BAER
FLOWERS
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St
Members Florists' Telegraph Delivery Association.

STAMFORD, CONN.
Quality Flower Shop
43 Atlantic Street
MEMBER
Prompt Delivery
Noroton, Darien, Norwalk,
Bridgeport, Greenwich.

Mention the American Florist when writing

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.
Mention the American Florist when writing

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.
Mention the American Florist when writing

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270 271 Main.

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.
200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis. DULUTH, MINN.

ORDERS IN OR AROUND PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.
Mention the American Florist when writing

Name Index to Retail Florists Filling Telegraph Orders.

Alpha Floral Co., 146 S. Wabash Ave., Chicago.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Aphrodite Co., The, New York.
Astoria Florist, 2188 Broadway, New York.
Avenue Floral Co., The, New Orleans, La.
Baer, Julius, Cincinnati, O.
Barnes, W. J., Kansas City, Mo.
Baumer, August R., Louisville, Ky.
Bergerow's, 746 Broad St., Newark, N. J.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Buckbee, H. W., Rockford, Ill.
Bunyard, A. T., 413 Madison Ave., New York.
Burns, H. H., 509 Madison Ave., New York.
California Florist, Tacoma, Wash.
Central Floral Co., 132 N. State St., Chicago.
Central Floral Co., 35 Broadway, Detroit, Mich.
Clarke's Sons, David, New York.
Cooke, Geo. H., Conn. Ave. and L., Washington.
Danker's, Albany, N. Y.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., The, Montreal, Que., Can.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eble, Chas., New Orleans, La.
Evans, A. W. B., Wilkes-Barre, Pa.
Eyres, 106 State St., Albany, N. Y.
Fallon, Florist, Roanoke, Va.
Fleischman, Chicago.
Fox, J. M. & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., 1133 O St., Lincoln, Neb.
Frey & Frey, 1338 O St., Lincoln, Neb.
Friedman, 522 S. Michigan Blvd., Chicago.
Galvin, Thos. F., Inc., New York and Boston.
Gasser Co., J. M., Cleveland, O.
Grakelow, Charles H., Philadelphia, Pa.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Guido, Inc., 595 Lexington Ave., New York.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., 1000 Madison Ave., N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison Ave. and 76th St., New York.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Idlewild Greenhouses, Memphis, Tenn.
Jahn, Hugo H., Brooklyn, N. Y.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. R., Rochester, N. Y.
Kottmiller, 426 Madison Ave., New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 77-79 E. Madison St., Chicago.
Littlefield Florist, Worcester, Mass.
Long Island Floral Co., Brooklyn, N. Y.
Louise Flower Shop, Washington, D. C.
McClunie, Geo. G., Hartford, Conn.
Malandre Bros., New York.
Mangel, 17 E. Monroe St., Chicago.
Matthews, The Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
Metairie Ridge Nursery Co., New Orleans, La.
Miller Floral Co., Salt Lake City, Utah.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
New York Floral Co., Yonkers, N. Y.
Papadem, J. G. Co., 2953 Broadway, New York.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Philips Bros., 938 Broad St., Newark, N. J.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Quality Flower Shop, Stamford, Conn.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Rodgers, J. W., Dayton, O.
Rosery Floral Co., The, Newark, N. J.
Rosaia Bros., Seattle, Wash.
Saake, O. C., Los Angeles, Cal.
Salzer Seed Co., John A., La Crosse, Wis.
Schiller, The Florist, 2221 W. Madison, Chicago.
Schling, Max, 785 Fifth Ave., New York.
Sceery, Edward, Passaic, N. Y.
Sceery, Edward, Paterson, N. J.
Schlatter, Wm. & Son, Springfield, Mass.
Schmidt, Chas. L., Harrisburg, Pa.
Shaffer, Geo. C., Washington, D. C.
Sheppard, Henry W., Cincinnati, O.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St. Louis, Mo.
Weir, James, Inc., Brooklyn, N. Y.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wittbold Co., G., 745 Buckingham Pl., Chgo.
Wolfskill Bros. & M. Goldenson, Los Angeles.

Albany, N. Y.
Danker FLORIST
The Best Service
MEMBER
Mention the American Florist when writing

Kansas City, Mo.
A. Newell FLORIST
Established over 30 years.
1122 Grand Avenue.
Mention the American Florist when writing

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Rockford, Ill.
H. W. BUCKBEE.
Mention the American Florist when writing

LITTLEFIELD, Florist
WORCESTER, MASS.
Mention the American Florist when writing

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

"SAY IT WITH FLOWERS"
Max Schling Flowers
Schling Service
Nothing Better
785 Fifth Avenue
NEW YORK CITY

Mention the American Florist when writing

Yonkers, N. Y.
New York Floral Co.
Cor. Manor House Square
and North Broadway
Mention the American Florist when writing

Friedman
.:.:.FLOWERS.:.:.
522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO
Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.
Mention the American Florist when writing

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City.
Mention the American Florist when writing

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.
Mention the American Florist when writing

CHICAGO
Central Floral Co. DETROIT
132 N. State St., CHICAGO
35 Broadway, DETROIT
Best service in both cities and adjoining territory.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET
Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street
Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grand Avenue
Mail or telegraphic orders promptly and most carefully executed.
Mention the American Florist when writing

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

New York
Malandre Brothers
2077 Broadway, near 72nd St.
'Phone, Columbus 6883
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Mention the American Florist when writing

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.
Mention the American Florist when writing

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark.
Telephone Market 494
Mention the American Florist when writing

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season
Mention the American Florist when writing

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

CHICAGO
Mangel
The Palmer House Florist
17 E. MONROE ST.
Member of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

THE price of bags at Chicago, January 28, was $60.

SOME kinds of florists' gladiolus bulbs are already scarce.

WHITE CLOVER seed, already high, is moving on upward.

CALIFORNIA freesias and callas are reported suffering from lack of rain.

NEW YORK.—Nitrate of soda at first hands is now quoted at $3.50 or better.

PHILADELPHIA seed houses report mail orders are double those of last year.

DUTCH reports indicate that bulb plantings were increased 10 per cent last fall.

RIVAL seedsmen in the northwest have bid pretty high for the alfalfa seed crop.

GUADALOUPE, CALIF.—The L. D. Waller Seed Co. is increasing its warehouse and cleaning space about 50 per cent.

THE Leonard Seed Co., Chicago, were represented at the canners' convention at Cleveland, O., this week with six men.

MELON growers are turning seedsmen and advertising their seeds direct to planters in produce commission trade papers.

REPORT of the Japanese beetle hearing, held at Washington, D. C., January 27, will be found elsewhere in this issue.

AN increase of 20 per cent in the price of paper, effective January 19, has been announced by the American Writing Paper Co.

H. WILDEN, representing Warnaar & Co., Sassenheim, Holland, arrived in New York, January 23, and is at the Hotel Breslin.

VISITED CHICAGO: C. C. Massie, of Northrup, King & So., Minneapolis, Minn.; A. T. Ferrell, of A. T. Ferrell & Co., Saginaw, Mich.

M. G. LION, of Fosgate & Lion, Mt. View, Calif., was stricken with influenza at St. Paul, Minn., last week, but is again on his way.

SAN JOSE, CALIF.—Thomas W. Chisholm, representing the Braslan Seed Growers Co., Inc., expects to start on an eastern trip shortly.

SAN FERNANDO, CALIF.—Alois Frey, the colored freesia specialist, is at Crown Point, Ind., visiting his greenhouse establishment there.

WALKER D. Hines, director general of railroads, calls attention to the fact that there will be an extraordinary demand for cars during February.

TOLEDO, O.—Clover was active, January 27, opening 20 cents higher than the closing price the previous day, with cash offered at $36.55, a drop of 10 cents during the week. Timothy was steady with cash, 1919, at $6.90, January $6.90, March $7.10, April $7.00 and May $6.80.

DETROIT, MICH.—All seed establishments are rushed in the picking and packeting departments. The influenza has affected about one-third of the force.

SWEET CLOVER recently advanced $3.00 per 100 pounds. The price ranged from $30.00 to $35.00 January 17. The average price for the same date last year was $23.50.

EDWIN T. MEREDITH, editor of Successful Farming, Des Moines, Ia., will be named secretary of agriculture to succeed David F. Houston, who is to become secretary of the treasury.

L. W. WHEELER and Mrs. Wheeler, of the Pieters-Wheeler Seed Co., Gilroy, Calif., left Chicago for the north, January 26, Mr. Wheeler having been confined to his hotel several days with influenza.

SOUTHERN FRANCE bulb crop reports of January 10 indicate good prospects for the coming season, providing reasonable rainfall comes in the spring. It is expected that the syndicate for fixing prices will meet about April 15.

ONION SETS in the Chicago district are moving out lively at prices about the same as last week, $3.50 for colors and $4.00 for whites, in carlots, prompt shipment. Contracting for the new crop is progressing smoothly at the advanced figure.

INDIANAPOLIS, IND. — With capital stock increased from $25,000 to $75,000, the name of the Southern Seed Co. was changed to Dawson & Co., January 1. The business will continue under the management of R. P. Dawson, majority stockholder.

EXCHANGE HARDSHIPS.—A florist in Alberta, Canada, writes to a seed firm in the United States as follows: "Our draft enclosed costs us nine per cent exchange. This added to the already high duty and war tax makes it almost impossible to deal with the United States. We believe something should be done to reduce or eliminate the exchange, at least on currency, which, no doubt, is a detriment to both Canadian and United States business."

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
— Growers Exclusively of —
Sweet Corn Seed

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

National Canners' Association.

At the annual convention of the National Canners' Association, in progress at Cleveland, O., this week, it was stated that the prices of canned goods would be advanced this year. Lack of production, inflated currency and riotous extravagance of the newly rich were blamed for the high cost of living.

The seedsmen represented included the W. W. Barnard Co., Chicago; J. Bolgiano & Son, Baltimore, Md.; Everett B. Clark Seed Co., Milford, Conn.; D. M. Ferry & Co., Detroit, Mich.; Hogg & Lytle, Toronto, Ont.; N. B. Keeney & Son, Leroy, N. Y.; D. Landreth Seed Co., Bristol, Pa.; Leonard Seed Co., Chicago; W. C. Pressing Seed Co., Norwalk, O.; Jerome B. Rice Seed Co., Cambridge, N. Y.; Rogers Bros., Chicago, and S. D. Woodruff & Sons, New York, the following having attractive exhibits: J. H. Allen Seed Co., Sheboygan, Wis.; A. J. Brown Seed Co., Grand Rapids, Mich., and Edgar F. Hurff, Swedesboro, N. J.

Tomato Breeding for Seed.

Breeding tomatoes has demonstrated the principle that the plant as a whole is the unit of selection, according to the Pennsylvania State College agricultural experiment station in Bulletin No. 147. When seed is selected, fruit should be used only from those plants which produce a large percentage of desirable fruit, rather than from the very superior fruits on poor plants. To obtain best results, the seed from each plant should be planted separately since not all plants which appear desirable are able to transmit their superior qualities.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA

We are headquarters for the **BEST OF EVERYTHING** in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Yokohama Nursery Co.

LTD.

Woolworth Building,

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

Corn Borer Control Appropriation Asked.

The United States department of agriculture has asked Congress to make an appropriation of $500,000 to be used for the extermination of the European corn borer, which is known to be prevalent over the entire coastal section of Massachusetts, an area of 1,800 square miles in southern New Hampshire, about 800 miles in the Mohawk valley in New York and a limited area in Erie county, Pennsylvania.

Catalogues Received.

A. Henderson & Co., Chicago, seeds, bulbs, etc.; Deposit Seed Co., Deposit, N. Y., seeds; W. E. Marshall & Co., Inc., New York, seeds; John H. Umpleby, Lake View, N. Y., gladioli; Jackson & Perkins Co., Newark, New York, nursery stock; Elmer D. Smith & Co., Adrian, Mich., chrysanthemums; Turner Bros., Bladen, Neb., glass cloth, celery forcers, seeds.

Van Zanten & Co., Hillegom, Holland, bulbs; Iniguez-Carcia & Co., St. Remy de Provence, France, seeds.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution, January 17, 1920, as given by the Government Market Reporter of January 24, 1920:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$14.25	$28.00	$19.50	$55.50
Baltimore	14.00	26.00	20.00	54.00
Richmond	14.00	27.50	20.00	55.25
Buffalo	14.25	27.00	20.00	56.75
Toledo	14.55	30.00	21.00	58.00
Louisville	14.00	29.00	22.00	57.00
Chicago	13.25	27.50	18.50	55.50
Minneapolis	13.85	31.00	22.00	56.25
St. Louis	14.00	31.00	20.00	55.00
Kansas City	14.50	30.00	21.00	56.00
Denver	13.00	29.00	22.00	.....
Salt Lake City	14.00	30.00	.....	56.00
Seattle	17.00	35.00	25.00	58.00
Memphis	14.25	.....	23.50	58.00
Average for the United States same date 1919	$10.90	$23.00	$14.25	$42.65

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) **CHICAGO**

Salvia or Scarlet Sage

We have just completed harvesting our own Bloomsdale Farm Grown, crop 1919, Salvia or Scarlet Sage. We offer you this exceptionally good strain, and high vitality seed, of the following varieties:

Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30.00 per lb.; 5 lbs. and over, $25.00 per lb.

Net, 60 days, 2% off 10, f. o. b. Bristol, Pa., if unsold on receipt of order, as we did not have a large crop.

D. Landreth Seed Company, Business Established 1784 **Bristol, Pa.**

Mention the American Florist when writing

C. C. MORSE & CO.

Seed Growers

San Francisco, Calif.

GROWERS OF SELECTED STOCKS OF

Onion, Lettuce, Radish, Carrot, Sweet Peas, Etc.

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:
Cucumber, Muskmelon and Watermelon,
Pumpkin, Summer and Winter Squash,
Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, FREMONT, NEB.
Growing Station, ROCKY FORD, COLO.

Bolgiano's "Big Crop" Seeds

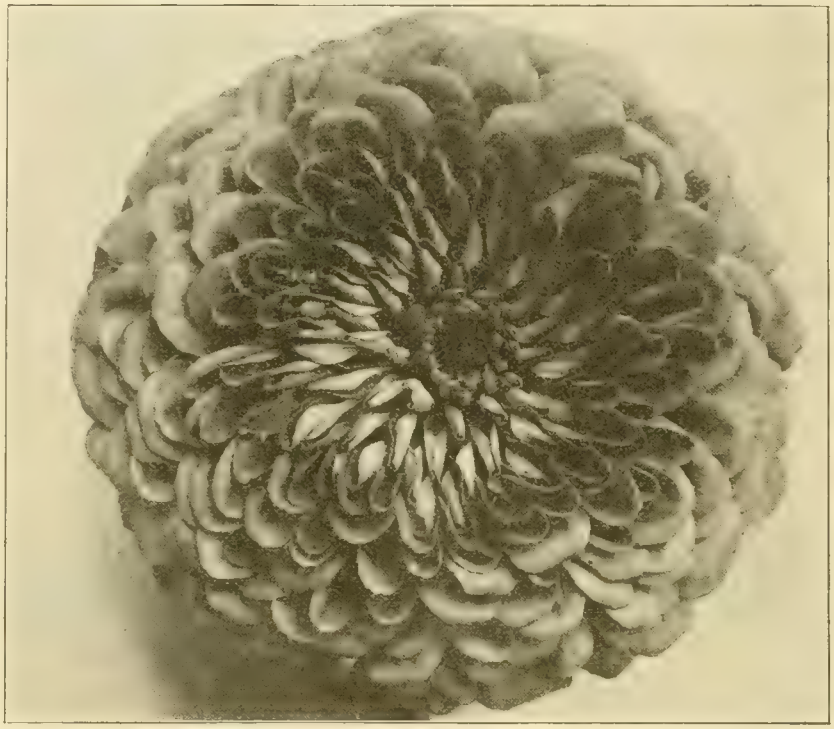
"Tested and Trusted" Over a Century.

Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLGIANO & SON, Baltimore, Md.

We are preparing to meet the growing demand for

Sweet Peas, Asters, Zinnias, Nasturtiums



BODGER'S NEW GIANT DAHLIA-FLOWERED ZINNIA.

And Other

FLOWER SEEDS

Now is the time to place Contract Orders for 1920 Crop

We Also Grow Vegetables:

TOMATO, BEANS, LETTUCE

and Other California Specialties

John Bodger & Sons Co.

Contract Seed Growers

Los Angeles, California

For **SEEDS**

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

75 YEARS UNRIVALLED REPUTATION

Wait for **KELWAY'S** Wholesale

SEED CATALOGUE FOR 1920

before placing your order.

The most favorable prices of the year. If not received wire or write

KELWAY & SON, Wholesale Seed Growers, **Langport, England**

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO CALIFORNIA

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

SEEDS

Flower, Vegetable and Farm.

Send your inquiries to

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

We Are Growers of

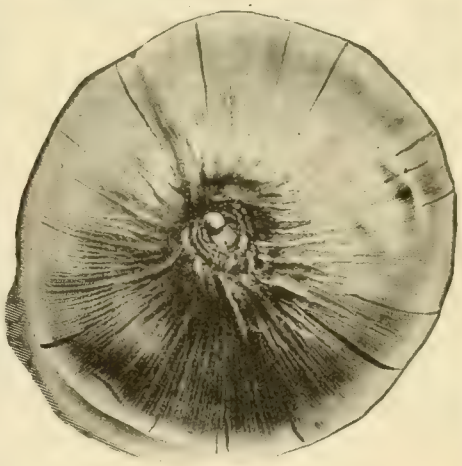
Gladiolus Bulbs

NOW IS THE BEST TIME TO PLANT UNDER GLASS

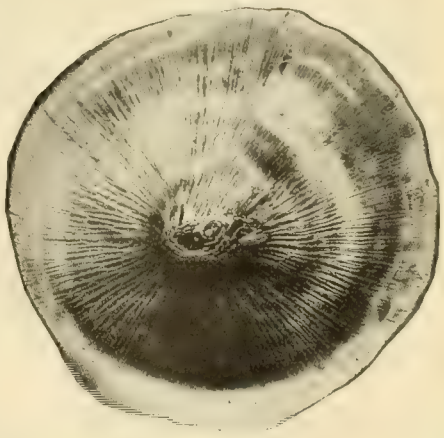
We offer below our own crops. The finest bulbs produced the past summer.

Following prices good until Feby. 5, if unsold:

	Per 1000
Mrs. Francis King, First size	$25.00
Mrs. Francis King, Medium size	20.00
Chicago White, First size	33.00
Chicago White, Medium size	28.00
Augusta, First size	32.00
Augusta, Medium size	27.00
America, First size	27.00
America, Medium size	22.00
Halley, First size	35.00
Halley, Medium size	30.00
Europe, First size	65.00
Europe, Medium size	60.00
Niagara, First size	50.00
Niagara, Medium size	45.00
Panama, First size	47.00
Panama, Medium size	38.00
Mrs. Frank Pendleton, First size	47.00
Mrs. Frank Pendleton, Medium size	43.00
Schwaben, First size	60.00
Schwaben, Medium size	55.00
Primulinus Sunbeam, First size	60.00



AMERICA.



MRS. FRANCIS KING.

44 YEARS } **Vaughan's SERVICE has been a RELIABLE SERVICE.**

1920 Prices on All Leading Kinds Are Ready.

Special Flower Seed Price List— All Early Stocks. Ask for it.

Caladiums and Tuberose Bulbs.— Ready Soon.

VAUGHAN'S SEED STORE, Chicago New York

LILIUM FORMOSUM

7 to 9 and 9 to 10 in.

Lilium Multiflorum, 7 to 9 and 9 to 10 in.
Lilium Multiflorum Giganteum, 7 to 9 in.

LILY OF THE VALLEY PIPS

Begonia Gracilis Luminosa.
Dracaena Indivisa.
Salvia Zurich.
Smilax Seed.

Prices on application.

J. M. THORBURN & CO.

53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

THE
J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO.

Contract growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

Mention the American Florist when writing

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
ORANGE, CONN., and NEW YORK CITY

GRASS SEEDS

H. A. PETERSEN, Ltd.
SEED MERCHANTS
Brisbane, Queensland, Australia

are Exporters of Rhodes Grass, Paspalum Grass, Soudan Grass, Couch, Prairie Grass, Red Top Grass. Correspondence invited.

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Mention the American Florist when writing

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

Special Prepared

Hyacinths for Christmas Flowering

Order your next year's supply now, from

Segers Brothers, Ltd., WHOLESALE BULB GROWERS **Lisse, Holland**

Prices on application

Mention the American Florist when writing

Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS SEED
GREENHOUSE GROWN

1000 seeds	$ 3.50	10,000 seeds	$30.00
5000 seeds	16.25	25,000 seeds	68.75

ASPARAGUS SPRENGERI SEED

1000 seeds	$0.75	10,000 seeds	$ 5.50
5000 seeds	3.00	25,000 seeds	12.50

LOBELIA	Tr. pkt.	Oz.
Crystal Palace Compacta, dwarf blue	$0.30	$2.00
Barnard's Perpetual (Trailing)	.30	1.75
Crystal Palace Speciosa (Trailing)	.20	.75
Sapphire (Trailing), deep blue	.40	

CENTAUREA	Per 1000 seeds	Oz.
Candidissima	$0.40	$2.00
Gymnocarpa	.15	.50

PETUNIA	½ tr. pkt.	Tr. pkt.
Grandiflora, fringed	$0.30	$0 50
Ruffled Giants	.30	.50
California Giants	.30	.50
Monstrosus (Michell's)	.60	1.00

SALVIA	Tr. pkt.	Oz.
America or Globe of Fire	$0.50	$4.00
Bonfire	.40	2.50
Zurich	.50	4.00
Splendens	.25	1.50

VERBENAS	Tr pkt.	Oz.
Mammoth Fancy Blue	$0.30	$1.25
Mammoth Fancy Pink	.30	1.25
Mammoth Fancy Scarlet	.30	1.25
Mammoth Fancy Striped	.30	1.25
Mammoth Fancy White	.30	1.25
Mammoth Fancy Mixed	.30	1.00

VINCA		
Alba	.15	.75
Alba Pura	.15	.75
Rosea	.15	.75
Mixed	.15	.60

Also all other Seasonable Seeds, Bulbs and Supplies.
Send for Our Wholesale Price List if you do not receive a copy.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

Lily of the Valley Pips

Finest Quality

Ready for immediate delivery. For prices write

Van Meeuwen & Tegelaar, 1133 Broadway, NEW YORK (Corner 26th Street)

Mention the American Florist when writing

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

32 Broadway, New York

BULBS AND ROOTS

For Immediate Shipment

T. R. Begonia Bulbs

	Per 1000
Single mixed, 1¼-2½ in. diameter	$124.00
Single mixed, ¾-1 in. diameter	90.00
Single, in following separate colors: Scarlet, Pink, Salmon, Orange, Crimson, ¾-1 in. diameter	95.00

VALLEY PIPS

Berlin forcing type, per 1000, $27.50
2500 per case, case lots only.

LILIUM GIGANTEUM

F. O. B. New York

Size	Per case	Per case
7-9	300	$49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49.50
11-12	130	47.50

F. O. B. Denver

6-8	400	42.00
7-9	300	49.50
8-10	250	47.50
9-10	200	50.00

F. O. B. Chicago

7-9	300	49.50
10-11	150	49.50

F. O. B. London (Ont.)

7-9	300	49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49.50

TERMS 60 days net, 2% cash 10 days from invoice date, cash with order unless your credit is established with us.

Write for prices on **HARDY LILY BULBS, DRACAENA CANES, PALM SEEDS, RAFFIA, BAMBOO CANES, Etc.**

Established 1902. **"Reliability"** is our motto. We occupy our own building, a city block through, and give prompt, efficient, courteous service.

McHutchison & Co.
95 Chambers St., NEW YORK

GLADIOLI

Make every inch of space in your Greenhouse count by planting Gladioli between your Carnations. The money they bring you will be a surprise. 250 supplied at 1000 rates.

	2 in. and up. XXX, per 1000	1½-2 in. 1st, per 1000	1¼-1½ in. 2nd, per 1000
America	$35.00	$30.00	$27.50
Mrs. Francis King, everybody's favorite forcer.	35.00	27.50	24.00

THE GREAT FORCING ROSE COLUMBIA

We offer 25,000, subject to being unsold, 2½ inch pots .....$120.00 per 1000

Our catalog mailed on request, has a general line to offer, address

THE GOOD & REESE CO., The Largest Rose Growers in the World. **SPRINGFIELD, OHIO**

Lily of the Valley

Best Holland Pips .....per 1000, $25.00
Bruns' Special Early Forcing.....per 1000, 35.00
Bruns' Celebrated Chicago Market Brand.per 1000, 45.00

H. N. BRUNS, 3040 W. Madison St., Chicago

Primula Obconica Gigantea Rosea

Dwarf habit, light and dark shades of pink Select strain. All fresh seed.

Sample of flower produced, sent on request.

Packet of 1500 seeds for $1.50. Cash.

Ernest Oechslin
Madison and Gale Sts., River Forest, Ill.

Seed Packets

FLOWER SEED SIZES TO CATALOG ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of FLOWER and GARDEN SEEDS

Pride of Portland

PETUNIAS

are reputation builders. Once tried, grown always. Their beauty pleases all. 5 varieties in exquisite colors. Trade packets, **50c.**

Owing to short crop, only trial orders will be filled this spring.

SWISS FLORAL CO.
(ORIGINATORS)
412 East Seventh Street N., Cor. Hancock
PORTLAND, OREGON

Mention the American Florist when writing

Our 1920 Wholesale Bulb List

Is ready. Ask for a copy.

The General Bulb Company
Established 1883
Vogelenzang, Holland.

AMERICAN BRANCH:
110 Water Street, New York City.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Loui ville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

POTATO growers in the Red River valley report but few stocks left in storage at the end of January. Prices, however, are lower at present than two weeks ago, the change being from $6 down to $4.75 per 100 pounds.

FIRM belief in the future prosperity of the United States is splendidly supported by the East Coast Hothouse Operators, Inc., vegetable growers of Millington, N. J., in the recent placing of an order with the American Greenhouse Mfg. Co., Chicago, for 54 greenhouses, 36x333 feet, representing an investment of some $800,000.

Prices of Indoor Fruits and Vegetables.

Chicago, Jan. 27.—Cucumbers, 2-dozen box, $4.00 to $6.50; celery, Michigan, square box, $2.75 to $3.25; leaf lettuce, per tomato box, 35 to 40 cents; radishes, per dozen bunches, 90 cents; tomatoes, per pound, 15 to 40 cents.

New York, Jan. 26.—Celery, per crate, $3.00 to $10.00; cucumbers, per dozen, $1.00 to $3.00; mushrooms, 75 cents to $2.25 per three pound basket; tomatoes, per pound, 5 to 40 cents; lettuce, per dozen, 50 cents to $1.00; radishes, per 100 bunches, $2.00 to $6.00.

Vegetable Markets.

Reports to the United States department of agriculture for the period, January 20-27, indicate fair values were upheld with decreasing shipments. The general tone of the potato market was strong with prices showing somewhat irregular gains. Haulings continued generally light. Michigan, Wisconsin and Minnesota No. 1 round whites, sacked, advanced about 15 cents at shipping points, closing at $4.50-$4.60 per 100 pounds and strengthened in middlewestern markets to a range of $4.75-$5 for sales to jobbers. Colorado white stock closed strong at $3.80 to $4 per 100 pounds, wagonloads cash to growers. Idaho Rurals also advanced closing at $3.75 to $4, a gain of about 20 cents, while Russets closed at $4 to $4.10, and Russets held during the week in Chicago market at $5.75 to $6. New York sacked round whites closed at $4.50 to $4.75 f. o. b. with movement improving, a gain of about 25 cents over last week. Consuming markets advanced irregularly to $4.50 to $5.15 for this stock. Maine Green Mountains closed at $3.90 to $4 bulk per 100 pounds, f. o. b. shipping points compared with $3.80 to $3.85 last week. New York jobbing market closed at $4.85 to $5 per 100 pounds bulk as against $4.15 to $4.60 last week. Cabbage prices advanced slightly in consuming markets with values at shipping points generally maintained. Demand and movement were moderate. Western New York Danish seed stock ranged during week $95-$110 per ton bulk f. o. b. with $95-$100 prevailing. This stock ranged in consuming markets mostly at $110 to $130 per ton bulk. New Florida Wakefield held firm at $3 to $3.50 per 1½ bushel hamper. California Winningstadt closed at $5 to $5.25 compared with $4.25 to $4.50 last week. St. Louis quoted Texas cabbage steady at $7 per crate of 100 pounds.

Columbus, O.

SHORT SUPPLY LIMITS TRADE VOLUME.

There is a strong demand for all cut flowers in this market, but the scarcity of stocks is restricting the volume of business to a large degree. This is becoming more marked as the influenza grows more general. As a large part of the supply of flowers comes from the Chicago market, the epidemic has caused a restriction in the supply. The scarcity is principally in roses and carnations, where there is an exceedingly strong demand. Roses are very scarce, and sell from $6 to $12 per dozen. They are mostly Ophelia, Russell, Ward, Columbia and Sunburst. The quality is exceedingly good. Carnations sell in the neighborhood of $3 per dozen, and are also of excellent quality. Some calls for sweet peas are reported, and the supply is more plentiful than for roses and carnations. Violets are also in good demand and the receipts are adequate for all needs. They retail at $2 per bunch. Plants are in good favor and the sales run largely towards cyclamens and primroses. Prices on all varieties are high. Some of the spring flowers are now appearing and find ready buyers. They are mostly jonquils and freesias. There are quite a few receptions and weddings scheduled in the near future and a good demand is anticipated as a result. Funeral work has been especially active, and a large part of the cut flowers have been used in that way.

NOTE.

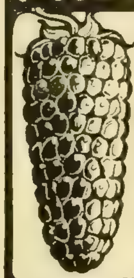
The Acme Floral Co. is the name of a new concern which has opened for business, with the McDonald & Steube Grocery Co., on East Gay street. The concern is operated by Edward Stoughton and William Holstein. The latter was formerly in the retail business in Toledo, O. A space of 75 feet on one side of the storeroom, on the first floor, is turned over to flowers, and in addition the entire basement will be used.

J. W. L.

If you are interested in
POINSETTIAS
and four and five inch
BOSTON FERNS
for immediate delivery, write
GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

WM. K. HARRIS
55th St. and Springfield Ave.
W. PHILADELPHIA, PA.
Wholesale Grower of
Blooming and Decorative Plants

CHAS. H. TOTTY
MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty

ARE YOU PROGRESSIVE?

Why grow wicked, thorny berries when the Best Berry in the World is absolutely thornless?
NEW THORNLESS MAMMOTH BLACKBERRY
Cory's New Thornless Mammoth Blackberry will be the Great Money Maker of the future It is the last word in Blackberries.
Unsurpassed in size, productiveness quality—Almost seedless and coreless—Sweet and delicious—Hardy as an oak and smooth as a grapevine.
Delivered by mail postpaid to any address, one strong plant, 60 cents, 2 for $1.00, $5.00 per dozen. Catalogue of other sterling novelties and specialties free.
ISAAC F. TILLINGHAST
Seed and Plant Grower SANTA ROSA, CALIF

SEASONABLE STOCK
READY NOW

Asparagus Plumosus—2½-in., $5.00 per 100; $45 per 1,000.
Asparagus Sprengeri, 2½-in., $4.50 per 100; $40 per 1,000.
Fern Dish Ferns—2¼-in. Pteris Magnifica, Wimsetti, Critica Alba, Lineata and Mayi-Adiatum Cuneatum, and Aspidium Tsussimense, $6.00 per 100; $50.00 per 1,000.
Achyranthus Herbsti, 2¼-in., brightest red, $4.50 per 100.
Alternanthera Brilliantissima, 2¼-in. (bright red), $4.00 per 100.
Euonymus Japonica, Silver Edge (for hampers, baskets or vases), 2½-in., $15.00 per 100; 3-in., $25.00 per 100; 4-in., $35.00 per 100.
Fuchsia, Mrs. E. G. Hill, 2¼-in. (Best white), $5.00 per 100.
Lantanas, Dwarf, 2¼-in. Splendid stock, distinct sorts, $5.00 per 100; $45.00 per 1,000.
Palms—Clean young stock, Kentia Belmoreana, 2½-in., $15.00 per 100; heavy 3-in., $25.00 per 100; heavy 4-in., $50.00 per 100.
Snapdragon (Keystone), 2¼-in., once pinched stock, in splendid shape, at $5.00 per 100; $45.00 per 1,000.
Double Petunia Gertrude, best and strongest growing light pink, extra size flowers, 2-in. pots $6.00 per 100, $50.00 per 1,000. 6 other varieties at same price.
Cannas—Dry roots, two and three eyes, King Humbert, $5.00 per 100; $45.00 per 1,00.
Meteor, best red, green leaf, $4.50 per 100; $40.00 per 1,000.
Richard Wallace, standard yellow, $4.50 per 100; $40.00 per 1,000.

The Storrs & Harrison Co., Painesville, Ohio

"Hamburg Late Pink" Chrysanthemum

Picture was taken Dec. 6, 1919, and will give a good idea of what "**Hamburg Late Pink**" looks like when grown to single stems and planted six inches each way.

"**Hamburg Late Pink**" is an improved late pink Maud Dean, having more petals, and if grown for late will hardly ever show an open center.

The average grower of chrysanthemums must have varieties which are easy to handle and from which he can cut as near 100% of perfect blooms as possible. "**Hamburg Late Pink**" has been grown for the last four years, and produces a very high proportion of good flowers. It is not an exhibition variety, but, for late pink, one of the best for commercial purposes. It can be had in bloom the latter part of November by taking an early bud, but some of the flowers will show open centers; but by selecting late buds, after October 1st, most of the flowers are cut during December, and would advise to select late buds, as the later buds will hardly ever show an open center, and some flowers can be had even in January.

Keeping qualities are excellent, and where a graceful pink flower is wanted, "**Hamburg Late Pink**" cannot be surpassed. "**Hamburg Late Pink**" will be disseminated in the spring of 1920. Plants will be ready March 1st, 1920, and all orders will be filled in rotation.

Rooted Cuttings (by parcel post)...**$16.00 per 100; $150.00 per 1000**
2-inch pots (by express) ... . **18.00 per 100; 160.00 per 1000**

WILLIAM F. KASTING COMPANY
568-570 Washington St., BUFFALO, N. Y.

Mention the American Florist when writing

Chrysanthemum Novelties

For 1920

Preliminary list now ready.

Free by mail.

Elmer D. Smith & Co.
Adrian, Michigan

Mention the American Florist when writing

Van Meeuwen & Tegelaar

Wholesale Dutch Bulb Growers
LISSE, HOLLAND

Write us for Prices on Finest Quality DUTCH BULBS.

New York Office: 1133 Broadway (cor. 26th St.)

Mention the American Florist when writing

ABUNDANCE OF STOCK

	Per 100	Per 1000
2¼-inch Smilax plants	$ 2.75	$25.00
2¼-inch Snapdragons, white, pink and yellow	5.00	48.00
4-inch Marguerites, white and yellow	15.00	
25,000 Vincas, field grown	8.00	75.00
10,000 Bench Ferns, 5 varieties, $25.00 and $30.00 per 100.		

Packing free of charge. Liberal extras.

Alonzo J. Bryan
Wholesale Florist
Washington, New Jersey

Mention the American Florist when writing

Gladiolus for Forcing

Strictly first size bulbs.

1½ inch and up.	Per 100	1000
America, pink	$3.50	$30.00
Autumn Queen, light yellow, red throat	4.00	35.00
Brenchleyensis, scarlet.	2.75	25.00
Chicago White	3.75	35.00
Francis King, scarlet	3.25	28.00
Halley, salmon	4.00	35.00
Mrs. Frank Pendleton	7.00	60.00
Myrtle	7.50	70.00
Niagara, yellow	4.25	40.00
Peace, white	4.25	38.00
Schwaben, yellow	7.00	65.00
Princeps, red	6.50	60.00

A. Henderson & Co.
166 N. Wabash Ave., CHICAGO

Robert Craig Co...

High Class PALMS
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

Rooted Cuttings

ALTERNATHERA, red and yellow, per 1,000	$ 8.00
BEGONIA, Chatalaine, 2¼-in., per 100	5.00
BRILLIANTISSIMA, per 1,000	10.00
CUPHEA, Ageratum, Guernsey and Blue Star, per 100	.90
FEVERFEW, Gem; **GENISTA**, **VINCA VAR.**	1.50
DAISIES, Mrs. Saunders, Single White, Boston Yellow, 2-in., per 100	3.00
ALYSSUM, Giant Double 2-in	2.00
SMILAX and **PRIMULA Malacoides** 2-in.	3.00

Cash.

BYER BROS., CHAMBERSBURG, PA.

Mention the American Florist when writing

A. F. LONGREN

4249 W. Monroe Street
CHICAGO, ILLINOIS

Mention the American Florist when writing

Geraniums

Rooted Cuttings.

Everything sold until latter part of March.

S. A. Nutt and **Buchner**... $20.00 per 1000
Ricard and **Poitevine**..... 25.00 per 1000
Orders for **Ricard** alone, at 30.00 per 1000

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

Geraniums

Standard Sorts, labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings. From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA.
From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

Daisies

	Per 100	Per 1000
Boston Yellow, 2¼-in	$ 7.00	$65.00
White Marguerites, extra strong, 2½-in.	6.00	50.00
White Marguerites, 3-in	12.00	
White Marguerites, 6 in	40.00	

C. U. LIGGIT, 325 Bulletin Building, PHILADELPHIA, PA.

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at Chicago, June, 1920.

FRESNO, CALIF.—Walter E. Styfee has purchased from J. Killilea, a 20-acre vineyard, near this city.

GERVAIS, ORE.—Samuel H. Brown is setting out the largest filbert grove in the state, consisting of 30 acres.

REPORT of the Japanese beetle hearing, held at Washington, D. C., January 27, will be found elsewhere in this issue.

BOULDER, MONT.—John Pickering, veteran nurseryman and one of the oldest residents of the state, died January 16, aged 89 years.

BRIDGEPORT, N. J.—The Cumberland Fruit Farms has been incorporated with a capital stock of $200,000 by W. L. Minch of this city.

OAKDALE, CALIF.—M. J. Crow, well-known nurseryman of Gilroy, has purchased 50 acres three miles from this city, which will be devoted to figs, almonds and raisin grapes.

MILWAUKEE, WIS.—Approximately 4,000 trees were planted in this city during 1919 by the city forestry division under O. W. Spidel, each street being given a distinct species, among the varieties being elm, maple, ash and linden.

BERKELEY, CALIF.—John Gill, of the E. Gill Nursery Co., one of the largest producers of field grown roses on the Pacific coast, who has been at Colfax for some time on account of ill-health, expects to return to his home here shortly.

LAWTON, MICH.—The Welch Company will assist growers the coming year to produce grapes in larger quantity and of finer quality, and will establish a research bureau here for the study of this crop from the standpoint of the grower.

PASADENA, CALIF.—Although not open to the public, the famous Busch garden is still maintained in its usual style. John G. Shedd, of the Marshall Field Co., Chicago, acquired Ivy Hall, the old residence, and about five acres of the garden, some time ago.

PASO ROBLES, CALIF.—John H. Moore, formerly commissioner of public works, Evanston, Ill., is now assistant to the president of the Associated Almond Growers of this city. He is also engaged in laying out a 400-acre subdivision for home sites here.

SEATTLE, WASH.—N. E. Sandahl, president of the Puget Sound Nursery & Seed Co., who has been confined to his home for several weeks with a troublesome hip disease, is now in a critical condition following an attack of pneumonia.—H. M.

HUNTSVILLE, ALA.—The Huntsville Wholesale Nurseries have filed incorporation papers. The capital stock is $120,000, and the officers are Wm. H. Bell, president; John H. Baird, vice-president; John Fraser, secretary, and R. F. Niel, treasurer.

Ibolium Privet, Natural Habit.

Ibolium THE NEW HYBRID **Hardy Privet**

(L. Ibota x Ovalifolium)

Now sent out for the first time. Inquire for further information. One-year field-grown plants, $5.00 each. Summer rooted, frame-grown, $3.00 each. Plants in storage for immediate shipment.

Introducers of **Box-Barberry**, well rooted summer frame cuttings, $65.00 per 1000.

The Elm City Nursery Co., Woodmont Nurseries, Inc.

NEW HAVEN, CONN.

Ibolium Privet, When Trimmed

Ampelopsis Veitchii

From 2¼ inch pots, $8.00 per 100; $75.00 per 1000.

JACKSON & PERKINS COMPANY, Newark, New York

150,000 California Privet

One and Two Years Old, Well Branched.

12 to 18 inches, at..... $12.50 per 1000
18 to 24 inches, at..... 20 00 per 1000
2 to 3 feet, at..... 22.50 per 1000

SOUTHERN NURSERY CO., Winchester, Tenn.

SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for

SWASTIKA BRAND CANNAS.

The CONARD & JONES CO. WEST GROVE PENN'A.

Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing

Miscellaneous Plants

Boston Ivy
Clematis Paniculata
Shrubs
Raspberries, Blackberries
Evergreens
Ornamental Trees
Perennials
California Privet Hedge
Japan Barberry

Prices on request.

Peter Bohlender & Sons

Tippecanoe City, Ohio

HARRISONS' NURSERIES

Fruit Trees Budded from Bearing Orchards. Peach, apple, pear, plum, cherry, quince, grape-vines, strawberry plants, raspberries, blackberries, evergreens and shade trees. Catalog free.

Harrisons' Nurseries, Box 39, Berlin, Md.

Mention the American Florist when writing

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America

Box 404, DUNDEE, ILL.

Mention the American Florist when writing

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price $2.00.

American Florist Co.

440 S. Dearborn St., CHICAGO

SALEM, ORE.—The late freeze in this section has caused more damage to fruit trees than was at first believed. Peaches are reported ruined, and cherries badly injured. Prune orchards have been hard hit, and even the evergreen blackberry failed to escape.

TOPPENISH, WASH.—The Washington Nursery Co., which has probably the largest payroll of any concern in this city, has started an active advertising campaign. F. A. Wiggins, vice-president, in full charge of operations, predicts an excellent business.—H. M.

STURGEON BAY, WIS.—The organization of a cherry harvesters' association will be perfected here within the next few weeks and will be in full working order before the 1920 Door county crop is ready. The organization is to be incorporated with a capital stock of $20,000.

ST. PETERSBURG, FLA.—Judge Roy V. Sellers, president of the Florida Elks, has proposed that lodges from this state take with them to the annual convention to be held in Chicago in June, three carloads of oranges and grapefruit to be used in advertising the state. A float of Florida fruit is included in the plans.

Ready Reference Section.

12 CENTS, NET, PER LINE.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

Alyssum, Double Giant, 2-in., $2.00 per 100; $18.00 per 1,000. Byer Bros., Chambersburg, Pa.

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii, 2¼-in., $8 per 100, $75 per 1,000. Jackson & Perkins Co., Newark, New York.

ANTHERICUM.

Anthericum comosum, well adapted for hanging baskets, window boxes and house plants, strong field-grown divisions, $5.00 per 100. $40.00 per 1,000. Cash. H. G. SCHULTZE, Box 647, Sawtelle, Calif. Futterman Bros., New York.

ASPARAGUS.

Asparagus plumosus, 2¼-in. pots, $3.50 per 100; 3-in. pots, $5.00 per 100. Strong, husky plants, sure to please. Cash please. LOOMIS GREENHOUSES, Loomis, Calif.

Asparagus Sprengeri, 2½-in., $4.00 per 100. Byer Bros., Chambersburg, Pa.

BEGONIAS.

Begonias, tuberous rooted, single, in separate colors, scarlet, orange, yellow, rose and white, $15 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Begonias Luminosa, Prima Donna and Erfordia, strong transplanted seedlings, $2.50 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

BOXWOOD.

CHOICE BOXWOOD SPRAYS

Write us today for prices on Fall and Winter deliveries. Best merchantable fancy tips, Dwarf variety. Quality guaranteed. Satisfactory delivery assured to all parts of U. S. A. and Canada.

PITTSBURGH CUT FLOWER CO.,
116-118 Seventh St. Pittsburgh, Pa.

BULBS.

BULBS

Hardy lilies and Lilium Giganteums in stock for immediate shipment.

THE W. W. BARNARD CO.
231-235 W. Madison St. Chicago

Bulbs. T. R. Begonia. Single mixed and in separate colors. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers St., New York.

Bulbs. Single and double hyacinths. Darwin and single tulips. For prices see display advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Tulips and Lilium Giganteum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

CALCEOLARIA.

Calceolaria Hybrida, choicest mixed, fine plants, 2-in., ready for 4-in., $9.00 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

CALENDULAS.

Calendulas Orange King, 2-in., $2.00 per 100. Seedlings, $1.00 per 100. Byer Bros., Chambersburg, Pa.

CANNAS.

Cannas. Good strong divisions.

	Per 100
King Humbert	$5.00
Mrs. A. Conard	5.00
Gladiator	4.00
Crimson Bedder	4.00

THE REESER PLANT COMPANY
Springfield, Ohio.

Cannas. Select 2 to 3 eyes. The very finest stock. For varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

CARNATIONS.

ROOTED CARNATION CUTTINGS

Fine Healthy Stock.

Grown Right!

Packed Right!

Priced Right!

Sure to Please You

Ready Now.

	100	1000
White:		
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
White Wonder	5.00	45.00
Pink:		
Pink Enchantress	4.50	40.00
Miss Theo	5.00	45.00
Enchantress Supreme	6.50	60.00
Rose Pink Enchantress	4.50	40.00
Ward	5.00	50.00
Nancy	5.00	45.00
Alice	5.00	45.00
Roper	4.50	40.00
Rosette	5.00	45.00
Red:		
Aviator	4.50	40.00
Thenanthos	4.50	40.00
Herald	5.00	45.00
Merry Christmas	5.00	45.00

Buy the Best! It Pays!

Order Promptly

Big Demand

M. C. GUNTERBERG.

Wholesale Florist

159 N. State St. Chicago

ROOTED CARNATION CUTTINGS.

Large supply of fine, well-rooted, healthy and strong carnation cuttings in the following varieties, ready for immediate delivery:

	100	1,000
Rose Pink Enchantress	$4.50	$40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.50	40.00
C. W. Ward	4.50	40.00
Aviator	4.50	40.00
Thenanthos	4.50	40.00

PETER REINBERG,
Wholesale Florist
30 E. Randolph St. Chicago

Carnation Cuttings. February and March delivery. Beacon and Mrs. C. W. Ward, $40.00 per 1,000. Alice, Cottage Maid and Matchless, $50.00 per 1,000. THE PARK FLORAL CO., Denver, Colo.

CARNATIONS.

SEND FOR 1920 FLORISTS AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago.

Carnations, R. C., White and Pink Enchantress, $5.00 per 100; $45.00 per 1,000. Ready now. PAGE'S GREENHOUSES, Staunton, Ill.

CHRYSANTHEMUMS.

Chrysanthemum Hamburg Late Pink, Rooted cuttings, $16 per 100, $150 per 1000; 2-in. pots, $18 per 100, $160 per 1000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

CINERARIA.

Cinerarias. Vaughan's Columbian, mixed, fine plants, 2-in., ready for 4-in., $4.00 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

CYCLAMEN.

CYCLAMEN—Strong, transplanted seedlings for January and February delivery; all leading varieties. $6.50 per 100; $60.00 per 1,000. PETER PEARSON, 5732 Gunnison St., Chicago.

DAHLIAS.

DAHLIAS FOR CUT FLOWERS.
Mixed colors and types, $3.00 per 100. Mixed types in separate shades, red, white, pink and yellow, $5.00 per 100. Good, strong, field-grown divisions. Cash with order or one-fourth deposit for reservations. Stillman's dahlias are world known. GEO. L. STILLMAN, Dahlia Specialist, Box A-20, Westerly, Rhode Island.

DAISIES.

Bellis Daisies. Longfellow and Snowball. Fine strong plants, 2½-in. pots, $5.00 per 100. Shasta Daisies. 3-in. pots, strong plants, $5.00 per 100. LOOMIS GREENHOUSES, Loomis, Calif.

FERNS.

SEND FOR 1920 FLORISTS AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Boston ferns out of the bench ready for 6 and 8-inch pots. Come and see the stock and for prices. J. H. FIESSER, North Bergen, N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It

FERNS.

Boston Ferns, 2¼-in., fine pot-grown stock at $5.00 per 100; $45.00 per 1000. H. KLEINSTARINK, 2331 Letterle Ave., Louisville, Ky.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums. Rooted cuttings. S. A. Nutt and Buchner, $20 per 1,000; Ricard and Poitevine, $25 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLI.

GLADIOLI

Reports from all over the world state that DIENER'S new Gladioli are the largest, finest and most wonderful ever produced. Our new catalog showing eight of our new varieties in natural colored plates will be sent free on request.

RICHARD DIENER COMPANY
Kentfield. California

Gladiolus Bulbs. Standard and new and scarce varieties. For list of varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Gladiolus bulbs. First-class stock from our Michigan farms. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus for forcing. Strictly first size bulbs. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Gladioli. Fine stock to plant between carnations, America and Mrs. Francis King. For sizes and prices see display advertisement elsewhere in this issue. The Good & Reese Co., Springfield, O.

LILY OF THE VALLEY.

Lily of the Valley. Best Holland Pips, $25; Bruns' Special Early Forcing, $35; Bruns' Celebrated Chicago Market Brand, $45 per 1000. H. N. Bruns, 3040 W. Madison St., Chicago.

Valley Pips. Berlin forcing type, per 1,000, $27.50; 2,500 per case; case lots only. McHutchison & Co., 95 Chambers St., New York.

Lily of the Valley pips. Finest quality; ready for immediate delivery. Van Meeuwen & Tagelaar, 1133 Broadway, N. Y.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas. Laellio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANSIES.

Pansies, 200,000 fine plants, Giant strain $3.00 per 1,000. Byer Bros., Chambersburg, Pa.

PETUNIAS.

PETUNIAS

Diener's Ruffled Monsters, single, largest and finest in existence. Quickest and surest money-makers of the day; sell at sight. Seed in separate colors, red, pink, white, purple, flesh pink, frilled, variegated and mixed colors, 50c per trade package. Our new catalog with natural colored plates free on request.

RICHARD DIENER COMPANY,
Kentfield, California.

PETUNIAS.

Petunias. Pride of Portland. Five varieties in exquisite colors. Trade packet, 50c. Swiss Floral Co., Portland, Ore.

PRIMULAS.

Primula Obconicas. Rosea, Apple Blossom, Kermesina. Good, strong stock from 2¼-in. pots at $6.00 per 100; $55.00 per 1000. J. H. FIESSER, North Bergen, N. J.

PRIVET.

Privet. Box-Barberry, well rooted summer frame cuttings, $65.00 per 1000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

Privet, California. One and two year old, well branched, 12 to 18-in., $12.50; 18 to 24-in., $20.00; 2 to 3-ft., $22.50 per 1000. Southern Nursery Co., Winchester, Tenn.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants.

You can quickly turn such surpluses into cash by advertising here.

PUSSY WILLOWS.

Pussy Willows. Good quality stock for forcing. 15 to 30-in., $4 per 1000; 2 to 4-ft., $7 per 1,000. Cash with order; packing free. Minneapolis Nursery, 4117 So. Aldrich Ave., Minneapolis, Minn.

ROSES.

ROSE PLANTS.

Rose plants, last fall propagation. Dormant all winter. Now in 3-inch pots. Ready in about three weeks. Fine stock. Best in market.

	100	1,000
Richmond	$10.00	$ 90.00
Sunburst	11.00	100.00
Killarney Brilliant	11.00	100.00
Pink Killarney	10.00	90.00
George Elgar	10.00	
Pink Ophelia	10.00	

WIETOR BROS.
L. D. Phone Randolph 2081
30 E. Randolph St. Chicago.

ROSES READY FOR IMMEDIATE SHIPMENT

COLUMBIA, 2½-in. own root, $15 per 100; $125 per 1,000.

CHARLES H. TOTTY COMPANY,
Madison, New Jersey

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

ROSES.

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

Roses. The great forcing rose Columbia, 2¼-in., $120 per 1,000. The Good & Reese Co., Springfield, O.

List of 2¼ and 4-in. Roses ready, on request. Leedle Co., Expert Rose Growers, Springfield, O.

SEEDS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee, Ave., Chicago.

Seed. Primula Obconica Gigantea Rosea. Dwarf habit, light and dark shades of pink. Select strain; fresh seeds. Packet of 1500 seeds, $1.50. Cash. Ernest Oechslin, River Forest, Ill.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices, Kelway & Son, Langport, Eng.

Seeds. Michell's Flower. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Rhodes grass, Paspalum grass, Soudan grass, Couch, Prairie grass, Red Top grass. H. A. Peterson, Ltd., Brisbane, Queensland, Australia.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorssinera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash, Western Seed & Irrigation Co., Fremont, Neb

Seeds, specialists: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds, Aster. For description, varieties and prices see display advertisement elsewhere in this issue. W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

SEEDS.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea, and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Growers of selected stocks of onion, lettuce, radish, carrot, sweet peas, etc. C. C. Morse & Co., San Francisco, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Sweet corn seed. Grown exclusively by the W. C. Pressing Seed Co., Norwalk, Ohio.

SMILAX.

Smilax. Strong, thrifty plants from 3-in. pots, $3.00 per 100, $25.00 per 1000. Will exchange for ferns or other useful greenhouse stock. RUSSELL KILBOURN, Clinton, N. Y.

Smilax. Extra good, strong, well-rooted plants. From 2-in. pots, $2.00 per 100; $18.00 per 1000. Elmer Rawlings, Allegany, N. Y.

STRAWBERRY PLANTS.

STRAWBERRY PLANTS, 75 varieties. Also a complete stock of other fruits, ornamentals, etc. Catalog with wholesale prices sent to florists. L. G. TINGLE, 102 Railroad Ave., Pittsville, Md.

TUBEROSES

We have a number of Tuberose bulbs to offer for shipments in February at $15.00 per 1,000. IMPERIAL MERCANTILE CO., Sugar Land, Tex.

VEGETABLE PLANTS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail
EVERETTE R. PEACOCK CO.
4013 Milwaukee Ave. Chicago.

Grand Rapids lettuce seedings, $1.50 per 1,000; transplanted $3.00 per 1,000. Postpaid. ODOR GREENHOUSES, Iola, Kan.

MISCELLANEOUS.

For results use "Master Brand" prepared conecntrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Spiral Air-Circulating Radiators for greenhouse heating; save coal and stimulate plant growth. Made for steam or hot-water. SPIRAL BOILER & RADIATOR CO., St. Paul, Minn.

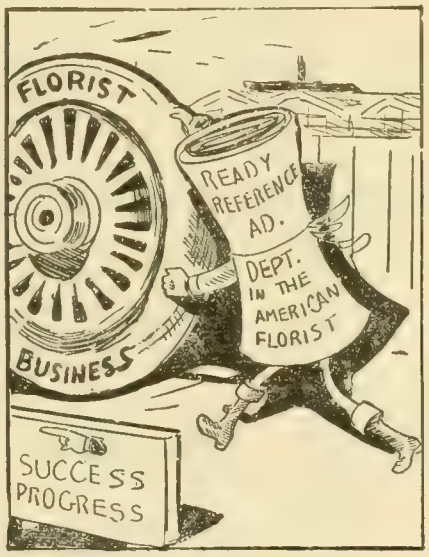
MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works, Lowell, Mass.



It Puts Its Shoulder to the Wheel.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., W. Philadelphia, Pa.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00 Good stock. Cash, please. Gorham Printery Inc., 542 S. Dearborn St., Chicago.

Safepack. The ideal protection for roots and shrubs. Rat and vermin proof. Safepack Mills, Boston, U. S. A.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

MISCELLANEOUS.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; $50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 52 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL.

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 998 Blackhawk St., Chicago.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braum Mill Co., 2340 Wabansia Ave., Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GREENHOUSE CONSTRUCTION.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber, Adam Schillo Lumber Co., 1506 Kingsbury St., Chicago.

Greenhouse glass, plants and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. **Write for plans** and estimates. American Greenhouse Co., Masonic Temple, Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

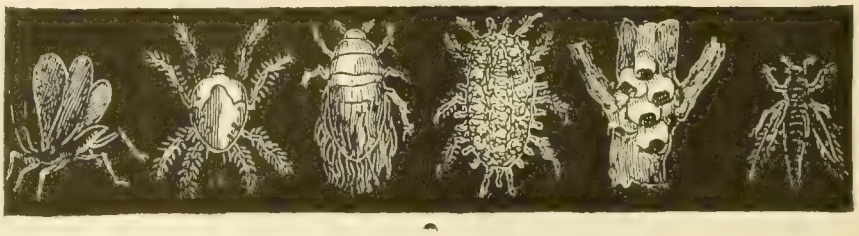
Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Fenrich, Joseph H., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.

Sold by the Seedsmen
Hammond's Thrip Juice No. 2
REGISTERED

A Contact Insecticide, Useful and Reliable, Used for 30 Years in Greenhouses, and on Plants, Grape Vines, Trees and Shrubs



Some common Sucking Insects, magnified.

HAMMOND'S PAINT & SLUG SHOT WORKS, Beacon, N. Y.

Mention the American Florist when writing

ALL AN
ADVANCE

machine needs is a chance. It proves to you its superior advantages.

Something else that will interest you is our big line of **Greenhouse Fittings.** They answer all purposes.

You will find our Catalog to be the real ready reference. Write today and it will be mailed tomorrow.

ADVANCE CO., Richmond, Ind.

Mention the American Florist when writing

WHOLESALE CUT FLOWERS.

Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuhl, Geo. A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburg, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
N. Y. Cut Flower Exchange, New York.
Miller & Musser, Chicago.
Neidlinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.

"Master Soil Builders"

Send for prices on **Master Brand Vine and Plant Manure**—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.
4121 S. La Salle St., CHICAGO

Mention the American Florist when writi

WHOLESALE CUT FLOWERS.

Riedel & Williams, New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

WIZARD BRAND

TRADE MARK

PULVERIZED SHEEP—PULVERIZED CATTLE
SHREDDED CATTLE

MANURE

PROTECTS YOUR CROP

It is direct heat dried and sterilized, weed seeds, grass seeds, fungus and disease germs destroyed in a direct heat rotary drying process that does not change or destroy any of the valuable elements in crude manure.

Air dried manures cannot be sterilized and usually carry excess moisture that actually makes them cost more per ton than WIZARD BRAND even at the same or a lower price.

Look for the WIZARD BRAND Trade Mark tagged or printed on every bag. If it is not there you are not getting WIZARD BRAND protection for your crop and pocket book.

Your dealer can get WIZARD BRAND for you if you insist or we will quote with freight rate on any quantity from a bag to a carload promptly.

THE PULVERIZED MANURE CO., No. 32 Union Stock Yards, **Chicago, Ill.**

Mention the American Florist when writing

Dreer's Peerless Glazing Points

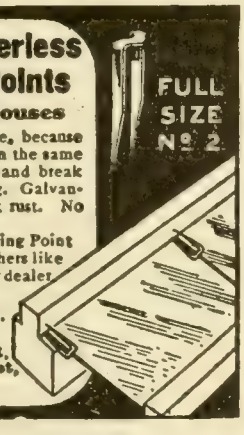
For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid. Samples free.

HENRY A. DREER, 714 Chestnut Street, Philadelphia.



Mention the American Florist when writing

In the Erection of

FOLEY GREENHOUSES

Only the Best of Material Is Used.

in designing your house, we always consider the use for which the house is intended—thereby assuring you of proper design and bench arrangement—not forgetting the importance of an efficient heating system.

THE FOLEY GREENHOUSE MFG. CO.

Designer Builders Heating Engineers

Main Office and Factory 3100 S. Spaulding Ave.

Chicago, Ill.

Downtown Office State-Lake Bldg.

1,000 Letterheads 1,000 Envelopes } $7.00

Bond Stock—Send cash with order. No samples sent. All work is guaranteed. Proofs furnished of work before printing, so that any changes necessary may be made.

GORHAM PRINTERY, INC.

542 South Dearborn Street, CHICAGO, ILL.

We Print Everything.

Mention the American Florist when writing

John C. Moninger Co.

GREENHOUSES

Designers - Manufacturers - Builders.

We sell the complete house or any part.

908 Blackhawk St., CHICAGO, ILL.

Split Carnations

Easily Mended with Pillsbury's Carnation Staples.

"They are indispensable to the careful florist. Increase the value at least 50%." Fifth Ave. Floral Co.

1000, 35c; 3000 for $1.00, postpaid

I. L. Pillsbury, Galesburg, Ill.

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 40c; 25 yds. at 39½c; 50 yds. at 39c; 100 yds. at 38½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices. Try it out now and be convinced.

TURNER BROS., Bladen, Neb.

CUT FLOWER BOXES

EDWARDS FOLDING BOX CO

MANUFACTURERS

PHILADELPHIA, PA.

Wired Toothpicks

10,000, $2.50; 50,000, $11.00. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For Sale by Dealers.

Mention the American Florist when writing

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

GIBLIN & CO., UTICA, N. Y.

REED & KELLER,

122 W. 25th St., NEW YORK

Florists' Supplies

We manufacture all our Metal Designs, Baskets, Wire Work and Novelties, and are dealers in Glassware, Pottery, Decorative Greens and Florists' Requisites.

Index to Advertisers.

Advance Co 146
Allen J K ..... .127
Alpha Floral Co.....131
AmericanBulb C .I 113
American Greenhouse Mfg Co.....IV
Amling E C Co.....123
Anderson S A 131
Angermueller G H Co.....125
Aphine Mfg Co.....III
Aphrodite Co.....128
Astoria Florist.....130
Avenue Floral Co...132
Baer Julius.....131
Barnard W W Co ...136
Barnes W J.....131
Bassett&Washburn.116
Baumer Aug 133
Baur Window Glass Co.....IV
Bayersdorfer H&Co.125
Begerow's.....130
Berger Bros..... 124
Berning H G.....124
Blackistone Inc.....133
Bodger J & Sons Co.136
Bohlender P & Sons .142
Bolgiano J & Son...135
Bramley & Son 133
Braslan Seed Growers Co..... 134
Breitmeyer's J Sons.130
Brenner Edward 127
Broadway Florist. ..131
Brown A J Seed Co..134
Brown Bag Filling Machine Co 139
Bruns H N.....139
Bryan Alonzo J.....141
Buckbee H W..... 132
Budlong Co J A.....121
Bunyard.....128
Burpee W A Co.....115
Byer Bros.....141
California Florists.. 131
Cazan A B 128
Central Floral Co ...133
Central Refrigerator & Equipment Co..123
Chicago Feed & Fertilizer Co.....148
Chicago Flower Growers Assn.....117
Clark E B Seed Co..138
Clarke's Sons D 129
Clay & Son... ... .148
Clipper Lawn Mower Co.....148
Coan J J..... ...127
Conard & Jones Co..142
Cooke Geo H.....133
Cowee W J.....147
Coy H C Seed Co....136
Craig Robt Co.....141
Danker Fred A.....132
Dards Chas.....129
Dietsch A & Co IV
Dominion FloralCo .130
Dorner F & Sons Co.141
Dreer H A..... .III 147
Duluth Floral Co...132
Dunlop John H 130
Dwelle-Kaiser Co...III
Eble Charles.....129
EdwardsFold'g Box.147
Elm City Nurs Co...142
Erne & Co.....122
Evans A W B.....130
Evres H G.....131
Fallon Florist.....128
Fenrich Jos S.....126
Fleischer G. 112
Fleischman.....131
Florist Specialty Co.III
Foerster Co Joseph.119
Foley Greenhouse Mfg Co.....147
Ford M C 127
Ford William P.....127
Fox J M & Son Inc..131
Frauenfelder C.....128
Freeman Mrs J B ...131
Frey C H 128
Frey & Frey 132
Friedman 133
Froment H E 127
Futterman Bros.....126
Galvin Thos F.....128
Gasser J M Co 130
General Bulb Co....139
Giblin & Co.....147
Gnatt Ove Co The...114
Godineau R & M....138
Goldstein I.....127
Good & Reese Co...139
Gorham PrinteryInc.147
Grakelow Chas H...130
GrandRapids FloCo.128
Grimm & Gorly.....128
Gude Bros 129
Guido Inc 128
Habermehl'sSons JJ 132
Hammond's Paint & Slug Shot Works..146
Hardesty & Co.....131
Harrison'sNurseries.142
Harris Wm K.....140
Hart George B.....127
Hart Henry 130
Haven Seed Co The.136
Heinl John G & Son.129
Henderson A&Co.I 141
Henderson Lewis....130
Henry Co The John.122
Henshaw Floral Co.127
Hentz & Nash.....126
Herr Albert M 141
Hess & Swoboda...'130
Hession 131
Hews & Co A H. ..III
Hill D Nursery Co. 142
Hogewoning& Sons 138
Hollywood Gardens.130
Holm & Olson.....130
Holton & HunkelCo 125
Hort Advertiser.....148
Hort Trade Journal..III
Hurft Edgar F. 139
Hurst & Son 136
Ickes-BraunMill Co.IV
Idlewild Greenhs....133
Jackson & Perkins Co.....142
Jahn Hugo.....130
Jones Percy 119
Joy Floral Co 129
Kahler Pottery Co ..III
Kasting W F Co..I 141
Keller Pott'y Co Geo.III
Keller Sons J B.....131
Kelway & Son'.....136
Kennicott Bros Co. 118
Kervan Co The.....127
Kessler Wm.....127
Kottmiller A.....128
Kroeschell Bros Co.III
Kruchten John 123
Kuhl Geo A.....140
Lager & Hurrell 142
Landreth Seed Co...135
Lang Flo & NursCo.132
Lange A... 129
Lecakes C & Co.....126
Liggit C U.....141
Lindley Flower Box Co.....114
Littlefield Florist....132
Long Island Flo Co.130
Longren A F ..141
Louise FlowerShop 131
McCallum Co 125
McClunie Geo G....128
McGill R C & Co....136
McHutchison & Co..139
Mackie William.....127
Malandre Bros.....133
Mangel.....133
Matthews the Flo'st .128
Matthewson J E.....129
Meconi Paul.....127
Metaire Ridge Nurs 128
Meyer John C Florist Thread Works. ...121
Michell Henry FCo..138
Michigan Cut Flower Exchange 123
Millang Joseph A. .126
Miller Floral Co 132
Miller & Musser 123
Minneapolis Nurs.. 114
Moninger J C Co....147
Morse C C & Co .. .135
Murray Samuel..... 133
Nat'l Florists' Board of Trade..... IV
Neidinger JosG Co. 125
Newell A.....132
N Y Cut Flower Ex.127
N Y Floral Co.. .133
Niessen Leo Co 124
Oechslin Ernest.....139
Oriental Goldfish & Supply Co.....122
Papadem J G Co....128
Park Floral Co 131
Peacock E R Co 135
Pearson E W.....131
Pedrick G R & Son..138
Penn the Florist 133
Peters& Reed Potty.III
Petersen H A Ltd...138
Philips Bros. 128
Pierce F O Co..... IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co. 134
Pikes Peak Flo Co..131
Pillsbury I L 147
Pittsb'rghCutFloCo 114 124
Podesta &Baldocchi.133
Poehlmann Bros Co. II
Pollworth C C Co...125
Polykranas Geo J ...127
Potter Floral Co 132
Pressing Seed Co W C.....134
Proto-Feed & Guano Co..... ..146
Pulverized Manure Co The.....147
Pyfer A T & Co.....116
QualityFlowerShop 132
Raedlein Basket Co.123
Randall A L Co 123
Randall's Flo Shop..133
Randolph & McClements.....132
Rawlings Elmer 141
Ready Reference....143
Reed & Keller 147
Regan Ptg House ...148
Reid Edw.....124
Reinberg Geo..... 123
Reinberg Peter.....117
Rice Bros 125
Rice Jerome B Seed Co.....135
RobinsonJCSeedCo .138
Rock WmL Flo Co..128
Rodgers J W 131
Rohnert Waldo 136
Rosaia Bros.....128
Rosery Floral Co ...133
Routzahn Seed Co..139
Rusch G & Co 125
Saake O C..... 133
SalzerSeedCo JnoA .133
Sceery Edw ...131
Schiller the Florist. 131
Schillo A Lum Co...IV
Schlatter W & Son..148
Schling Max.....133
Schmidt Chas L.....133
Segers Bros Ltd .138
Shaffer Geo C 133
SharpPartridge&Co 148
Sheppard H W.....133
Sheridan Walter F..127
Siebrecht George C..127
Simon & Son I N....136
Situations & Wants.111
SkidelskySS& Co.... I
Smith A W & Co....130
Smith & Co E D .141
Smith & Fetters Co 129
Smith Henry.....132
SouthernNurseryCo.142
Storrs & Harrison... .....112 140
Stumpp G E M..... 130
Swiss Floral Co 139
Thorburn J M & Co..138
Tillinghast Isaac F..140
Tonner O A & L A..119
Totty Chas H .... .140
Traendly& Schenck.127
Traveling Wholesale Florist.....126
Trepel Joseph.....131
Turner Bros.....147
United Cut Flo Co..127
Van Meeuwen & Tegelaar 138 141
Vaughan A L Co ...119
Vaughan's Seed Store ....I 137
Vick's Sons Jas..... 135
Vincent R Jr & Sons Co..... I
Walker F Co.....129
Weber F H. 132
Weiland & Risch ...123
Weir James.....132
Western Seed & Irrigation Co.....135
Wietor Bros.....118
Williams Mrs E A...133
Winterson Co E F...122
Wittbold G Co.....129
Wolfskill Bros & Morris Goldenson.131
Wonder Plant Irrigator Co.....122
Woodruff SD& Sons.138
Yokohama Nurs Co.135
Young A L & Co ...126
Young John & Co...127
Zech & Mann...120 123

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.

509 Exchange Ave., U. S. Yards, Chicago

Mention the American Florist when writing

The Regan Printing House

LARGE RUNS OF

CATALOGUES

OUR SPECIALTY

WRITE FOR PRICES

523 Plymouth Ct., Chicago

Mention the American Florist when writing

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscriptions, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A."

LOWDHAM, NOTTS, ENGLAND.

Mention the American Florist when writing

Before

No loss if you mend your split carnations with

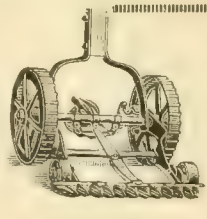
Superior Carnation STAPLES

35c per 1000; 3,000 for $1.00. Postpaid.

Wm. Schlatter & Son

After

422 Main Street, Springfield, Mass.



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plaintain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER CO., Dixon, Ill.

Mention the American Florist when writing

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

GREENHOUSE

GLASS

BEST BRANDS

SHARP, PARTRIDGE & CO.

2263 LUMBER ST. CHICAGO, ILL.

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LIV. **CHICAGO AND NEW YORK, FEBRUARY 7, 1920.** **No. 1653**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company.
Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901.
Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treas. The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next annual convention and exhibition, Washington, D. C., November 1920. OFFICERS: THOMAS W. HEAD, Lake Forest, Ill., President; Z. D. BLACKISTONE, Washington, D. C., Vice-President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary; CHAS. H. TOTTY, Madison, N. J., Treas.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Washington, D. C., January, 1921. OFFICERS: C. W. JOHNSON, Chicago, President; D. G. GRILLBORTZER, Washington, D. C., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa., President; F. L. ATKINS, Rutherford, N.J., Vice-President; E. A. WHITE, Cornell University, Ithaca, N.Y., Secretary; HARRY O. MAY, Summit, N. J., Treasurer.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition, Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

Valentine Plants and Flowers.

Large Field For Artistic Work.

This floral festival ranks about sixth in importance, as compared with other flower days, coming now next to Mothers' day in the volume of business it brings to the flower shop. As the sentiment of this quite generally observed holiday can best be expressed in, or with flowers, it affords a great opportunity for exploiting business in all the products of the flower shop. Instead of being sixth in the race, it could, with earnest co-operation of the trade, be moved up to third position, coming in ahead of Memorial, Thanksgiving and Mothers' days.

The possibilities are wonderful, the orders being limited only to the number of the fair sex, the daughters of the nation—each, somebody's sweetheart and valentine. It is a business which cannot be built up in one year, but if the trade became awakened to the opportunity, and worked together, the day could be made so popular that the custom of sending flowers to every sweetheart, old and young, would become universal. The way to bring this much desired condition about is for each to do his share, and a little more. In the first place, work up, in one's own mind, a confidence and enthusiasm that such a demand is possible. Enthusiasm is the mainspring in all great undertakings; one must have faith and belief in their work or there will be no progress. The day must be so featured in connection with flowers and their effective use in carrying the message of St. Valentine, that the public generally will become interested. To purchase and send flowers will then be thought the right thing to do, and soon become the custom. Then all energies will be concentrated not on how to get, but the best way to manage the great business developed.

In connection with well arranged displays in the flower shops, there should be appropriate circulars calling attention to the use of flowers as being most fitting for valentines and that February 14 is "Sweethearts' day," when every heart, both old and young, should be gladdened with its gift of blooms. A great help will be effective propaganda through the columns of the daily press. It is work that should be intelligently done by capable newspaper writers. The cost would be very small, indeed, as compared with the great benefits to be derived from such publicity.

The Flowers Available.

The cut flower supply this year bids fair to be less in quantity and variety than ever before. All the short-stemmed, small-bud roses, such as Pink Killarney and Mrs. Aaron Ward, are so scarce as to be almost out of the market. These were formerly depended on for small baskets and corsages. Carnations are very high in price, with only half the production of last season. Sweet peas that are now so popular, while in larger supply, will not nearly equal the production of a year ago. Calendulas will help some. Early spring bulbs, daffodils, tulips, etc., will be seen, and there will be a fair amount of freesias and forget-me-nots. Cattleyas, gardenias, violets and lily of the valley about complete the list of available flowers.

Vase baskets, small hampers, "kiddies" and other figures supporting or concealing vases for cut flowers, are the up-to-date arrangements for filling. Some of the baskets and hampers are quite elaborate, being hand-painted and decked with choice ribbons.

There are all sorts of combinations possible in the filling of the various receptacles, the main object being to make a good showing with the least flowers. Of great assistance, will be plants of the Primulas malacoides and Townsendii; with the soil shaken or washed from the roots, and bound with a little moss, they can be used to good effect in place of some of the flowers, their wealth of bloom and foliage toning in well with those of any other

color. Almost any combination of flowers will be found acceptable to some one. The ribbon finish, with a red heart seal or two, or a valentine card showing conspicuously, marks it as a valentine gift.

The corsage is always popular. A bunch of violets, single or double, while beautiful in itself, can have, as a finish, a spot of Sweetheart roses, a cattleya or two, some gardenias or lily of the valley. Sweet peas, when nicely arranged, are as satisfactory as anything. They, too, can have, as an addition, any of the above flowers. Cattleyas are, of course, very choice, and can be made to go farther with sprays of the baby primroses or malacoides, as the colors blend well together. The accompanying ribbon can be stamped with small heart or cupid seals, which come in various designs. They also look pretty on the outside of the box or package, when tied up.

Plants for Valentines.

Flowering plants can be turned to good account and used as valentines the same as the flowers, where it is desired to remember a friend or relative. Cyclamens and primulas are now at their best, and these can be featured in a number of ways. Small to medium-sized handle baskets, suitable for a four to six-inch pot, will, with a plant to fit, and a touch of ribbon on the handle with valentine seals, look very attractive. Several of the primulas may be grouped in a fern pan, which when decorated with paper, mat or wicker cover, will suit the customer who wants something a little better. The small rectangular wicker box, with handles at the ends, which holds one row of four-inch plants, makes a good showing planted either with cyclamens or Primula malacoides. Bows of ribbon at each handle, connected across the front with a loop of the same dotted with hearts, makes it an appropriate gift. A basket of foliage and flowering plants is made more attractive with a small heart-shaped box of candy, showing more or less conspicuously.

Window Displays.

For at least a week or 10 days before the event, the window and store interior should reflect the coming of St. Valentine in no unmistakable manner. The windows, particularly, should be so attractive that every passerby will want to stop and take a look, even coming across the street to do so. A large hollow, heart, frame, with vases to hold bunches of sweet peas, making, when filled, a huge heart of these flowers, is a good window piece. A number of the arrangements described above can be used to make a very noticeable and attractive window. Heart shaped boxes for corsages are appropriate, and look well in the window, or grouped with other features, in the store.

The valentine posters and small posterettes being issued by the national publicity committee should be used freely. They are far ahead of anything ever introduced to feature the day. All letters and packages should carry one of the posterettes, while the large posters should be used on the delivery autos, in the window, and about the store. They cannot fail to make an impression on everyone who sees them.

Next Week in the Flower Shop.

It now looks as if the great shortage of flowers, the most remarkable the country has ever experienced, is over, at least for this year, the shipments the past week having increased perceptibly and give promise of soon returning to normal for the season. Fact is stranger than fiction, as the wildest dreams of the grower could never have believed Golden Spur daffodils could be sold for $3.00 per dozen, yet they brought this figure in the wholesale market a week ago. However, while the past month has been one of great trial, it is not without its compensations, as florists have learned how to make the most of their scant material, and a new value has been placed on flowers that it is hoped will be maintained at least to a degree. While a certain class of people are attracted by reduction or bargain sales, resorted to as selling devices by merchants in many lines, there is little of profit to the buyer, as very few are genuine. People who feel they are getting value for their money, will pay the price. What they want is value and service. It is not difficult to give just a little more than is expected, which trifling extra is productive of much good will that is the greatest asset in business.

As flowers become more plentiful, every effort should be made to keep customers posted. Values will recede to lower levels, and the patrons of the store are to be encouraged to buy freely at prices that will not seem forbidding, and at the same time, show a good profit. The florist who is afraid to ask a price for his plants and flowers, that will insure a good profit, is a detriment to business; he makes no money himself, and prevents others from giving a better service.

This will be valentine week, which event should be the feature to be displayed and kept prominently to the front until the day is past. There are thousands of buyers in every large city, and to a less extent in smaller communities, who should, but seldom, if ever, pay any attention to the day. Sentiment is the soul of Valentine's day, and flowers give expression to affairs of the heart and carry the tender message direct and true. It is sweetheart's day, when all lovers, both old and young, should be remembered with flowers. It is a charming custom that if properly featured, and kept before the public, would in time become universal.

Almost everything in plants and flowers, and their combinations, can be made into suitable valentines. Pots of all kinds of blooming plants, if placed in pot covers or baskets, or decorated with paper, tied with colored cords, and given a valentine touch with cardboard hearts or arrows and other like novelties, will be just the thing to send to an aged relative or friend, who will be sure to appreciate such a gift. Small vase baskets with sweet peas, a knot of ribbon at the handle stamped with valentine seals, are good for sale at a nominal price. Corsages of all the

VALENTINE FLOWERS AND PLANTS.
Small Vase Basket of Assorted Flowers and Valentine Chiffon.

standard flowers are first choice with many, to be delivered in heart shaped boxes. A display of these in the window, together with decorated plants, will draw attention to the day. Heart-shaped hampers filled with choice flowers are also popular. There should be a good use of the S. A. F. stamps and posters.

Pussy willows and forsythia sprays should be carried in stock; they help out in basket work, and give a spring time look to boxes of cut flowers.

Sweet peas are now more plentiful and can be depended on until the season closes. The higher grades are choice enough for the best work, while shorter lengths of stem are a great help for all sorts of designs. Freesia is at its best. It is a great favorite with many, the delightful fragrance and white waxy flowers on long stems, arranging well with many other flowers.

Pansies are popular. Any florist making a specialty and carrying a stock of these little blossoms, will soon work up a profitable trade in them. Wreaths of pansies are distinct and stand out in any collection. They make a very showy corsage bouquet, and are especially useful in topping off a box of flowers.

This will be a good opportunity to get out-of-town business through the F. T. D. "Send Floral Valentines by Wire" will attract and suggest to some persons an opportunity to remember a distant friend.

Initiative.

One of the greatest forces of the successful business man is—initiative; the power to originate, to look ahead and foresee the trend of public demand in his line, and in this way, keep a step or two in the lead, ahead of his competitors. While they are waiting for something to turn up, or making up their minds what to do, he has long before made his decision, stocked up with goods, and is busy creating a demand for articles that others find difficult to get, or imitate.

To the man with this creative ability, one new idea follows another in rapid succession. Originality is seen in every move he makes. The retail florist who is imbued with this progressive spirit, is always working up something attractive, this he hopes will interest his customers; a novel window display, featuring a new arrangement of cut flowers, or something original in filled plant baskets. The interior of the store will present such a changed appearance over that of the week before, that customers will comment favorably on how much better it looks, when as a matter of fact, it is only the same stock and fixtures differently arranged.

Every made-up arrangement of cut flowers that goes out of the shop, is nearly always sure to have some little distinctive feature that will make it noticeable in a collection of similar pieces. The box of cut flowers is always given a finishing touch, an outside decoration that costs but a trifle, but makes it distinctive. The inside also has a topping off or finish that is also sure to get an admiring look before being disturbed. These things do not have to be done; they are not on the order sheet, but the man with the initiative cannot help but give these finishing touches. It is second nature to him, and it is returned many times, both in money and prestige.

VALENTINE FLOWERS AND PLANTS.
Corsage of Cattleyas and Primula Malacoides.

Men with this progressive spirit are never satisfied; they are always going out of the beaten path. This is especially noticeable in their methods of advertising, every opportunity being turned to good account. There are notable examples in this line shown by celebrated retail florists of Boston and New York, whose originality in publicity methods has made them famous, and leaders of the trade in their communities.

In the greenhouse, men with initiative keep up the most intensive use of ground or table space, having a new crop as far advanced as possible, so as to immediately replace the one just sold out, thus keeping every foot of bench room pulling all the time. Little cultural wrinkles that advance the flowering period, or produce a better grade of stock are always being tried out. The man who first pinched the forcing rose to get a longer stem, and perhaps a better market season, had initiative, and introduced cultural methods that entirely changed the "let well enough alone" system. It took the initiative of an amateur rose grower to build the first large rose house, and which was the forerunner of the mammoth houses that are now considered standard.

There are many who are satisfied to take things as they come, to let well enough alone, but the world moves. There is a progressive spirit in every community, and more or less in every one of its business interests.

Men with initiative made possible the auto delivery car, which has displaced the one-time good enough horse and wagon. A noted and successful florist has said, that the way to do a better business, is to do business better, which means that every facility, both of head and hand, should be brought to play in planning and promoting the education of the public to the various uses for plants and flowers, by up to date publicity ideas in local and national advertising. Perfected methods in display in stores and improved service in all the various manipulations, from the grower to the ultimate consumer, are necessary to success. In short, put your best foot forward. Keep everlastingly at it. Make a bid for the business, and it will come to you.

Store Interiors.

The greatest incentive in winning patronage is a well arranged store in which the various articles of stock are displayed so as to show them at their best. It is said that "clothes make the man," and it is equally certain that the well dressed store is, in its effect on all visitors, together with its enhanced selling power, well worth all the time and attention given to it.

In the first place, it should be kept clean, particularly the floor, the covering of which, be it tile, mastic, linoleum or just stain, will, if kept rubbed up and new looking, add much to the neat appearance of the show room.

All plants and flowers, and most of the accessories of the business, show to greater advantage against a light background, so all fixtures should be white or, except in contrast, such shades that will not absorb, but reflect light. A good, bright light is necessary to show goods to the best advantage. Many flower shops are greatly handicapped for want of the light necessary to show their stock off to advantage. Those who work there day after day, become accustomed to the dull illumination, but to the caller from the bright street outside, the lack of light is very noticeable. The effect or contrast is the same as seen in the dull or brilliantly illuminated windows, the first being passed by almost without notice, while the eye catches at once the goods displayed in the other.

Articles that people are not particularly interested in or new things it is desired to bring to their notice, should be featured or given the best publicity that location and light can afford. They must be seen to be sold.

In many shops, plants stand around in irregular groups without any thought as to their decorative arrangement. The same stock, with pot covers and stands, will present a very much better appearance. Ferns in jardinieres, particularly specimens that stand apart by themselves, are much more attractive and salable. Everything in the flower shop, especially that displayed in the show room, should be in the best possible condition for sale. All passe plants, those with damaged leaves or out of flower, should be at once replaced with fresh stock. So often they are doctored up and kept standing around just to fill in, a positive detriment, doing much more harm than good.

Frequent rearrangement of the movable tables, stands, and groupings of the plants add a newness to the interior that is well worth while. Many articles in which it appears hard at times to interest customers, will, in various combinations, stand out and become more noticeable. Small printed cards, calling attention to their good points or utility, are helpful.

Whenever the condition of the market will permit, there should be exhibitions of arranged baskets or vases of flowers. Many vase baskets hold long stemmed roses or other long stemmed sprays, and display them as well or, even better, than in the stock jars. Combined with green or in combination with other flowers, they present a decorative effect that will prove very attractive, and at the same time are salable as loose flowers, or to be used in any other manner.

A cheval floor mirror is an almost indispensable article of store furniture, as it can be changed about, and always adds a finish to any grouping. Folding screens are also decorative. They lend themselves to any kind of manipulation, and make a good background for small groups of flowering plants.

It is always best to make any rearrangements in the evening, as if attempted in the morning, early orders are apt to interfere, and it is shopping time before things are straightened out.

Reminder System for Anniversaries.

Every business man has certain anniversaries which he must observe and the florist who sets out to help him observe them will render a real service to all concerned. Too many business men now lose prestige with their families and their friends by overlooking dates which they have had in the back of their heads for some time past, but which, unfortunately, failed to assert themselves in time to do any good.

One florist in a middle western city has adopted a form which promises to eliminate this forgetfulness on the part of his patrons. A circular letter was sent his mailing list of customers, which yielded rich returns. It read:

"There are a number of anniversaries which may slip your attention unless you apply the same system which you use in your business. Our business is to take care of yours, at least as far as social affairs are concerned. If you will fill out the enclosed card, we will notify you several days in advance of each date, so that you can make the necessary preparations. This does not obligate you to buy flowers. The information you give us will, of course, be held as strictly confidential. We wish only to help you."

The enclosed card gave a list of the legal and sentimental holidays in that state, with the question: "Is there any particular person you wish to remember on these dates? Shall we notify you several days before each?" Some of the questions on this form were: "Married? If so, please give date and name of wife. What is her favorite flower?" "Birthdays. Have you a mother, wife, sweetheart? Please give dates, names, addresses and favorite flowers of each. We will notify you several days before the anniversary."

Response from this letter and card was really startling. It indicated that business men feel the need of such a service in the keenest possible way. The florist has taken over something which was a burden to the individuals, but which may be easily handled by the simplest tickler system. He also has minimized "rush" orders, which in many establishments, are of such volume that they thoroughly upset the working schedule which has been made and result in toil in the late hours of the night.

All of this rush business can not be systematized, of course, but the plan indicated has done much to minimize it. Funerals are without the scope of any system yet devised, but if all of the business which can be is regulated, the big volume of business which attends many funerals can be absorbed without difficulty.

M. E. C.

VALENTINE FLOWERS AND PLANTS.

White Primula Malacoides in Fancy Four-Inch Jar.

Washington Rulings and Regulations.

TAX ON CUT FLOWERS PROPOSED.

Every sale of flowers amounting to more than 20 cents will be taxable, under the terms of a bill which has been introduced in the House of Representatives by Congressman Bacharach of New Jersey. The measure provides for the repeal of the present taxes on luxuries, soft drinks, profits, etc., and the substitution therefor of a tax on retail sales, raw materials and real estate. The new tax on retail sales would be one cent for each dollar or fraction thereof on sales between 20 cents and $500, and of five cents for each dollar or fraction thereof on sales of more than $500. No tax would apply on sales of less than 20 cents, and where more than one article is sold in one transaction, the tax would be computed on the total of all articles sold. The tax would be collected in the same manner as the soda and other taxes; that is, the customer would pay it to the merchant at the time of the sale and the latter would report and make payment to the treasury department under regulations which the bill provides shall be promulgated by the secretary of the treasury. A retail sales tax, in the opinion of Representative Bacharach, would do much to reduce the present high cost of living, which he declares is due in large measure to the excess profits and other taxes which are "pyramided" by every dealer through whose hands a taxable commodity passes until the consumer is forced to pay four or five times the amount contemplated by the revenue law, while every merchant adds on his "bit" to the price to cover the profits tax. "While this tax is to be paid by the consumer at the time the purchase is made," he said, "the amount of the tax is so small that it will be very much cheaper for the consumer to pay it than to pay the excess profits tax which is now in force and which pyramids through each sales operation."

It is confidently expected in many quarters that Congress will repeal the excess profits tax, but as it will be necessary to devise some means of making up the revenue which that levy brings in, members of the house committee on ways and means, of which Mr. Bacharach is a member, have been casting about for a tax which will bring in the money, and yet not be as distasteful to the public. In Mr. Bacharach's opinion, a retail sales tax is the most advisable of these measures, since it will raise even more than is received from excess profits, while at the same time eliminating all profiteering in taxes by merchants.

HORTICULTURAL SALES IN URUGUAY.

Seeds, plants and farm stock and equipment may be sold in Uruguay through the government of that country, according to information which has just been received by the department of agriculture. The Uruguayan government has created a number of departments for the protection and development of agricultural, dairying and stock-raising industries in that country, through which American concerns may distribute catalogues and advertising matter. Matter of this nature should be sent to the governmental departments only for their distribution, and not with the idea of making sales to them, it is pointed out. "If well illustrated and attractive catalogues were issued in the Spanish language, and mailed to appropriate sections, it would be a very effective means of advertising American products," it is declared in the report received by the department of agriculture.

Following are the names and addresses of the departments which will handle these matters: Seeds: Comision Oficial de Semillas, Cerrito 572, Montevideo. Trees: Vivero Nacional de Toledo, Estacion Toledo. Montevideo. Planting and Sowing: Inspeccion Nacional de Ganaderia y Agricultura, Cerrito 572, Montevideo. Forest, fruit and shade tree culture: Same as for planting and sowing. Fine seed (pedigreed), wheat, corn, linseed, etc.: Semillero Nacional de La Estanzuela, Estanzuela, Departamento de Colonia, Uruguay.

TRAVELING EXPENSES AND INCOME TAX.

A bill to permit traveling salesmen and respesentatives of business concerns to deduct their road expenses, when preparing their income tax returns, has been introduced in Congress by Representative Jacoway of Arkansas. At the present time, business men when on the road are not permitted by the revenue law to deduct their ordinary living expenses, even when paid out of their own pockets, and in addition to the maintenance of a permanent home. Under the terms of Mr. Jacoway's measure, Section 214 of the revenue law would be amended so as to permit the deduction, in paying income tax, of "all the ordinary and necessary expenses paid or incurred during the taxable year, in carrying on any trade or business, including a reasonable allowance for salaries or other compensation for personal services actually rendered; traveling expenses, including meals and lodging while away from home, incurred in the pursuit of trade or business, and rentals or other payments required to be made as a condition to the continued use or possession, for purposes of the trade or business, of property to which the taxpayer has not taken, or is not taking title, or in which he has no equity." Legislation of this nature has been sought by business men for a long time, upon the ground that traveling expenses were legitimate expenses incurred in connection with the operation of a business and, as such, should be deductible from income tax returns.

B. F. L.

VALENTINE FLOWERS AND PLANTS.
Primula with Mat Cover.

Society of American Florists.

NATIONAL PUBLICITY CAMPAIGN.

The publicity committee held a two-day meeting, January 21-22, at Chicago, at which working plans were formulated for the 1920 campaign, and in greater part adopted. There is to be no let-up in the activities of the campaign, and the magazine advertising is to be as persistent as ever. The committee was greatly pleased at the reports it had received as to the results of the campaign. Many florists making these reports had taken particular pains to record conversations had with new and old customers, from which it was quite evident that the campaign was producing good business. Some of these reports referred to a noticeably great increase in the demand for flowers for anniversary gifts. The request that our slogan appear on the cards sent with such gifts was very general, and showed a disposition on the part of the public to adapt the slogan to their own use.

We surely have a wonderful slogan, one serving two purposes. We can easily understand why publicity experts consider it to be an asset we should value at more than a million dollars. It is really worth many millions to us, and properly perpetuated it should produce business each year equal to its valuation. It would not be wrong to say it is doing it already. And yet, there are thousands of florists who, through their negligence in the support of our campaign, do not appear to value the slogan very highly. Or is it that they are careless, or quite content to let their more generous brethren bear the expense of making the slogan a "household phrase?" We would ask these careless ones, just what it would be worth to them to have "Say it With Flowers" quoted or suggested in every good family in their respective communities daily, or even a portion of these families. Our advertisements in the magazines should be doing this very thing, and to be sure that they are doing it, the slogan should appear in every magazine of consequence. It would, if the proper support were given the publicity committee. The committee is limited only by the amount of the funds at its disposal. If it could have the support which now it has right and reason to expect it could accomplish its full purpose instead of having to be content with what, at best, is only a good scratch in the field of publicity.

Now is a good time to come into the campaign. The committee is assured, by subscriptions already pledged, of being able to carry out plans within a certain scope, but without a prospect for the advance which it hopes to make when the required support is available. It should be placed in a position to at least double the results already obtained, the possibility of which cannot be questioned. The benefit sought is not for the individual, nor for any particular section of the trade, but is for the whole craft, the whole industry. Florists who link up with the campaign through their local publicity, aided by the various helps furnished by our promotion bureau, get a full measure of the general publicity. Display the slogan sign wherever possible; use the electrotypes featuring the magazine advertisements, and help to spread the message of the slogan at every opportunity.

Above all, if you have not already subscribed to the campaign fund, let the secretary have your pledge, in whatever amount you can afford, to support the campaign during 1920.

JOHN YOUNG, Sec'y.

VALENTINE FLOWERS AND PLANTS.
Rectangular Basket of Primula Malacoides.

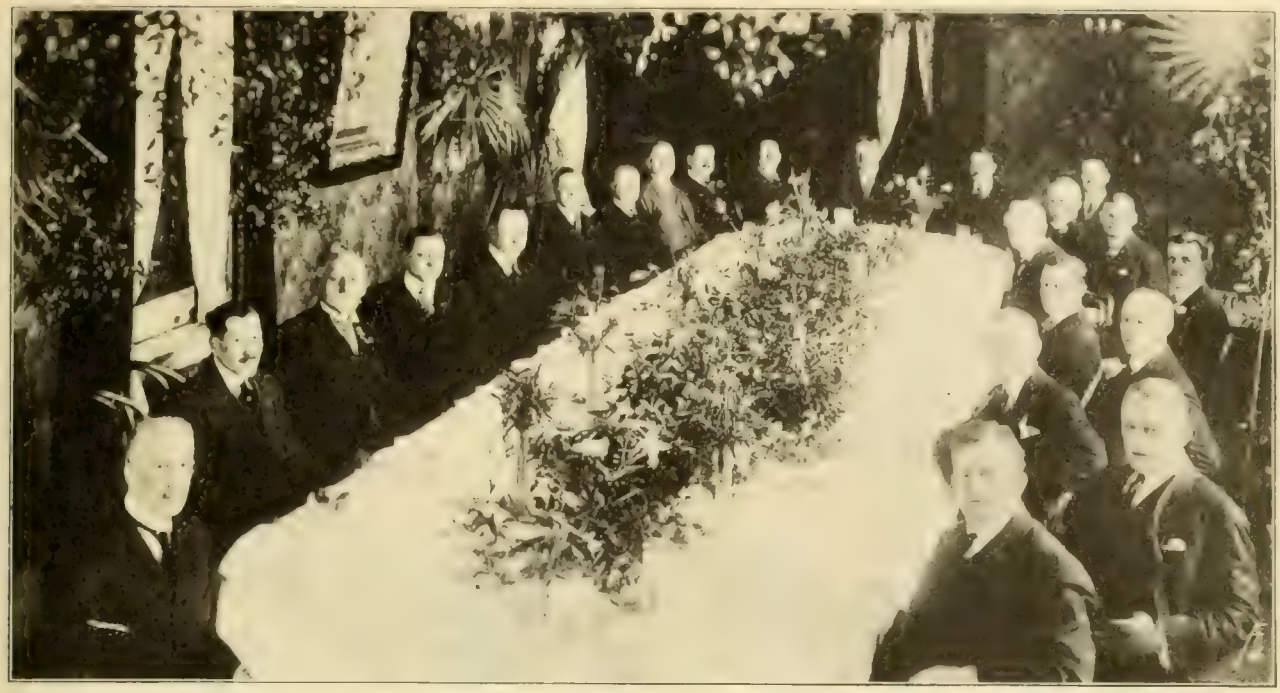
Generosity of Purpose.

Who will doubt the generosity of the florist of today, if the purpose be worthy? Those who went to Chicago to see the carnation display, despite the fact that carnations were bringing the highest prices, and also the scarcity of blooms with which every exhibitor in the show was handicapped, saw at the La Salle hotel, one of the finest exhibitions of carnations, which proved conclusively the generosity of purpose on behalf of those who exhibited. And out of all this, does it not prove that we have men within our ranks who put purpose and development ahead of the almighty dollar, which too many of us feel is one of the purposes of life.

How about further development of flowers, whether it be carnations or roses, or all other flowers and plants? How many of us consider the higher purpose and the further progress of flowers, by doing something for this cause? Of course, we cannot all exhibit prize winning blooms at exhibitions, as at Chicago or elsewhere, but we can do our part in sharing in the expense of the national campaign, which is merely another form of progressiveness, where everyone joins in the general good thus created. This you can do, and incidentally, you are helping yourself.

The carnation exhibition at Chicago was a credit to the organization who felt the importance, and willingly showed they were big enough for their job. It was an effort well worth its energy. More success to you.

VALENTINE PLANTS AND FLOWERS.
Basket of Primula Malacoides, Paper Heart Seals, and Chiffon with Embossed Paper Cupids.



ELEVENTH ANNIVERSARY DINNER NEW YORK WHOLESALE FLORISTS' PROTECTIVE ASS'N, JANUARY 24, 1920.

At Head of Table, President Traendly, and at His Left, William H. Duckham. Down the Right Hand Side: Front Row—Ward W. Smith, Attorney for the Association; A. T. De La Mare, E. C. Horan, J. E. Morischard, George Hildenbrand, W. G. Bagley. Back Row—Percy B. Rigby, Philip F. Kessler, J. H. Pepper, John Gunther. Continuing on the Other Side: Walter F. Sheridan, Clarence Slinn, A. F. Faulkner, Paul Rigo, Herman Weiss, Joseph S. Fenrich, Charles Schenck, Eugene Dailledouze, C. H. Totty and A. H. Langjahr.

Now, it is up to us to continue our generosity of purpose, and help with our contribution for the furthering of "Say it With Flowers." As Marcus Aurelius said: "As a horse when he has run; a dog when he has tackled the game; a bee when he has made honey; so a man when he has done a good act, does not call out to others to come and see, but goes on to another act, as a vine goes on to produce again, the grapes in season."

Your giving is an incentive for so much more good to follow, that you will reproduce the biggest harvest you have ever garnished. Try it.

HENRY PENN,
Chairman Nat'l. Publicity Campaign.

D. G. Grillbortzer, Washington, D. C.

VICE-PRES. AMERICAN CARNATION SOCIETY.

David G. Grillbortzer, vice-president elect of the American Carnation Society, head of the Washington Floral Company, of Washington, D. C., is soon to celebrate his twenty-fifth anniversary as a florist, and it seems peculiarly fitting that the industry with which he has been identified for that number of years, should at this time honor him with the second highest office at its command.

Mr. Grillbortzer when hardly 16 years of age entered the employ of J. Louis Loose, then a prominent grower of Alexandria, Va., his native city. After serving a five years' apprenticeship in the business, he joined his brother, H. Fred Grillbortzer, in a small undertaking under the firm name of Grillbortzer Bros. They had four small houses, 30 x 100 feet. Today he controls more than 100 times that amount of glass. Three years later the brother died, and the business continued under the name of David G. Grillbortzer. Another interesting contrast is, that when he first started out for himself, he had a capital of $300. Today, besides this large area of glass, he controls the business

D. G. Grillbortzer, Washington, D. C.
Vice-Pres.-Elect American Carnation Society.

of the Washington Floral Company, and is handling a large volume of wholesale and retail trade, marketing his own production, and enjoying a growing telegraph delivery business. When, in June, 1918, he had an opportunity to buy out the business of J. Louis Loose, under whom he learned the business, he had approximately 150,000 feet of glass. His purchase about doubled his holdings, and added the store of the Washington Floral Company, on Fourteenth street.

The greenhouses are located in Alexandria, Va., about five miles from the store. While he still specializes to a considerable extent in carnatoins, having as good a stock of these as can be found in this section of the country, he grows a variety of flowers on his large range. For instance, he has 3,000 orchid plants, and he is practically the only grower of cattleyas in the vicinity. In the houses are more than 40,000 rose plants, and of other stocks, it is said: "If it is obtainable at all, Grillbortzer will have it."

He has built up his business by honest dealing. His ability and integrity have been recognized before—some years ago he was made president of the Florists' Club of Washington, D. C., and he has always been an active participant in the affairs of that organization. He has taken great interest in the campaigns of the S. A. F. He is a member of the Alexandria chamber of commerce, and of the retail merchants' association. Some years ago Mr. Grillbortzer was granted membership in Alexandria-Washington Lodge of Masons, of which George Washington was the first master, and in the lodge room in Alexandria, the gavel he used, is still wielded to make noisy members subside. He also belongs to Old Dominion Commandery, Scottish Rite, and Acme Temple (Richmond) Order of the Mystic Shrine.

Express Combination to Continue.

The American railway express company, a voluntary organization of the big express corporations of the country for war operation under the railroad administration, will continue as a combination under private operation after relinquishment of government control March 1, it was announced February 3, by George C. Taylor, the president. The probability is that the American railway express will continue to exist indefinitely, as it offers opportunity for more efficient and economical operation of the various companies which comprise it, Mr. Taylor said. It represents in the transportation of express packages what the United States postoffice does in the handling of the mail, he pointed out.

Florists' Organization for Southern Illinois

J. W. Ross, Centralia, Ill., secretary of the pre-organization meeting of florists of southern Illinois, to be held at the city hall, Centralia, February 25, at 1:30 p. m., has addressed the following communication to the trade in that section:

"While at the carnation convention in Chicago, several of the florists of southern Illinois from Springfield and Bloomington south met together, and had a formal session at which it was decided to call a meeting of the members of the trade to meet in Centralia, February 25 for the purpose of organizing, one of the objects of which will be to try to standardize retail prices as near as practical. The high cost of coal, labor and supplies of all kinds used by the retail florist make it imperative that something be done along this line. The milkmen, carpenters, plumbers, painters, coal miners and coal operators are organized. Why not the florists?

"This will be the most important meeting for the florists of this section ever held, and we are asking you to make an extra effort to be here. It is a matter of dollars and cents to every one of us to get together. Why should one florist sell 4-inch geraniums at 15 cents, and his neighbor get 35 cents for one no better; or $1.50 per dozen for carnations, and his neighbor be selling for $3.00, as has been the case this winter?

"Let us get together and standardize prices. See every grower and every retail florist in your district, and try to get them here if possible. Please let me know if you will be able to attend.

"Remember the date, February 25, 1920, at the city hall, Centralia, Ill., one-thirty p. m."

Pittsburgh, Pa.

INCREASED DEMAND HITS MARKET HARD.

Conditions the past week have been worse than anything that was ever experienced in this district, not that the supply is smaller, for there really has been as many, if not more, flowers on the local market than usual for this season of the year, but the demand is so much larger. The orders from the smaller towns have been heavier than ever before, and high prices do not check it, as the cost is no object, so long as they receive the stock. Some of the local retailers are complaining about the high prices, but there is not a day that the wholesale houses could not clean out the transient and out-of-town trade at a much higher price than the regular buyer was billed. The wholesale houses simply take their supply in the morning and divide it up among the regulars and call it a day. They are not taking on any new customers as they have their hands full trying to satisfy the ones they have. The influenza is on the increase, causing a big demand for funeral flowers which can not be furnished. As a consequence, most of the retailers are mixing artificial flowers with the natural wherever possible. The American Beauty shipments arriving here are so small that they are not noticed. Of the roses, Premier and Columbia, in the longer grades, still hold the lead, both in quantity and quality. Carnations are still small in number and of poor quality. Callas are more plentiful, and bring from $3 to $5 per dozen. Some very good snapdragon is arriving ing daily and sells readily at from $2 to $4 per dozen. Jonquils, Paper Whites, tulips and freesia are more abundant and bring high prices. Sweet peas are of fine quality, but have been off crop the past week, but from all reports there should be plenty of them in the near future. Other seasonable flowers arriving include mignonette, calendulas, baby primroses, violets, lilac and orchids, all of which find a ready market on arrival. The trade in this district is now planning for a banner Valentine day, and from all reports, there should be enough stock to take care of it especially in violets and sweet peas, the two most popular flowers for that occasion.

NOTES.

E. J. McCallum, president, and Hugh Boyd, auditor of the McCallum Co., are on a trip of inspection of the Cleveland, Detroit and Cincinnati branches.

At a meeting of the directors of the Mendel Corrugated Paper Box Company of Oakmont, Pa.; E. J. McCallum, was elected vice-president.

John C. Harris, of Harris Brothers, is confined to his bed with influenza, and at last reports he was doing nicely.

The epidemic has hit the McCallum company hard, as four of them are down with the disease at the same time.

M.

Denver, Colo.

JANUARY SHOWS GOOD ENDING.

Business during the past week was better than at any time during January. The call for both cut flowers and plants was very brisk, due to the great amount of sickness prevalent and the volume of funeral work was in accordance. The weather has been exceptionally good, with warm sunshiny days, but the demand for all kinds of stock exceeded the supply.

NOTES.

The New York Flower Store had a good window of flowering plants and baskets of sweet peas, with large ferns for a background.

The American Flower Shop has been attracting attention with tastefully arranged windows of cut flowers and flowering plants.

Louis Kintzele has been supplying this market with excellent long-stemmed, pink, white and yellow snapdragons.

The Boldt-Lundy House of Flowers has been featuring spring plants in quantity which make an excellent display.

At the Alpha Floral Co's. store, there was noted attractive baskets arranged with flowering plants and Pteris Wilsoni.

Iver Erickson is a new addition to the staff of the Mauff Floral Co's. Logan street greenhouses.

Zeal Neff, formerly with the Barteldes Seed Co., is now with the Boldt-Lundy House of Flowers.

Ben Boldt has been showing first-class red tulips in pans.

F. D.

Nassau County Horticultural Society.

The monthly meeting of the Nassau County Horticultural Society was held in Pembroke hall, Glen Cove, N. Y., January 14, President Thomas Twigg occupying the chair. John MacGregor, Maurice Fuld, Thomas Proctor, Norman Bruce and J. M. Brown were elected active members and 10 applications were placed on file. President Twigg appointed Charles Young, Benjamin Sutherland and Frank Watson as judges of the monthly exhibits and their awards were as follows: Twelve carnations, Thomas Twigg; three cut poinsettias, Frank O. Johnson; 25 freesias, Thomas Henderson.

It was decided at this meeting to hold a dinner and President Twigg appointed E. J. Brown, Jack Everett and Ernest Westlake a committee of three to make arrangements and set a date. Harry Goodband was elected trustee to serve for two years to fill the vacancy caused by the resignation of Robert Jones. Messrs. Wm. Young, Manda, Sperling, Popp and MacGregor were visitors and each made a short talk which the members enjoyed. The exhibits for the next meeting will be 12 roses, mixed; 50 single violets and 12 mushrooms.

ARTHUR A. COOK, Cor. Sec'y.

VALENTINE FLOWERS AND PLANTS.
Bisque Valentine Kiddie with Vase for Flowers.

San Francisco.

LIMITED SUPPLY HOLDS PRICES FIRM.

Trade is in splendid condition as far as demand is concerned. The high prices still continue. Roses are scarce, and the wholesalers are getting stiff figures for all offerings. Practically the same quotations are in force as last week. There seems no immediate relief in sight according to well informed wholesalers and growers. While American Beauties are perhaps more plentiful now than at any other time during the season, the shortage of Russell makes them quick sellers at fancy prices. The supply of carnations is gradually increasing. They are in constant demand these days and are bringing good figures. Matchless is a popular variety, owing to its keeping qualities. The past week has been a most favorable one for the violet growers, owing to the warm weather and a heavy cut is being handled in the wholesale market every morning. Shipping trade for this flower is brisk, while the heavy local demand helps to clean up the supply daily. Paper Whites are more plentiful, and are in much demand for funeral work. The supply of freesias has increased considerably with a corresponding drop in prices. Colored varieties, however, still bring high returns. There has also been a largely augmented supply of daffodils. The call for these is so consistent that prices remain as last quoted. Sweet peas are becoming more plentiful, but are still bringing $2.00 per dozen small bunches. There is now an ample supply of cattleyas, and stock of the finest quality is seen everywhere. The prices have dropped a little, owing to the large supply. Gardenias are also more in evidence than for some time past. The stores are now receiving the first outdoor flowers of the year of Acacia Baileyana, probably the finest of all acacias. It is moving fast, as it has always been a favorite in this market. The heavy demand for funeral flowers has brought galax and mahonia leaves to the fore, and this stock is moving fast. In pot plants, cinerarias, primulas and cyclamens are about all there is to select from if flowering plants are wanted. There is an ample supply of all other decorative stock.

NOTES.

The MacRorie-McLaren Co. is showing a fine assortment of pot plants at their Powell street store. They find ericas to be great favorites. All this stock is grown at the firm's greenhouses in San Mateo. A fine stock of rhododendrons and azaleas is also being grown here for the Easter trade. Dan MacRorie, who spends most of his time at the greenhouses, says the plant trade is in much better condition this year than since 1916. They are doing a large amount of planting this year.

At the greenhouses of Eric James, at Elmhurst, all hands are busy on Easter stock. Many thousand roses are being grown in various designs this spring. They are all in the finest possible condition, and promise to be as good as in former years. All the houses containing foliage plants and nephrolepis are being rapidly brought into condition.

H. Plath, of the Ferneries, is supplying the market with a splendid lot of primulas. They are of sturdy growth and full of flower and are meeting with ready sale. He says the out-of-town demand for ferns and other foliage plants is brisk, keeping his shipping force busy at all times.

Pelicano, Rossi & Co. have their store artistically arranged with a great variety of foliage and flowering plants. Frank Pelicano says funeral trade has been quite heavy of late, many large designs being turned out daily.

The wholesale house of J. A. Axell is a busy establishment. Shipping trade is keeping up here steadily, and shows no sign of abating. Some very fine colored freesias are being received here, which are decidedly popular.

The Western Evergreen Company is handling a fine lot of Acacia Baileyana and flowering eucalyptus in variety. They report a good demand for these spring flowers. The call for asparagus is far ahead of the supply.

John Carbone, the orchid specialist at Berkeley, is cutting a large crop of cattleyas daily for this market. All his plants are in vigorous growth, showing Mr. Carbone's skill as a grower.

JAMES T. LYNCH.

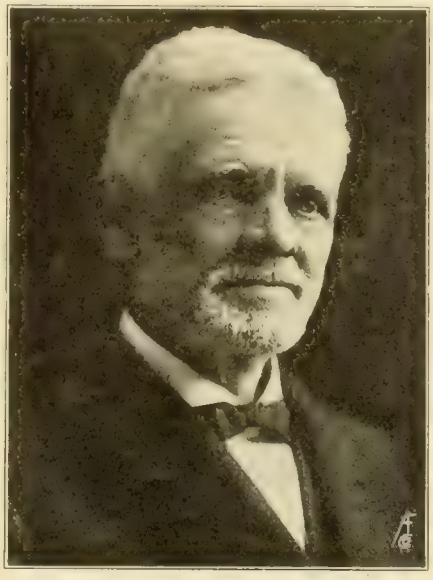
State Florists' Association of Indiana.

The monthly meeting of the State Florists' Association of Indiana was held at Indianapolis, February 3, Herman Junge, of the Smith & Young Co., of that city, presiding in the absence of President Anders Rasmussen, of New Albany and the vice-president. Mr. Jung paved the way for active work in the entertainment of delegates to the meeting of the Florists' Telegraph Delivery Association at the Indiana capital next fall by naming Irwin Bertermann chairman of the local committee with instructions to appoint his colleagues, and the social features of the fall meeting will be given attention as soon as this committee can be organized in the near future.

The following were admitted to membership in the state association: William Julius, Jeffersonville; Adam Scheidler, Muncie, and Clarence H. Hirth, Indianapolis. Other names were passed to be acted upon at the next meeting.

Secretary Oliver E. Steinkamp was authorized to take up with F. Dorner & Sons Co., Lafayette, the question of a special meeting to be held in that city in February. If the association's members there find it convenient to receive the visitors at their ranges at that time, the trip will probably be made as the seedling carnations are reported to be in unusually fine condition. If held, this special meeting will take the place of the regular March gathering.

M. E. C.



The Late James Gurney, Sr.
See Obituary, Issue of January 31, Page 109.

ZANESVILLE, O. — The Muskingum County Horticultural Society has elected officers for 1920 as follows: Max McCann, president; R. Y. White, vice-president; W. J. Ferguson, secretary; J. M. Moore, treasurer.

OBITUARY.

Mrs. Eliza Steincke.

Mrs. Eliza Steincke, widow of the late A. W. Steincke, died at her home, 2450 Fort street west, Detroit Mich., January 30, at the age of 81 years. Mrs. Steincke established the florist business near the entrance of Woodmere cemetery over 40 years ago. Here she and her husband labored hard, and succeeded in building up a large business with patrons from all parts of the city.

Mrs. Steincke was born in Germany, and there she acquired in her childhood the inherent love of flowers that followed her through life in the cultivation and arrangement of them. A few years ago, she relinquished the active management of the business, which was acquired by her son, John H. Warncke, whose father was Mrs. Steincke's first husband; she, however, still persisted up to a short time ago, in assisting in the work of the store.

Mrs. Steincke was possessed of a kindly disposition that won her many friends, and her industry and devotion to her life's work, were well known to the local trade and thousands of patrons. She is survived by her son, John H. Warncke, and stepsons, Charles and Joseph. The funeral was held Monday afternoon, February 2, from her late home. Services were held at St. Stephanus Lutheran church. The local trade was well represented, and the floral emblems were many and beautiful, testifying the high esteem in which she was held. Interment was in Woodmere cemetery.

J. F. S.

W. Frank Jones.

W. Frank Jones, for 50 years in the seed business at Hartford, Conn., died at St. Petersburg, Fla., January 26, the cause of death being angina pectoris. He had been spending the winter in the south as had been his custom for many years and news of his sudden demise was a great shock to many friends.

Mr. Jones was born in Meriden, Conn., in 1852, but at an early age moved to Chester, locating soon after in Hartford where he received his education in the public schools. As a boy, he was employed by R. D. Hawley in the seed business, eventually becoming one of the partners in the business, conducted at the time of his death as Cadwell & Jones, having occupied the same location for half a century.

Samuel Cape.

Samuel Cape, well known florist of Pittsburgh, Pa., died at St. Margaret's hospital, in that city, January 31, after two days' illness of double pneumonia, age 34 years. The deceased had been in the florist business for several years and at the time of his death conducted an establishment at 40th street and Butler avenue, where he made his home. He was born in Pittsburgh and the greater part of his life had been spent in that city. He is survived by three brothers and three sisters.

WOBURN, MASS.—C. B. Johnson has replaced two old houses with one modern structure.

ELLWOOD CITY, PA.—The Hennon Floral Co., of New Castle, will open a branch store in the Chamber of Commerce block on Fifth street in the near future.

DALLAS, TEX.—The Lang Floral & Nursery Co. has increased its capital stock from $70,000 to $200,000. Additional land will be purchased and capacity of the range increased.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

The retail trade (illus.) 149
—Valentine plants and flowers 149
—Next week in the flower shop 150
—Initiative 151
—Store interiors 152
—Reminder system for anniversaries 152
Washington rulings and regulations 153
Society of American Florists 154
Generosity of purpose 154
New York wholesalers (illus.) 155
D. G. Grillbortzer (portrait) 155
Express combination to continue 155
Florists' organization for southern Ill. 156
Denver 156
Nassau County Hort. Society 156
San Francisco 157
State Florists' Ass'n. of Indiana 157
The late James Gurney, Sr. (portrait) 157
Obituary 157
—Mrs. Eliza Steincke 157
—W. Frank Jones 157
—Samuel Cape 157
American Rose Society 158
Prohibition of plant auction dumping 158
Illinois state quarantine 158
Violets for St. Valentine's day 158
Milwaukee 160
Buffalo 160
Columbus 160
Kansas City 161
Detroit 161
Morristown, N. J. Florists' Society 162
Nashville 163
Chicago 164
Allied Floral Ass'n. of Illinois 168
Cincinnati 168
Seattle 168
Evansville, Ind. 168
Philadelphia 172
New York 174
The seed trade 182
—Onion sets 182
—Danish guarantee of root crop seeds 182
—Philadelphia seed trade 182
Market gardeners 188
—Sweet potato variety classification 188
The nursery trade 190
—New England Nurseymen's Ass'n. 190
—Trinity trees 190
—Pine studies 190

LINSEED oil has nearly trebled in price since before the war and is now at the highest figure on record, $1.77 per gallon.

FLOWER TAX.—Retail sales of plants and cut flowers will be taxed under a bill before the house of representatives, for details of which see "Washington Rulings and Regulations" elsewhere in this issue.

MOTOR trucks valued at $80,000,000 saved from the wreckage of war, together with vast quantities of material no longer needed by the war department will soon be employed in highway work throughout the United States.

THE Belgian window glass output is now running about 16,000,000 to 19,000,000 square feet a month, about one-half of the pre-war figure. Labor costs 150 per cent more with further advances expected. None of the product is being shipped to the United States.

Violets for St. Valentine's Day.

Rhinebeck, N. Y., February 4.—There will be a fair crop of good violets for St. Valentine's day. Most of the pick has already been sold to the retail trade at $2.00 to $2.50. The demand is strong.

American Rose Society.

DEPARTMENT OF REGISTRATION.

The following registrations of varieties of roses have been approved by the registration committee of the American Rose Society, and unless objections are received in the secretary's office within three weeks of the publication of this notice, the registration will become permanent.

Name: Doctor Huey. Class: H. W. Parentage: Ethel x Gruss an Teplitz. Description: Habit of plant, climber; character of foliage, good; freedom of growth and hardiness, good; flower large semi-double, dark maroon in color. A free flowering variety with good lasting qualities. Introduced by George C. Thomas, Jr., Chestnut Hill, Pa.

Name: Bloomfield Progress. Class: H. T. Parentage: Mary, Countess of Ilchester x General MacArthur. Description: A strong-growing, bushy plant with red double flowers of strong fragrance; petalage, over 50; freedom of bloom and lasting quality, very good. This rose is similar to General MacArthur, but differs in habit, size and form of flower, having superior qualities, as it holds the center better and is larger than General MacArthur in hot weather. Introduced by George C. Thomas, Jr.

Name: Bloomfield Abundance. Class: H. W. Parentage: Sylvia x Dorothy Page Roberts. Description: A bushy plant three to six feet in height with dark green glossy foliage, not susceptible to mildew; flowers, salmon pink, double, produced singly and in sprays. This rose is similar to Cecile Brunner, but is hardier and of a larger bloom. Introduced by George C. Thomas, Jr.

Name: Bloomfield Perpetual. Class: H. P. Parentage: Iceberg x Frau Karl Druschki. Description: Habit of growth, bushy, three to five feet in height with good green foliage; flowers, white, single, resembling Cherokee; a very free-flowering variety with good keeping qualities. The rose is similar to the Cherokee in flower, but differs in having a bushy growth, which is hardy in Philadelphia, and blooms until November. Introduced by George C. Thomas, Jr.

Prohibition of Plant Auction Dumping.

The general secretary of the Horticultural Trades Association is informed from the Hague that the queen signed the new decree absolutely prohibiting the exportation of Dutch plants for the purposes of auction sales in this country. This new law will come into operation January 10. After that date, auctions of Dutch plants will be impossible in the United Kingdom, because every Dutch exporter will have to sign a contract that his plants are intended for a bonafide English buyer, and not for auction sales; otherwise no government license will be granted him. The contract provides a heavy penalty against the Dutch exporter who breaks this law, and further export licenses will be refused to him.

The Holland Plant Exporters' Association, to whose strenuous efforts in alliance with the Horticultural Trades Association the new law is due, has asked to be informed of any auctions of Dutch plants in England after the date in question, so that penal proceedings may be taken. The secretary of the Horticultural Trades Association has written to the Holland association, thanking them for their efforts in speeding up the passage of this new law, as requested by the Horticultural Trades Association.—British Horticultural Advertiser.

[Why not enact the same law with reference to the American bulb shipments.—ED. AMERICAN FLORIST.]

Illinois Plant Quarantine.

Referring to the quarantine against corn, broom corn, celery, dahlias, chrysanthemums, gladioli and geraniums, grown in the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and New York, on account of infestation by the European corn borer, effective in Illinois after January 20, 1920 by proclamation of Governor Lowden, mention of which was made in our issue of January 17, page 10, P. A. Glenn, chief inspector of the state department of agriculture, Urbana, says the proclamation applies to all portions of the plants of dahlias, chrysanthemums, gladioli and geraniums, except the seeds. Although Illinois does not have jurisdiction over the shipments between other states, persons in Illinois who receive shipments originating in the states quarantined, will be liable to penalty under Section 19 of the plant inspection act.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, place and date of meeting.]

Baltimore, Md., February 9, 8 p. m.—Gardeners' and Florists' Club of Baltimore at Royal Arcanum hall, 18 Saratoga street. Robert E. Peterson, secretary, 934 East Preston street, Baltimore.

Chicago, February 11, 8 p. m.—Gardeners' and Florists Union 10,615, at 232 North Clark street. Louis Heidtmann, secretary, 4653 Fulton street, Chicago.

Davenport, Ia., February 12, 8 p. m.—Tri-City Florists' Club at home of member. William Knees, Jr., secretary, Moline, Ill.

Detroit, Mich., February 11, 8 p. m.—Detroit Florists' Club at Hotel Statler. Harry Taylor, secretary, Detroit.

Hartford, Conn., February 13, 8 p. m.—Connecticut Horticultural Society at county building. Alfred Dixon, secretary, Wethersfield, Conn.

Hartford, Conn., February 10, 8 p. m.—Hartford Florists' Club. George Marchant, secretary, 13 Huntington street, Hartford.

Knoxville, Tenn., February 10, 7:30 p. m.—Knoxville Florists' Society at store of member. Robert E. Mapes, secretary, Box 116, Knoxville.

La Crosse, Wis., February 13, 8 p. m.—Associated Florists of La Crosse at the Flower Shop. L. E. Metcalf, secretary, 501 Main street, La Crosse.

Lenox, Mass., February 11, 7:30 p. m.—Lenox Horticultural Society at town hall. Henry Heeremans, secretary, Lenox.

Louisville, Ky., February 11, 8 p. m.—Kentucky Society of Florists at Y. M. H. A. hall. Joseph Abele, secretary, Louisville.

Madison, N. J., February 11, 8 p. m.—Mottis County Gardeners' and Florists' Society at Masonic hall. Edward Reagan, secretary, Morristown.

Newark, N. J., February 12, 8:30 p. m.—Esses County Florists' Club at Roever's hall. David Murphy, secretary, 181 Clinton street, Irvington, N. J.

Newport, R. I., February 12, 8 p. m.—Newport Horticultural Society at Music hall. Fred P. Webber, secretary, Nelville, R. I.

New York, February 9, 8 p. m.—New York Florists' Club at Engineering building, 33 West 39th street. John Young, secretary, 1170 Broadway, New York.

New York, February 11, 8:30 p. m.—Greek-American Florists' Association at 119 East 23rd street. C. P. Thomas, secretary, 58 West 28th street, New York.

New York, February 14, 4:30 p. m.—Horticultural Society of New York at American Museum of Natural History. George V. Nash, secretary, Bronx Park, New York City.

Rochester, N. Y., February 13, 8 p. m.—Rochester Florists' Association at 95 East Main street. A. H. Secker, secretary, 357 Linden street, Rochester.

Seattle, Wash., February 10, 8 p. m.—Seattle Florists' Club at Henry building. Thomas Wylie, secretary, Holly street, Seattle.

Springfield, O., February 9, 7:30 p. m.—Springfield Florists' Club at various places. Arthur Leedle, secretary, Springfield.

St. Louis, Mo., February 12, 2 p. m.—St. Louis Florists' Club. No regular meeting place. J. J. Beneke, secretary, 3648 Humphrey street, St. Louis.

Toronto, Ont., February 9, 8 p. m.—Toronto Retail Florists' Club at Dunlop's hall. H. W. James, secretary, 10 Adelaide street, Toronto.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By an all around grower, single, 20 years' experience. Address

Key 452, c o American Florist.

Situation Wanted—To take entire charge by a practical grower of cut flowers and plants; excellent credentials; when writing state wages, etc. Address

Key 457, care American Florist.

Situation Wanted—As garden superintendent in private establishment; 18 years' experience in all branches; excellent testimonials; state wages, etc., in first letter. E. Batchelor, 947 Marion Place, Akron, Ohio.

Help Wanted—A practical florist; permanent position. Address

The Riverview Cemetery Co., 33rd and Market Sts, Wilmington, Del.

Help Wanted—An active boy or young man, that has had some experience in a retail store. Address

A. F. F., care American Florist, 57 W. 27th St., New York.

For Sale—Greenhouse and nursery. Government irrigation project; six acres; fine location; new buildings; fully equipped; no competition; good reason for selling; easy terms. Address

Rupert Floral Co., Rupert, Idaho.

For Sale—Greenhouse business, operating, paying well, all new stock growing, six acres land; space under glass 53x150 ft., insured, all equipment new; splendid field for business; nearest competitor one hundred miles. Address

H. H. Rothe, Moultrie, Ga.

TREASURY DEPARTMENT. Supervising Architect's Office, Washington, D. C., January 26, 1920. SEALED PROPOSALS will be received in this office until 10 a. m., February 17, 1920, and then opened, for planting on the grounds around the Post Office at Charles City, Iowa, in accordance with the specifications, copies of which as well as copies of the approach plan may be had at this office, in the discretion of the Supervising Architect. Jas. A. Wetmore, Acting Supervising Architect.

FOR SALE

On account of other interests will sell florist and seed business, established over 20 years, practically for the cost of fixtures. A good opportunity for a live man or lady. Close to New York City. Correspondence solicited. Address

Key 451. care American Florist.

HELP WANTED

One expert assistant orchid grower and one expert assistant rose grower. Location, Indiana. Address

Key 453, care American Florist.

Help Wanted

Florist for all around greenhouse work. Wages $30 per week. Apply

JOHN A. MICHAL

7045 Stony Island Ave., CHICAGO

HELP WANTED.

Experienced gardener; also an assistant gardener. Good positions and plenty of help to assist with the work in a large truck garden. Write full experience in first letter. Address

C. F. APPLEGATE,

Superintendent Mt. Pleasant State Hospital, MT. PLEASANT, IA.

Help Wanted

Married man who understands growing ornamental nursery stock; also married man for propagating ornamental nursery stock. Opportunity for advancement in either position. State age, experience, salary expected, etc., in first letter.

Key 459, care American Florist.

Help Wanted

Gardener for country place on Fox River near Elgin, Ill; first-class, all-year position, six-room house, to one who thoroughly understands flowers and vegetables. Address, stating references and experience.

JOHN F. JELKE

759 So. Washtenaw Ave., CHICAGO

SITUATION WANTED

Expert Saleslady, Designer, Etc.,

Is desirous of securing a position in an up-to-date Chicago retail store. Salary expected, $25 per week, with chance for advancement.

Key 458, care American Florist.

MANAGER WANTED

Experienced man to take entire charge of trial seed farm near Philadelphia; capable of growing flower and vegetable plants under glass and in the field; also of shipping same. State age, experience and wages.

Box 1296, Philadelphia, Pa.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

For Sale

$50,000 buys a modern carnation range near Chicago, including fine residence and several acres of land. Possession now or in the spring. $10,000 cash and balance on easy terms. Address

Key 446, care American Florist.

PLANT STOCK

OF ALL KINDS

Needed Promptly

TO FILL THE

VACANT BENCHES

CLEARED OF CHRYSANTHEMUMS AND HOLIDAY PLANTS

MAIL YOUR AD TODAY

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

Milwaukee, Wis.

SHORT SUPPLY STILL FELT.

Since our last report a fortnight ago, market conditions have changed for the worse. While, with the addition of more sunshine and more moderate weather, the supply in some lines increased, still the ever increasing demand has more than offset the difference. Roses and carnations still are on the short side, and with prices up, the daily cut of sweet peas and bulbous stock saved the day for many a retailer. Calendulas are more plentiful and sell well. Stevia, which around the recent holiday was an eye-sore and moved slowly at low prices, is gradually diminishing and bringing fancy figures. While we are pleased to report that the influenza epidemic is on the decline, and has not caused as many deaths as in 1918, still the amount of funeral work is simply astonishing. While a great many artificial flowers are being used, due to the inability of securing fresh flowers, we have heard of retailers who lost quite a bit of trade due to this fact.

NOTES.

We greatly regret to report the death of Mrs. Oscar Golin which occurred January 29, at the age of 25 years, after a week's illness of influenza and pneumonia. Mr. Golin has charge of the decorating department of the A. F. Keelner Co., which firm he has served faithfully for over 10 years. We extend our sincere sympathy.

In spite of the fact that a good many of the local craft were on the sick list, the midwinter dancing party of the florists' club, held January 29, was a great success. George Asmus and wife and Allie Zech, of Chicago, came up for the occasion.

With an enormous lot of funeral orders of late, the force of the A. F. Kellner Co. dwindled down to one man, all the rest being on the sick list the greater part of last week.

Edward J. Hamme, who was seriously injured, December 26, while not completely recovered, manages to be around and tend to the rush of work which is a daily occurrence.

Miss M. Skinner, who conducts a flower store at 401 Eleventh avenue, had the misfortune to break an arm last week.

The regular florists' club meeting will be held Thursday, February 5, at 8:30 p. m.

E. O.

Buffalo, N. Y.

JANUARY CLOSES WITH GOOD RECORD.

January made a terrific ending as far as weather and business were concerned with trade for the period about as good as in any corresponding month in many years. Social functions were in full sway and this activity will continue until Lent. Prices continue high with few complaints as the stock is very good. The only item upon which there is a question is carnations, quotations on many offerings being excessive. Roses, lily of the valley and freesias are good sellers. Bulbous stock is coming in well and will help to relieve the monotony as primulas, cyclamens and a few azaleas about complete the plant list, so that tulips, hyacinths and jonquils will be welcomed.

NOTES.

W. J. Palmer & Son have been showing some attractively trimmed plants in their store which met with ready sale. L. H. Neubeck has been featuring a nice lot of cyclamens and freesias, while Stroh's have been fortunate in having enough carnations for all requirements even during the dark weather.

As Valentine's day comes on Saturday this year, there should be excellent business and the trade is making full preparations to handle it.

E. A. Slattery will be one of the speakers at the meeting of the state federation during farmers' week at Utica.

S. A. Anderson's staff enjoyed a dancing party January 31. All credit is due "Jimmie" for the catering.

Robert Scott has been shipping fine daffodils to both eastern and western markets.

D. J. Scott is sending some excellent mignonette and calendulas to this market.

Jerry Brookins & Son are cutting fine sweet peas as usual.

Visitors: Stephen Green and M. Greenlaw of Philadelphia, Pa.

BISON.

CANNAS

Buy Cannas now. There is no surplus of Canna Roots this season. We divide from clumps same day order is received, insuring fresh plump roots, with two or three eyes.

	Per 100	Per 1000
Alphonse Bouvier, deep cardinal, 5 to 6 ft.	$ 3.50	$30.00
Beaute Poitevine, bright crimson scarlet, 3½ to 4 ft	3.50	30.00
City of Portland, deep glowing pink, 3½ ft.	10.00	90.00
Crimson Bedder, dazzling scarlet, 3½ ft.	3.50	30.00
David Harum, bright scarlet, flower, bronze, foliage, 4 ft.	3.50	30.00
Duke of Marlborough, rich crimson maroon, 5 ft.	3.50	30.00
Florence Vaughan, yellow dotted red, 4 ft.	3.50	30.00
Gustave Gumpfer, clear lemon yellow, 4½ ft.	4.50	40.00
Hungaria, clear rose pink, 3½ to 4 ft.	6.00	50.00
Julius Koch, blood red, 3 ft.	4.50	40.00
King Humbert, standard bronze leaf, 4 to 4½ ft.	5.00	45.00
Long Branch, crimson bordered yellow, 5 ft.	5.00	45.00
Mad. Crozy, rosy scarlet, gilt edge, 3½ ft.	4.00	35.00
Meteor, the one best red, large flower, 4 ft.	4.50	40.00
Mrs. Alfred Conard, silvery pink, 4 ft.	12.00	100.00
Mrs. Kate Gray, orange shaded carmine, 6 ft.	4.00	35.00
Orange Bedder, "Tango tints" (orange and tan) 4 to 5 ft.	5.00	40.00
Papa Nardy, deep carmine rose, 4 ft.	5.00	40.00
Prince Wild, rich crimson, 4 ft.	4.00	35.00
Queen Charlotte, scarlet bordered yellow, 3½ ft.	5.00	45.00
Richard Wallace, canary yellow, 5 ft.	4.50	40.00

THE STORRS & HARRISON CO., Painesville, Ohio

Columbus, O.

SUPPLY LIMITED BUT TRADE GOOD.

Business in this city and central Ohio has been quite brisk during the past week. Flowers are rather scarce, although most of the shops have been able to get sufficient to take care of their demands. Some scarcity is reported in certain varieties, but this is not serious at the present time. The big feature has been funeral work, which is quite active. Social events are not as numerous as formerly, although there are quite a few small parties. Illness is causing quite a demand for flowers also. Generally speaking, the market is in good shape and future prospects are considered bright. Roses are still in extra good demand and the supplies are limited. They are principally Russell, Columbia, Ophelia and Sunburst, and sell from $8 to $12 per dozen. Sweet peas are steady, and the supply is slightly better. They sell from 75 cents to $1.50 per bunch. Carnations are quite scarce, and prices are high. The better varieties sell in the neighborhood of $3 per dozen. Violets are also in excellent demand, selling around $2 per bunch. The supply is fairly good and the quality excellent. Spring flowers, such as jonquils and tulips, are also coming in and find a ready sale. Plants are moving well. The available supply is easily disposed of at good prices. They are mostly primroses and cyclamens. Greens are plentiful.

NOTES.

The annual meeting of the Ohio Horticultural Society was held recently in the horticultural building on the campus of the Ohio State University. Matters of laws relative to horticulture in Ohio were discussed and several recommendations were made. Frame C. Brown, of Worthington, was elected president; W. W. Ellenwood, vice president; R. B. Cruickshank, Columbus, re-elected secretary, and Paul Thayer, treasurer. The executive committee for the coming year consists of Professor Wendell Paddock, V. H. Davis, H. J. Speaks and U. T. Cok.

A big formal dance of the local rotary club was held at the Deshler hotel recently, when flowers were used in profusion in the decorative plan. More than 600 red carnations, which were quite scarce, were secured for the occasion. T. J. Ludwig had charge of the arrangement.

J. W. L.

Robert Craig Co...
High Class **PALMS**
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

Geraniums Rooted Cuttings.
Everything sold until latter part of March.
S. A. Nutt and **Buchner**.... $20.00 per 1000
Ricard and **Poitevine**..... 25.00 per 1000
Orders for **Ricard** alone, at 30.00 per 1000
ALBERT M. HERR, LANCASTER, PA.

LONDON, ONT.—F. J. Gammage is taking a four-year course in horticulture at the University of Illinois.

MOBERLY, MO.—Harry V. Estill, of the Estill Floral Co., a resident of this city for 35 years, died suddenly December 4, age 64 years.

WESTFIELD, N. J.—J. Melville McEwen, formerly with C. P. Mueller, Wichita, Kan., has purchased three and one-half acres of land and 14 houses from W. B. Woodruff and will conduct a landscape and florist business, under the name of McEwan-Taylor, Inc.

Burpee's Sweet Peas

Burpee is recognized as American headquarters for Sweet Peas. The Burpee Sweet Peas are grown on our Floradale Farm in California and we believe our stocks are unsurpassed. Buy your Sweet Pea Seed for outdoor planting now.

Write for a free copy of Burpee's Blue List, our catalog to Florists.

W. Atlee Burpee Co.
Seed Growers, Philadelphia

Kansas City, Mo.

SUPPLY SOMEWHAT INCREASED.

The supply of stock during the past week was limited, although a slight increase was noticeable the last days, due to full sunlight and higher temperatures. Roses, especially Mrs. Russell and Columbia showed improvement in supply with prices ranging from 35 to 40 cents, while Ophelia ran from 25 to 35 cents, and the quality in all cases was good. Carnations showed an increase also and were very good property, moving at 12 cents wholesale, and are filling the big end of the demand. Sweet peas were considerably more plentiful and of extra good form, considering the long period of dark weather. Both yellow and white narcissi are off crop and their shortage is felt as they shouldered much of the cheaper grade of work. Lily of the valley is quite plentiful. Stevia is very scarce. Pot plants of all seasonable varieties are moving faster than usual and are often taken as substitutes for cut flowers when the latter are not available.

E. J. B.

Detroit, Mich.

STOCK SCARCE AND HIGH IN PRICE.

The outstanding features of the local trade at present consist of a great scarcity of flowers of any kind and a corresponding increased call for them with the inevitable high prices which, however, are becoming quite natural, and with most patrons, endured with complacency. The epidemic of influenza is responsible for most of the funeral work, and the call for plants for the victims who survive. Many florists and their employes are down with the malady, but so far no fatalities are reported. Among those afflicted are Robert Rahaley, A. Sylvester, P. Reuss, Harry Taylor, Mrs. Gray, John Berlin and Norman Sullivan. J. J. Karins and J. P. McCarty, of Philadelphia are at the Hotel Statler, also victims. Their recovery is sure according to latest reports.

J. F. S.

MUNCIE, IND.—R. C. Bock has purchased the Rockey greenhouses and opened a retail store.

CHRYSANTHEMUM NOVELTIES

Distinct and Meritorious

THE BEST OF STANDARD KINDS
Either Large-Flowering or Pompons

OUR TRADE LISTS have been mailed. Those failing to receive a copy will be supplied upon request.

ELMER D. SMITH & CO., Adrian, Mich.

Mention the American Florist when writing

BOUVARDIA

There is always a shortage in **Bouvardias. Why not order now?** Single white, single pink, single red.

	Per 100	Per 1000
2 inch pots	$7.50	$65.00
2½ inch pots	8.00	70.00

April delivery.

C. U. LIGGIT, 325 Bulletin Building, PHILADELPHIA, PA.

PEKIN, ILL.—George A. Kuhl is planning a trip to Tampa, Fla., via New Orleans, on a vacation.

GLADIOLUS BULBS

Standard Varieties

	Per 1,000 1¼" Up	1½" Up
AMERICA. Soft pink	$27.50	$30.00
BRENCHLEYENSIS. Deep scarlet	22.00	25.00
EUROPA. Best and largest white	67.50	75.00
CHICAGO WHITE. Early white	30.00	35.00
FRANCIS KING. Orange scarlet	25.00	28.00
GLORY OF HOLLAND. Fine white	45.00	50.00
HALLEY. Early salmon	32.00	35.00
MRS. FRANK PENDLETON. Pink, red blotch	45.00	50.00
NIAGARA. Soft yellow	40.00	45.00
PANAMA. Beautiful rose	40.00	45.00
PEACE. White, shaded blue	35.00	40.00
SCHWABEN. Best yellow	55.00	60.00
WAR. Blood red	55.00	60.00
WILLY WIGMAN. White, pink blotch	45.00	50.00
YELLOW HAMMER. Yellow 1-1¼",: $4 100.		
MRS. WATT. Wine red		50.00
IDA VAN. Deep salmon red	25.00	30.00
ARIZONA. Pink with maroon	25.00	30.00
MISS LUCILLE. Soft light shell pink or lavender	25.00	27.50
KUNDERDI GLORY. Cream pink, crimson striped	45.00	50.00
PINK BEAUTY. Rose pink	45.00	50.00
AUGUSTA. White	27.50	30.00
PINK PERFECTION. Beautiful pink	40.00	50.00
ANNIE WIGMAN. Yellow, red blotch		30.00
PRIMULINUS HYBRIDS. 1-1¼, $18.00	22.50	25.00
FLORISTS' MIXTURE. Very good	15.00	20.00

Noveltles

New and Scarce Varieties

	Per 100 1¼" Up	1½" Up
GOLDEN WEST. Orange scarlet		$10.00
GOLIATH. Dark violet, very large; improvement on Empress of India		10.00
JOFFRE. Brick red; large flower		12.00
NYMPH. White; large flower		10.00
QUEEN OF WHITES. White		15.00
STELLA. Light red; yellow blotch		10.00
VON BINSSING. Deep pink; dark blotch		12.00
MARY FENNEL. Light lavender	$10.00	15.00
PRIDE OF GOSHEN. Flesh pink		8.00
SUMER BEAUTY. Distinct pink		12.00
EVALINE. Smoky violet		8.00
GOLDEN KING. Bright yellow, crimson blotch		8.00
GEORGE PAUL. Large maroon	6.00	7.00
ROSEBUD. Beautiful rose		8.00
BERKSHIRE. Delicate pink		8.00
BALTIMORE. Salmon, cream markings		8.00
ROCHESTER WHITE. White		6.00
MASTER WIETSE. Dark violet. 1-1¼, $4 100		
PRIMULINUS ROANOKE. Large, rich yellow	4.00	5.00

WRITE FOR PRICES ON CANNAS.

A. B. C.

"Watch Us Grow."

American Bulb Co.

172 North Wabash Ave., CHICAGO, ILL.

Morristown, N. J., Florists' Society.

ANNUAL DINNER GREAT SUCCESS.

The twenty-fourth annual dinner of the Morris County Gardeners' and Florists' Society held at the Mansion house, Morristown, N. J., on the evening of January 28, was a most enjoyable affair. This society is noted for the large number of good growers in its membership, for its fine autumn exhibitions, and also, for its good dinners that are always made interesting by addresses of leading citizens, not connected with the business, but who show a fine appreciation of the work of the organization. The Morristown Daily Record, a live paper, gave the dinner a column and a half in its issue of January 29. Extracts follow:

"The fine work being done by the society was touched upon by the various guests, who praised the organization for its activities. The keynote was struck by County Collector George W. Downs, when he quoted from an address given just a year ago to the society by the late Dr. Britton D. Evans, in which the famous alienist said the florists were doing a humanitarian work in trying to relieve the sufferings of others.

"The origin of the slogan, 'Say it With Flowers,' was told by Charles H. Totty, of Madison, former president of the Society of American Florists.

"A. F. Faulkner, an eastern representative of THE AMERICAN FLORIST, the representative paper of the florists, urged that there should be a greater study of flowers in the schools by the young people. The florists' trade is as good as any other class, and possibly better than some.

"Edward Reagan, one of the 'hardy perennials,' who has been secretary of the organization for many years, and with three of the other active veterans, has not missed a banquet, told of the growth of the society. It has grown steadily and consistently, and not spasmodically, and today it has about 75 members. It is appreciated, Mr. Reagan said, by the people of the community, their employers and the press.

"The annual flower show this year was started without a dollar, the money made in the last couple of years having been donated to the American Red Cross, but the public responded, and it went through successfully, the secretary said. They had a good show, that cleared expenses and resulted in a neat little sum being acquired. If continued on the same lines, Mr. Reagan predicted that it would go on year after year.

"The florists helped put Morris County on the map, said County Collector Downs, for their products are known in all sections of the country, and it is the best county in the state.

"The society is a necessity to the town and county, Prosecutor John M. Mills stated, and all are proud of it. The county started out to be a residential community, and it is as necessary to cater to the influx of monied people, as it is necessary to have manufacturing. Nothing can be complete without flowers, he said, and the efforts of these men are to be beneficial to all, and not alone to those on whose private estate the flowers are raised. If all the people were engaged in as helpful an industry as the florists, there would be no need for prohibition, he said.

"William H. Duckham, of the Duckham-Pierson Company of Madison; Louis A. Noe, of Noe & Ruzicka of Madison; Alderman Charles W. Bodine, representing the town; Dr. Marcus W. Curry, temporary medical superintendent of the state hospital at Morris Plains; W. R. Dudley of Madison, and William P. O'Niell, of The Record, also spoke."

President Samuel Golden presided, and introduced the chairman, Frank H. Traendly, of New York. As the latter was obliged to leave early, Arthur Herrington, of Madison, presided at the latter part of the gathering. Edward W. Bowton, who might easily be taken for a professional entertainer, created great merriment with his clever impersonations and songs. Anthony Sailor entertained with his violin, and Fred Boniface and George Babbitt showed fine vocal talent in solos. Norman Zeck accompanied on the piano. The tables were handsomely decorated with cut flowers and flowering plants. Including guests, about one hundred were in attendance. Among the guests not previously mentioned were Eugene Dailledouze of Brooklyn, N. Y.; Harry Baldwin, Mamaroneck, N. Y.; W. A. Sperling, and S. Salzeberger, New York. The menu was all that could be desired and at the conclusion an ovation was given the host, John C. Sweeney, and all joined in singing "for he's a jolly good fellow." The gathering closed with the singing of "Auld Lang Syne."

In looking over the map of New Jersey, you should find Morristown in large type.

A. F. F.

WHITE HALL, ILL.—Samuel Rimbey has disposed of his range here to M. Harding, formerly of Erie, Pa.

TORONTO, ONT.—J. J. Higgens has moved to more commodious quarters at 273 Yonge street, next to Massey hall.

ROCKFORD, ILL.—Swan Peterson, a prominent grower of this city, has purchased the flower store of Cherry & Co., 127 North Main street.

SPRINGFIELD, ILL.—A greenhouse for the protection of summer plants and the production of cut flowers and plants for use by the state is now under construction at First and Monroe streets. Porter Sullivan, superintendent of grounds, will be in charge.

The holiday demand has undoubtedly depleted your supply of Prepared Foliages and Artificial Flowers.

Now Is the Time to Stock Up for 1920

Magnolia Leaves--Cycas--Evergreens

SPECIAL PRICES ON ARTIFICIAL FLOWERS

	Per 100		Per 100
WAXED ROSES, white, pink, yellow.....	**$2.50**	**Waxed Dahlias,** lavender, pink, white.....	**$4.00**
WAXED CARNATIONS, white or pink..	**2.00**	**Waxed Orchids**	**5.00**
Waxed 'Mums, lavender, pink, white, yellow	**4.00**	**Waxed Sweet Peas**.....	**$10.50** per 1000

THE OVE GNATT CO., Inc.

Preservers of Natural Foliage. La Porte, Ind.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorators' Novelties.

Mention the American Florist when writing

For Florists' Supplies, Baskets, Chiffons and St. Valentine Novelties

PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., **Pittsburgh, Pa.**

Nashville, Tenn.

SUPPLY AT LOWEST EBB.

Never before in the history of the trade in this city has there been such a scarcity of cut flowers, with no help available from outside markets and prices practically prohibitive. Most of the funeral orders consist of arrangements of bronze galax leaves with a small bunch of flowers at one side. The cut of roses at all local growing establishments is pitifully small, due in some cases, it is reported, to the heavy supply sent in at the holiday season. Carnations also refuse to come in satisfactorily, but there was quite a few white narcissi, some sweet peas and a limited number of calendulas. The weather can hardly be blamed unless the cloudy days have retarded roses and carnations, for the temperature has been mild and pleasant most of the time. There has been a superabundance of rainfall, and outdoor narcissi have started to come up, and even roses have put out a few leaves. Of course, all will be killed later.

NOTES.

The Joy Floral Co. recently had a very pretty window with vases of splendid orchids and mignonette against a background of pale blue satin. They are showing a fine lot of calendulas, which help out greatly in the cut flower trade. They are now cutting 1,500 to 2,000 roses per day, but this number allows no surplus after supplying their local and Chattanooga stores.

Geny Bros. have few roses and carnations, but plenty of orders, largely for funerals. Their windows, however, are very attractive, with a fine showing of pot plants, of which this firm has a bountiful supply.

The L. H. Haury & Sons Co. has moved its store to 715 Church street, one block from the former location. They are offering very good plants and a few carnations and roses.

The McIntyre Floral Co. have a fair supply of both roses and carnations, with pot plant offerings hard to excel. Trade with them has been very good in all departments.

M. C. D.

LINDLEY BOXES
ARNOLD BOXES

Comprising the largest assortment of Florist Boxes obtainable. The Arnold Florist Box stock has been purchased by the Lindley Company. Write us for prices.

GEO. L. HOOPIS,
New York Representative, 601 W. 144th St.
A. V. Z. JENNINGS,
Chicago Representative, 20 E. Jackson Blvd.

Lindley Flower Box Company, Quality Box Makers, **Marion, Indiana**

PUSSY WILLOWS

FOR FORCING.

The Big Pink Kind. Good Quality.

15 to 30 inches..... .....$4.00 per 1000
2 to 4 feet .... 7.00 per 1000

Cash with order. Packing free.

MINNEAPOLIS NURSERY,
4117 So. Aldrich Ave., MINNEAPOLIS, MINN.

Mention the American Florist when writing

To Flower Buyers

The great demand caused by the influenza epidemic is still in effect. We have managed to fill all regular orders in full and in addition have helped our regular customers with extra lots of flowers when wanted, besides giving some roses to new customers.

Our prices charged on shipping orders have averaged less than what we could have sold the stock right here in the market. We have endeavored to help our customers in the matter of prices as much as possible, even at a loss to ourselves. This will continue to be our policy. The supply of roses will depend largely upon the weather conditons, and with a more moderate spell of weather than we have had lately, a larger supply of roses can be expected. For St. Valentine's day, we urge our customers to send in their orders early, as there will no doubt be a great shortage.

Carnations will still continue short, as will the shorter length grade of roses.

All miscellaneous flowers are very scarce, but we will do our best to buy any stock wanted which we do not grow ourselves and have on hand.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

NOTICE:—We close at 5 o'clock week days. Closed all day Sundays.

Chicago.

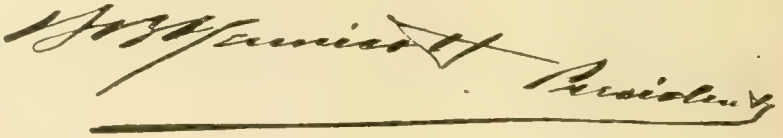
DEMAND GREATER THAN THE SUPPLY.

The demand for cut flowers is still greater than the supply and it is impossible to fill all the orders in full. American Beauty roses are in strong demand and the same holds true for Mrs. Chas. Russell, Premier and Columbia. Ophelia, Sunburst, Milady, Hoosier Beauty, Killarney, White Killarney, Killarney Brilliant, Mrs. George Shawyer, Mrs. Aaron Ward, Champ Weiland. Montrose and all the other varieties are having a brisk call and clean up early especially in the short and medium stemmed grades, fancy stock being taken last but always cleans up owing to the general scarcity. Carnations are holding their own at the advertised quotations and are in exceedingly short supply. Fancy callas command as high as $5 per dozen. Sweet peas are moving as fast as they reach the stores at $3 to $5 per 100. Daisies are selling at $2 to $4 per 100. Freesias are more plentiful and have dropped somewhat in price the past week. Tulips and jonquils are bringing high prices and the same holds true for white and yellow narcissi. Violets, both single and double, are disposed of at good prices and there has been a strong demand for calendulas. Mignonette is in fair supply and some very fancy stock in this line is obtainable. Stevia is in shorter supply. Orchids are seen in larger numbers but appear to be holding their own at the prices advertised. A few hyacinths and cyclamen blooms are included in the list of cut flower offerings and come in handy during the great shortage. Pansies, gardenias and lily of the valley are to be had. Greens are in heavy demand and at times in very short supply. The death rate due to the Spanish influenza and pneumonia continues to be very heavy, consequently the demand for funeral flowers is keeping ahead of the supply. The

WE DO

AS WE SAY

THESE ARE THE DAYS
WHEN OUR SERVICE
MEANS SOMETHING.



Kennicott Bros. Co.
Wholesale Cut Flowers
CHICAGO

YOUR

Protection

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

FOR VALENTINE DAY DELIVERY

CATTLEYAS

The best in the city at $15.00 to $18.00 per dozen.

Single Violets, $25 per 1000; Double Violets, $15 to $20 per 1000.

Lily of the Valley

ORDER LONG ROSES

Short and medium roses are scarce
so order the longer grades instead.

Premier--Russell--Columbia--Milady--Etc.

SPRING FLOWERS

Tulips-Jonquils-Narcissus-Freesias and Hyacinths.
Carnations-Sweet Peas-Calendulas-Stevia-Violets-Greens.

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

ROSES--CARNATIONS

Place your orders with us and they
will receive the best possible attention.

Buy Direct from the Grower. CURRENT PRICE LIST **Subject to Change Without Notice.**

	Per 100
MRS. CHAS. RUSSELL	
Extra Special	$40.00 to $50.00
Specials	30.00 to 35.00
Select	25.00
Medium	15.00 to 20.00
Short	12.00 to 15.00
COLUMBIA	
Specials	30.00 to 35.00
Select	25.00
Medium	15.00 to 20.00
Short	12.00
MILADY	
Specials	25.00 to 35.00
Select	20.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

		Per 100
Champ Weiland	Specials	$25.00
Killarney	Select	$15.00 to 20.00
Killarney Brilliant	Medium	10.00 to 12.00
White Killarney		
My Maryland		

	Per 100
SUNBURST, OPHELIA	
Special	$25.00 to $30.00
Select	20.00
Medium	15.00 to 18.00
Short	12.00
PREMIER	
Specials	$30.00 to $35.00
Select	25.00
Medium	15.00 to 20.00
Short	12.00
ROSES, OUR SELECTION	10.00
Carnations	10.00 to 15.00
Sweet Peas	4.00 to 5.00
Adiantum	2.00
Asparagus, per bunch	50 to 75c
Boxwood	per bunch, 35c
Ferns	per 1,000, $4.00
Galax, bronze and green, per 1,000.	$2.00
Leucothoe Sprays	1.00
Smilax	per doz. strings, $3.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

EXCELLENT CROPS OF

ROSES and CARNATIONS

In All the Leading Varieties

CURRENT PRICE LIST Subject to Change Without Notice.

RUSSELL	Per 100
Select	$50.00
Fancy	40.00
Medium	30.00
Short	20.00

COLUMBIA and RICHMOND.	Per 100
Select	$30.00
Fancy	25.00
Medium	20.00

SUNBURST and OPHELIA, KILLARNEY BRILLIANT	Per 100
Select	$25.00
Fancy	20.00
Medium	15.00
Short	12.00

WHITE and PINK KILLARNEY.	Per 100
Select	$20.00
Fancy	18.00
Medium	15.00
Short	12.00
ROSES, OUR SELECTION	$12.00

CARNATIONS.	Per 100
Fancy stock	$10.00 to $12.00

MISCELLANEOUS.	
Calla Lilies, per doz	$4.00 to $5.00
Ferns, per 1,000	4.00
Smilax, per doz	3.00
Galax, per 1,000	2.00
Sprengeri, bunch	.50

Other Greens at Market Prices.

WIETOR BROS., 30 East Randolph St., L. D. Phone Randolph 2081 Chicago

Place your Valentine Day orders here
—Quality Stock at Reasonable Prices.

JOSEPH FOERSTER CO.
WHOLESALE FLORISTS
160 N. Wabash Avenue, CHICAGO, ILL.

warm weather the past week has caused stock to become a trifle more plentiful but it appears as if the demand will continue greater than the supply for some time to come. Everyone will do well to place their orders as early as possible for St. Valentine's day so as to protect their supply, for everything points to a great shortage of stock for this occasion if the demand is at all brisk.

NOTES.

The building in which A. L. Vaughan & Co. is located is likely to be torn down this spring, which means that this firm will be in the market for a location in the near future. The rent on the stores in the Atlas building has increased from $1 per square foot to $1.25 per square foot, which means that some of the wholesale houses located in this building whose leases expire May 1 will be forced to pay from $300 to as high as $1,600 each more per year than formerly. Some of the wholesale houses in the Le Moyne building have also had their rent raised considerably.

Gust Alles, of Wietor Bros., has the sympathy of the entire trade in the loss of his mother, whose death occurred February 1 at the age of 76 years. The funeral was held the following Wednesday at 10 o'clock with services at St. Henry's church and interment at St. Henry's cemetery. The floral offerings from the trade were many and beautiful.

Mrs. Josephine Frish, eldest daughter of Mr. and Mrs. James Psenicka, Gross Point, died February 1 at Davenport, Ia., from pneumonia. The funeral services were held from the Psenicka home at Gross Point the following Tuesday morning with interment at the Bohemian National cemetery.

Ove Gnatt, president of the Ove Gnatt Co., Inc., La Porte, Ind., returned last week from a most successful business trip in the east. Mr. Gnatt reports that his firm's many customers have enjoyed a very prosperous year and are making preparation everywhere for big business the coming season.

George Paulus and wife, 3950 North Clark street, have the sympathy of the trade in the loss of their four-year-old daughter Catherine whose death occurred February 2. The funeral was held from the late residence the following Wednesday at 10 a. m., with interment at Calvary cemetery.

Philip J. Foley, Sr., returned home this week from the south with a nice bundle of orders for greenhouses for the Foley Greenhouse Manufacturing Co. One of the orders recently booked was a vegetable range of eight houses 250 feet long to be shipped to the state of Pennsylvania.

Wendland & Keimel have a new sport of Ophelia which originated at their greenhouses at Elmhurst that looks very promising and made a great impression with all those who saw it at E. C. Amling Co.'s store early this week.

W. J. Kidwell is able to be about again after being confined to his home for several weeks with the Spanish influenza. Mrs. Kidwell and two daughters were also victims of the same malady.

Joe Einweck, of the Bassett & Washburn force, will join the ranks of the benedicts in the near future.

Mike Berkel, of Berkel & Redding, Wilmette, died February 3, from pneumonia.

George Weinhoeber has added a new Dodge truck to his delivery service.

There Will Be a Strong Demand for CUT FLOWERS for

Valentine's Day

Your best chance to secure what you need for this occasion at the right price is from us.

WE CAN SUPPLY

Roses=Carnations=Freesias=Tulips=Jonquils=Violets
Daisies=Sweet Peas=Stevia=Calendulas=White and
Yellow Narcissus = Mignonette=Callas=Stocks=Etc.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571=AUTOMATIC 48-734=CENTRAL 2572=
161 North Wabash Ave. Chicago

VIOLETS
Sweet Peas, Jonquils, Tulips,
Roses, Carnations, Freesia,
Calendulas,
Pussy Willows, Etc.
FOR
Valentine's
Day

A. T. PYFER & COMPANY
164 N. Wabash Ave., L. D. Phone, Central 3373. CHICAGO, ILL.

The grim reaper has been exceedingly busy the past week and has taken toll of a large number of the members of families in the trade, among those being a sister and aunt of John Horstman of the Bassett & Washburn store force.

Peter Reinberg and wife and N. J. Wietor and wife left February 4 for Florida to enjoy a well-earned rest.

Percy Jones
INC.
Wholesale Florists
30 E. Randolph St., CHICAGO, ILL.

Tonner
Wholesale Florists
Dealers in Supplies Chicago Ill.
30 East Randolph Street.
L. D. Phone: Central 6284

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones { Central 3283 Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MINIATURE ROSES

Cecile Brunner

CARNATIONS

MISCELLANEOUS

Valley Cattleyas

Stevia Jonquils

Paper Whites Violets

Sweet Peas

GREENS.

Plumosus Sprengeri

Galax, bronze. Galax, green

Ferns

Adiantum Smilax

Boxwood

Mention the American Florist when writing

The American Greenhouse Manufacturing Co. held a monthly meeting and luncheon, January 31, at 2 o'clock in room B of the men's cafe, Marshall Field & Co.'s annex, which was in the nature of a "get acquainted" meeting. The guests of honor were J. D. Purdy, Jr., vice-president, and J. M. Brown, eastern manager. Mr. Purdy spoke on the "Making of Pipe" and Mr. Brown on "Greenhouse Standardization and Its Future." They were both welcomed as members of the AGMCO organization and given a vote of thanks for their helpful talk. H. O. S. Nichols of this firm has been confined to his home for over a week with the Spanish influenza.

Mrs. Peter Douvry, nee Lamporter, wife of the proprietor of the Stewart Floral Co., was called to the eternal beyond, January 29, following an attack of influenza and pneumonia. She was well-known to the local trade, having been employed in several of the loop retail stores before her marriage, and was assisting her husband at his establishment up to the time of her illness. The funeral was held Sunday, February 1, at 1:30 p. m., from the residence of her parents, 1017 West Fifty-ninth street, to Mount Greenwood cemetery.

John W. Ensweiler, 19-year-old son of Jacob Ensweiler, 5341 Morgan street, died February 1 following an attack of appendicitis. The funeral was held from the home the following Wednesday, when the trade was well represented with many beautiful floral designs.

B. Chadwick and Miss Anna Brice of Vaughan's Seed Store, who have been on the sick list; are again at their posts. All hands at this establishment are busy in the shipping of gladiolus, caladium, tuberose and other spring bulbs.

Poehlmann Bros. Co. is cutting a splendid grade of Columbia roses, which are attracting the attention of all the visitors at its establishment. A new crop of lily of the valley will be in just right for St. Valentine's day.

Zech & Mann point with pride to the splendid mignonette that is included among their offerings. Matt Mann is able to be about again after suffering from a touch of the influenza.

State authorities plan to place through the Illinois Highway Association within a few months, good road contracts covering 500 miles of permanent highways to cost $16,000,000.

Bassett & Washburn have increased their contribution to the national publicity fund, making a grand total of $500.

Ernest Wienhoeber and daughter expect to leave for California, February 8.

August Poehlmann made a business trip to Kentucky last week.

H. C. Wendland made a business trip to Oklahoma this week.

A. F. Amling and wife are visiting in California.

Visitors: A. E. Kunderd, Goshen, Ind.; H. Heepe, Akron, O.; Morris Le Vine, New York.

Allied Floral Association of Illinois.

The meeting of the growers, retailers and wholesalers at the Hotel Randolph, Chicago, Monday evening, February 2, was largely attended and was one of the most enthusiastic ever held in that city. The Milwaukee plan of advertising was thoroughly discussed and met with the favor of everyone present. A corporation will be organized not for pecuniary profit and without capital stock and the members have agreed to abide by the articles of organization and by-laws adopted at the meeting by the corporation which provides for accruments to be made on the following basis: Growers marketing their product through commission houses to be assessed one-half of 1 per cent of their sales to be deducted from their returns. Retailers to be assessed 1 per cent on all purchases from wholesalers and commission men. Commission houses to be assessed 1 per cent of their gross commission, and in addition provide for the collection and accounting necessary in making returns to the treasurer of the corporation on all assessments levied against the growers and retailers. Some of the commission houses thought that their tax of 1 per cent was rather high but did not want to see the plan fall through so they decided to join in the plan with the understanding that the cost of the clerical work providing for the collection and accounting necessary in making returns to the treasurer of the corporation on all assessments levied against the growers and retailers, be charged to the general fund, the cost not to be greater than 50 per cent of their assessment.

The allied trade industries and the supply houses and possibly others will be asked to join in the good work and it is expected that every branch of the trade will be represented in the great movement in the near future.

A great deal of work has been done the past few weeks by a large number of members in the trade and the territory, which was divided into sections under efficient captains, was thoroughly canvassed and practically everyone called upon signed in favor of the movement, many districts reporting 100 per cent and others close to it, especially among the growers. It will only be a question of time when every firm in all branches of the trade of any importance will be a member of this corporation, and those who have not already joined should do so immediately for their individual good. The time has come when everyone must do their part toward local publicity and avoid the gluts as much as possible which have been a great detriment to everyone in the business for many years past.

BEST QUALITY TO BE HAD IN

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Ward,
Weiland, Brilliant, Double White and Pink Killarney,
Sunburst, Hearst, Nesbit, Brunner and Richmond
NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

Use **Blue Ribbon Valley**
Best on the market. Prices within reach, $10.00 and $12.00 per 100.

Choice stock of Valley, Jonquils, Sweet Peas, Daisies, Yellow Narcissus, Freesias, Rainbow Freesias, Tulips, Calendulas, Violets, Stevia, Mignonette, Hyacinths, Pansies, Callas, Paper Whites, Cyclamen Blooms and all other Seasonable Stock.

Don't Forget Us on GREENS, as We Have Mexican Ivy, Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

WE ARE CLOSED ALL DAY SUNDAY.

After considerable discussion the name of the "Allied Floral Association of Illinois" was decided upon and George Asmus, who was elected temporary chairman of the last meeting, was instructed to apply for a charter and have it on hand for the next meeting, which will probably be held, Monday, February 16.

TORONTO, ONT.—The Alhambra Florist has opened an attractive shop at 270 Bloor street, West.

BAXTER SPRINGS, KAN.—H. Sweigart, who conducts a range at Galena, Kan., is building one house here.

DES MOINES, IA.—The influenza epidemic is quite serious here and the florists are having a hard time to fill orders. Recent visitors included Blaine Wilcox, of Council Bluffs, Ia., and George Mohn, representing Vaughan's Seed Store, Chicago.

DECATUR, ILL.—Henry Daut, of the Floral Nursery Co., has purchased a 10-acre tract at Hickory Point, five miles from the city, to which he will remove in July. He has ordered material for one Moninger house, 36x125 feet, which will be built at the time his present range of four houses is removed to the new location.

Cincinnati, O.

NORMAL PRICES EXPECTED SOON.

At this writing, prices have not taken a decline, but the near future ought to see several items get back to normal. From the wholesaler's viewpoint, prices could be still higher, and they would not object, but we must all do our bit toward keeping a standard that will eliminate us from the gouging class when the big break comes. Roses are still selling at advertised prices and the same may also be said of carnations and sweet peas. In fact, no change is apparent in any of the listed items. The week started out slowly, but picked up towards the end. The early slump gave every one an opportunity to see the ice box well filled with flowers for the first time since the holidays. The florists of this city that are loyal to the carnation, and also loyal to their city, are disappointed in the fact that Cincinnati did not land the meeting of the carnation society for next year. Were everyone as enthusiastic as the chosen few who carry the burden and expense, no difficulty would be found in being successful in landing the event. Too many are willing to participate in the glory when there is any to pass around; too few willing to take the chance connected therewith. Too much

The Meyer Green Silkaline

size F, fine; FF, medium, and FFF, coarse, is $2.25 per lb., and the green Silkaline is $2.00 per lb., with liberal discounts in case lots of 500 lbs. and upwards. Every spool contains 2 oz. of actual thread, 16 oz. to the lb., not weighing in the wood or boxes. Can be had on 2 oz. spools or 1 lb. tubes at 10c per lb. less. Send your orders direct to the manufacturer.

JOHN C. MEYER FLORIST THREAD WORKS
LOWELL, MASS. Dept. XY.

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892
Daily Shipments of the finest stock in Roses, Carnations and Violets. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

credit cannot be given to those who assumed the obligation, as they are men that would also assume most of the expense. The chamber of commerce, as well as other civic organizations, had given their sanction to bringing the meeting to this city, and no doubt the visitors would have been given a great reception. Well, here's hoping for the year after.

NOTES.

J. A. Peterson and wife expect to leave at once for Florida, making the trip via New Orleans by boat. Mr. Peterson will not take his new Reo, but will find some serviceable car when he gets to his destination.

C. E. Critchell, J. A. Peterson, and son, H. W. Sheppard, and Ray Murphy have returned from Chicago, after detouring via Cleveland and other cities.

The Wm. Murphy Co. is still leading the market with the largest cut of carnations. Sweet peas are also handled in large quantities.

The South Park Floral Co., of Newcastle, Ind., has been shipping some fine rose stock to C. E. Critchell.

E. G. Gillette is having a big call for white enameled easels; also, some fine Princess of Wales violets.

The Lampert Floral Co., of Xenia, has been shipping some fine sweet peas to this market.

K.

Seattle, Wash.

SHORT SUPPLY KEENLY FELT.

Scarcity of stock has caused serious complaint during the past week, California being off-season, with very small shipments, while local growers fall far short of meeting requirements, jonquils, sweet peas and violets comprising the list of offerings shown in any reasonable number. The shortage of roses is notable. Portland has proved of no help in remedying the situation, although both that city and Spokane have come to the relief of the trade here in the matter of carnations. Laddie and Aviator are unusually fine and excellent prices are being received on both. One local range reports a fair cut of Ward roses and Ophelia has been in moderate supply. Columbia has been used quite freely. The arrival of the first early tulips are expected during the coming week. The call for extensive decorations has fallen off, but table arrangements and funeral orders are still numerous. Pot plants continue good sellers.

NOTES.

Harry Crouch, of the Woodlawn Flower Shop, reports orders for decorations numerous and of good size. White Chadwick chrysanthemums played an important part in a number of these. The first fruit blossoms from California were shown in this firm's windows last week, together with daffodils and jonquils. Carnation Laddie, as supplied by this establishment, has been highly complimented for its splendid quality.

Joseph Goldberry, of Kenney's Flower Shop, handled the decorations for the Pershing dinner at the Rainier club this week. There were 50 tables, and Ophelia roses, stevia and ferns were featured.

Employes of the Hollywood Gardens enjoyed a supper dance, January 24. A feature of the occasion was the showing of motion pictures of the entire establishment made last summer.

Owing to the expiration of its lease, the Holly Flower Shop is anticipating a change of location in the near future. This is a matter of regret as the present store is a splendid stand.

Andrew Matthiesen, local grower, has been showing some excellent White Enchantress, although he reports they are a little slow in responding to forcing.

Gus Peterson and wife, of the Woodlawn Flower Shop, returned from their vacation last week and Mrs. Minch has now started on her period of rest.

H. P. Anderson, of the University Flower Shop, says 1919 business showed a substantial gain both in volume and number of customers.

Gus Berkmann, who has been with Rosaia Bros., is now in charge of the range of the Butte Floral Co., Butte, Mont.

Fred H. Rowe, of McCoy's, made attractive showings last week of hyacinths in baskets and corsage work.

C. S. McManus, of the Madison Park Greenhouses, has a fine lot of tulips and Easter lilies coming on.

Rosaia Bros. report excellent business in general decorations, especially for theaters and stores.

H. M.

Evansville, Ind.

William Blackman, founder and president of the William Blackman Floral Co., who for the past 15 years has been unable to get about except in a wheel chair, greatly surprised his many friends by walking around his block recently with slight assistance, and all are rejoicing with him.

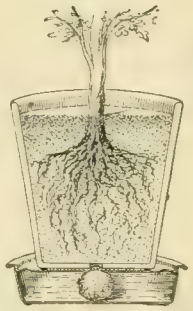
Colonel J. D. Carmody, another veteran of the trade, who has been confined to his home recently, is able to be out again.

BRANTFORD, ONT. — William Yeates has added 4,000 feet of glass to his range at 76 Superior street.

ROCHESTER, N. Y.—The spring meeting of the Rochester Rose Society will be held February 20 at the chamber of commerce. Plans are already under way for the exhibiton in June.

MISSOULA, MONT. — The Montana Horticultural Society at its meeting in this city, January 24, elected officers for 1920 as follows: Benjamin Kress, Hamilton, president; F. T. Parker, Missoula, vice-president; J. C. Wood, Big Fork, secretary.

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a

Little Wonder Plant Irrigator

They keep your plants watered just right. Wholesale price, $20.00 per 100.

If your supply house does not carry them send us their name with your order.

Sample by mail, 35c

The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO

Mention the American Florist when writing

GOLDFISH 1,500,000 (Fancy and Plain)
Ready for market at rock-bottom prices.
Ship anywhere in U. S. or Canada.
Write for our illustrated catalogue.
Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.

Mention the American Florist when writing

1920 Catalogue
48 Pages for Florists
sent free on request.
THE JOHN HENRY CO.
LANSING, MICH.

Mention the American Florist when writing

BRIGHTON, MASS.—Wm. H. Elliott is making extensive improvements at his range here.

PAWHUSKE, OKLA.—The A. & C. Floral Co. has opened a store here with William Benson as manager.

STONEHAM, MASS.—After serving the government as an aeroplane constructor during the war, J. T. Barry has reopened his range and made numerous improvements.

LINCOLN, NEB.—The Nebraska State Horticultural Society has elected the following officers for 1920: Prof. E. H. Smith, York, president; Prof. E. H. Hoppert, vice-president; Peter Youngers, Geneva, treasurer.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 5179 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Dozen	
Roses, Beauty	$4.00 @	$12.00
	Per 100	
" Mrs. Chas. Russell	10.00 @	50.00
" Columbia	10.00 @	50.00
" Premier	10.00 @	50.00
" Hoosier Beauty	8.00 @	40.00
" Killarney Brilliant	8.00 @	35.00
" Killarney	8.00 @	25.00
" White Killarney	8.00 @	25.00
" Richmond	10.00 @	35.00
" My Maryland	8.00 @	35.00
" Mrs. Geo. Shawyer	8.00 @	35.00
" Milady	8.00 @	35.00
" Sunburst	8.00 @	35.00
" Mrs. Aaron Ward	8.00 @	25.00
" Ophelia	8.00 @	35.00
" Dble. W. Killarney	8.00 @	25.00
" Champ Weiland	8.00 @	25.00
" Stanley	8.00 @	35.00
" Bavard Thayer	10.00 @	50.00
" Cecile Brunner	4.00 @	8.00
" George Elgar	4.00 @	8.00
" Baby Doll	4.00 @	8.00
" Nesbit	4.00 @	8.00
" Our selection	8.00 @	10.00
Carnations	10.00 @	20.00
Cattleyas per doz	18.00 @	24.00
Cypripedium per doz	4.00 @	6.00
Mignonette	6.00 @	12.00
Yellow Narcissus	8.00 @	15.00
Snapdragons per doz		1.00
Freesia	6.00 @	10.00
Tulips	10.00 @	12.00
Daisies	2.00 @	4.00
Valley	10.00 @	15.00
Calendulas	4.00 @	10.00
Gardenias per doz	6.00 @	9.00
Jonquils	10.00 @	15.00
Paper Whites per 100	10.00 @	15.00
Callas	25.00 @	50.00
Sweet Peas per 100	3.00 @	5.00
Violets	1.00 @	2.00
Ferns per 1,000		4.00
Galax per 1,000	1.50 @	2.00
Leucothoe	1.00 @	1.25
Mexican Ivy	.75 @	1.00
Plumosus Strings each	.60 @	.75
Sprengeri, Plumosus, Sprays		3.00
Boxwood, 35c per lb., per case		9.00

ZECH & MANN

WHOLESALE FLORISTS

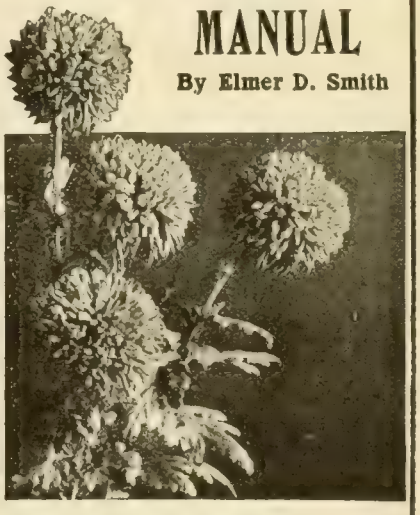
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 No. Clark Street, CHICAGO

Rooted Carnation Cuttings

C. W. Ward, Theo, Alice, Belle Washburn, Beacon, Matchless, White Perfection, $6.00 per 100; $50.00 per 1000. **Pink Benora,** very fine light pink, **$100.00 per 1000.**

February Delivery.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

MARKET SHOWS SOME IMPROVEMENT.

The past week, of which so much was expected in the way of production, was at the close, quite a few steps ahead of any previous period for the month, and as there have been several days of almost continuous sunshine, the prospects are that the worst is over, and from now on, stocks will increase until a normal condition prevails. The improvement, while noticeable, was not sufficient to in any sense supply the demand, as all stocks of any kind are doled out in mere handfuls, going only to those who are known to be good buyers and loyal to the house. Roses are in great demand at top prices, 12 to 15-inch stems selling from $20 to $25 per 100, and a shade longer bring $35. The lowest price in roses is $15 for shorts. Carnations come next; nothing less than $12, with $20 to $25 for Laddie. Spring bulbous stock is appearing. Freesias are plentiful and in good demand. Sweet peas keep their high level of from $4 to $6. They are a great factor in the market. Narcissi are cleaned up every day at record prices. The men who had the courage to lay in a stock of spring bulbs last fall, are now patting themselves on the back, as their profits were never greater. Callas and the few Easter lilies that are offered, meet with ready sale at top prices. Violets, while not in over supply, are with cattleyas, relatively the cheapest flowers on the market, both selling at pre-war prices for this season. Acacia pubescens is one of the new arrivals. Some quite good snapdragons are seen. Many more could be sold. The great scarcity of cut flowers has compelled the substitution of the artificial carnations, roses, chrysanthemums and the like. Many of the crepe roses, unwaxed, have a very natural look, and as they are waterproofed, appear to stand very well. A story is told of a retailer who had taken an order for a pillow. Being unable to get anything but a bunch of freesias, he had to resort to artificial carnations and roses. These were topped off with the freesias and some fine asparagus sprays. A few days after the funeral his customer called, spoke of how much she admired the pillow, which was the most beautiful piece there, and so fragrant, and then, all the other flowers wilted down, while his kept so fresh and nice, she was going to recommend him to all her friends. Here's another. A retailer made three small standing hearts out of one piece of red chenille; cost 75 cents. The stands were filled, and the edges of the hearts bordered with fancy hardy ferns; a few sprays of asparagus relieved the red of the hearts. They were neatly and nicely made and brought $7 each.

February 2.—There was quite a perceptible increase in the size of the shipments this morning, but the market held up well with very little change in prices, except for freesia, which is now in crop with a number of the growers. For some reason, the buying was not quite so keen as is usual for Monday morning.

FLORISTS' CLUB MEETING.

While some of the features that were to be of interest at the February meeting of the florists' club failed to materialize, others developed that gave a very interesting programme. There were vases of superb cut flowers and splendid primulas. Alfred M. Campbell gave a very interesting talk on carnations and an account of his trip to the convention of the American Carnation Society at Chicago. Professor C. A. Weigel, of the bureau of entomology, greenhouse insect investigation, told of the work of the department of agriculture in exterminating the new rose beetle, which was accomplished very effectively with cyanide. The government is continuing its investigations and hopes to completely annihilate this pest. J. Otto Thilow gave an enthusiastic account of his Australian trip which, with colored lantern slides, will be the subject of an illustrated lecture in the near future.

NOTES.

Primula malacoides is being largely used in the stores in all kinds of basket work and for indoor display. Victor Ridenour and John C. Gracey had their show windows filled with well flowered plants, all nicely decorated with mats and crepe paper. J. J. Habermehl's Sons' large Walnut street window was nicely decorated with baskets, filled with primroses, and the addition of a few flowers in tubes of water.

An authority in the carnation industry states that lower prices on cut carnations are not to be looked for, either this year or next. They, of course, will become more plentiful towards spring, but the outlook for young plants for

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Feb. 4. Per 100

Roses, American Beauty	25.00	@150.00
" Shawyer, Russell	16.00	@ 40.00
" Killarney	16.00	@ 40.00
" Milady	12.00	@ 30.00
" Radiance	16.00	@ 40.00
" White Killarney	12.50	@ 40.00
" Killarney Brilliant	11.00	@ 25.00
" Ward	12.00	@ 35.00
" Hadley	25.00	@100.00
" Ophelia	15.00	@ 30.00
" Premier	8.00	@ 30.00
" Columbia	25.00	@ 50.00
" Maryland	25.00	@ 50.00
" Hoosier Beauty	15.00	@ 35.00
" Stanley	16.00	@ 25.00
Cattleyas, per doz.	9.00	@ 18.00
Cypripediums, per doz.	12.00	@ 36.00
Sweet Peas	3.50	@ 6.00
Carnations	12.00	@ 20.00
Longiflorum Lilies	20.00	@ 40.00
Pompons, per bu., .50@1.00		
Violets	2.00	@ 2.50
Marguerites	4.00	@ 6.00
Calendulas, per doz., .75@1.00		
Callas	30.00	@ 50.00
Snapdragons, per doz., 3.00@4.00		
Adiantum		1.50
Asparagus Strings, per doz.		9.00
Asparagus bunches, each..		.50

BUFFALO, Feb. 4. Per 100

Roses, Beauty, Special	75.00	@100.00
" Fancy	50.00	@ 60.00
" Extra	20.00	@ 25.00
" 1st	15.00	@ 25.00
" Killarney	10.00	@ 20.00
" My Maryland	10.00	@ 20.00
" White Killarney	10.00	@ 30.00
" Sunburst	10.00	@ 30.00
" Ward	8.00	@ 15.00
" Columbia	20.00	@ 40.00
" Ophelia	10.00	@ 30.00
" Russell	15.00	@ 25.00
" Shawyer	8.00	@ 20.00
" Bon Silene	5.00	@ 8.00
Cattleyas	150.00	@200.00
Daisies	1.00	@ 3.00
Valley	12.00	@ 15.00
Violets	1.50	@ 2.00
Calla Lilies	25.00	@ 35.00
Japan Lilies	8.00	@ 10.00
Easter Lily	25.00	@ 35.00
Paper Whites	6.00	@ 7.00
Carnations	8.00	@ 12.00
Mignonette	6.00	@ 10.00
Snapdragons	8.00	@ 15.00
Sweet Peas	2.00	@ 4.00
Asparagus Sprengeri	.35	@ .50
Ferns, per 1000		3.50
Calendulas	3.50	@ 5.00
Smilax		25.00
Stevia		2.00
Golden Spur		12.00
French Trumpet		10.00
Fressia	6.00	@ 8.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Carnations, Violets, Stevia.

1225 Race St. Philadelphia, Pa.

CINCINNATI, Feb. 4. Per 100

Roses, Premier	12.00	@ 50.00
" Columbia	12.00	@ 50.00
" Butterfly	12.00	@ 35.00
" Golden Rule	12.00	@ 35.00
" White Killarney	8.00	@ 30.00
" Pink Killarney	8.00	@ 30.00
" Sunburst	10.00	@ 35.00
" Mrs. Aaron Ward	8.00	@ 25.00
" Ophelia	8.00	@ 25.00
" Baby Doll		4.00
Carnations	8.00	@ 15.00
Calendulas	4.00	@ 5.00
Paper White Narcissus	6.00	@ 8.00
Sweet Peas	2.00	@ 3.00
Freesia	4.00	@ 8.00
Violets (California)		1.00
Princess Wales		2.00
Ferns, per 1,000	3.00	@ 3.50
Leucothoe, per 1,000		6.00
Galax, per 1,000	1.50	@ 2.00
Mexican Ivy, per 1,000		6.00
Smilax, per string	.15	@ .20
Plumosus (south.) per bch.	.25	@ .35

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Fancy Chiffons

(About 35 to 40 yards to bolt.)	Per yd.
Dotted effect, 4 in. wide	$0.10
Lily of the Valley effect, 4 in. wide	.10
"Blue" Valley, cut edge, 6 in. wide	.09
Dotted effect, 6 in. wide	.13
Lace effect, 6 in. wide	.13
Lily of the Valley effect, 6 in. wide	.13
"Gold" Valley effect, 6 in. wide	.14
Silk, with Satin Borders, 6 in. wide	.15
Silk, with Satin Borders, 8 in. wide	.20
Maline, 27 in. wide	.30
Silk Gauze (or netting), 6 in. wide	.13
Silk Gauze (or netting), 14 in. wide	.23

Special list of many other useful items sent free.

Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

next season is doubtful, as at the present market price, it pays better to sell the flowers than take off cuttings, and comparatively few cuttings are being made.

There has been a great deal of sickness recently among the trade. Emil Geshick, Germantown, was laid up for two weeks with influenza. George Craig had an attack, but managed to work it off. Carl Corts also experienced a bad day or two, and there were a lot more who have had to take good care of themselves. Influenza is very prevalent here, but fortunately, in a light form.

Many growers, who passed bulbs up last summer on account of the high prices, are now wishing they had not been so conservative. Foreign bulb men are now making this territory. Their prices average $1 per 100 more than those considered high a year ago. They are reported to be booking good orders.

Robert Craig sailed from New York for Porto Rico, January 28. His daughters accompanied him to New York, seeing him safely on the steamer, where he had F. M. Pennock as his cabin mate for the voyage. His address will be care of F. M. Pennock, San Juan, Porto Rico.

A large wholesaler declared there are sufficient flowers for all those who care to pay the price. These have reached a higher level, and while these extremes are not likely to be permanent, they will not go off to anything like former figures.

Frank M. Ross, the well known retailer, and wife, have returned from a month's vacation at Palm Beach, Florida. They greatly enjoyed their outing in the summer temperature of this southern clime.

H. Weiss & Sons, Hatboro, are having a fine cut of carnations. Their stock of

Wholesale Flower Markets

PHILADELPHIA, Feb. 4. Per 100

Roses, Beauty, special	90.00@100.00
" " fancy	50.00@ 75.00
" Mrs. Chas. Russell	25.00@ 60.00
" Killarney	15.00@ 25.00
" Hadley	25.00@ 75.00
" Sunburst	15.00@ 25.00
" Wards	15.00@ 20.00
" Ophelia	20.00@ 30.00
" Columbia	15.00@ 30.00
" Premier	25.00@ 50.00
Cattleyas	.75@ 1.00
Lilac, bunch	2.00@ 2.50
Narcissus	8.00@ 10.00
Mignonette	10.00@ 12.00
Gardenias, doz.,	9.00@12.00
Cypridediums	35.00@ 50.00
Carnations	12.00@ 18.00
Carnation Laddie	20.00@ 25.00
Snapdragons, per doz.	2.00@ 3.00
Callas	25.00@ 35.00
Easter Lilies	35.00
Violets	1.00@ 1.50
Calendulas	6.00@ 8.00
Adiantum	1.50@ 2.00
Smilax	.25
Asparagus Strings	.50@ .75
Freesia	6.00@ 10.00

PITTSBURGH, Feb. 4. Per 100

Roses, Beauty, spl., per doz.	12.00
" " fcy., per doz.	10.00
" " ex., per doz.	7.50
" " No. 1, per doz.	4.00
" Hadley	20.00@ 50.00
" Killarney	10.00@ 35.00
" Maryland	10.00@ 35.00
" Scott Key	20.00@ 75.00
" Sunburst	12.00@ 35.00
" Mrs. Aaron Ward	12.00@ 35.00
" Russell	15.00@ 75.00
" Columbia	15.00@ 60.00
" Ophelia	15.00@ 35.00
" Hilda	10.00@ 25.00
" Premier	20.00@ 75.00
Carnations	10.00@ 12.00
Cattleyas, each	1.50
Ferns, per 1,000	3.50
Sweet Peas	4.00
Daisies	4.00@ 6.00
Galax, per 1,000	2.00
Plumosus, per bunch	.40
Sprengeri per bunch	.50
Smilax, per doz.	3.00
Calendulas	4.00
Narcissus, white	8.00
Lilacs, per bunch	2.50
Tulips	8.00
Mignonette	15.00
Snapdragons, per doz.	3.00
Calla Lilies, per doz., 3.00@5.00	

MILWAUKEE, Feb. 4, Per 100

Rose, Killarney, W. Kill'n'y	10.00@ 25.00
" Ward	8.00@ 15.00
" Mrs. Charles Russell	15.00@ 35.00
" Ophelia	10.00@ 30.00
" Columbia	15.00@ 50.00
" Hoosier Beauty	12.00@ 35.00
Carnations, assorted	10.00@ 12.00
Cattleyas, per doz.	12.00@ 18.00
Oncidium	10.00@ 15.00
Stevia	3.00@ 4.00
Paper Whites	6.00@ 8.00
Violets	2.00@ 3.00
Callas, per doz.	3.00
Rubrums, per doz.	1.50

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.
Mention the American Florist when writing

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
Mention the American Florist when writing

ST. LOUIS, Feb. 4. Per 100

Roses, Hadley	15.00@ 30.00
" Premier	10.00@ 40.00
" Killarney	8.00@ 20.00
" White Killarney	10.00@ 15.00
" Hoosier Beauty	10.00@ 30.00
" Russell, doz.,	5.00@10.00
" Ward	6.00@ 10.00
" Sunburst	10.00@ 25.00
Ferns	3.50
Carnations, Laddie	25.00
Carnations, Specials	20.00
Orchids, each	1.00@ 1.50
Sweet peas	2.50@ 6.00
Narcissus	6.00@ 8.00
Calendulas	5.00@ 6.00
Calla	15.00@ 40.00
Mignonette, doz.	1.50
Violets	1.00 1.50
Galax, per 1,000	1.50
Leucothoe per 1,000	7.50
Boxwood, per lb.	.25
Lily of the Valley	15.00
Freesia	10.00
Jonquils	12.50@ 15.00

60,000 plants looks much above the ordinary for this season. A new Dodge truck is to be used to carry the stock to the market.

Alfred M. Campbell, who has one house of 10,000 Laddie carnations, has secured the largest stock of this variety in the country, and will plant his whole place with this next season.

The Philadelphia Cut Flower Co. has added a new truck to its delivery service, which will enable them to make quicker shipments from their Morton rose farm.

A number of the retail stores are getting out their valentine material and hoping that flowers will become more plentiful by the time the 14th rolls around.

A large grower of Golden Spur daffodils for this market, had an offer last week from New York for all his stock at $20 per 100.

White lilac, cattleyas, and violets were leaders with the Leo Niessen Co. the past week.

Martin Gannon, of the A. M. Campbell force, is down with the grippe.

K.

New York.

SUPPLY STILL SHORT OF DEMAND.

By January 31, there were indications of an improvement in market conditions. Beginning January 28, there had been four days of fair sunshine, though the nights were cold. There was an appreciable increase in the supply of stock on the 31st, but not enough to affect rose and carnaton prices to any extent. In fact, American Beauties were higher than on January 26, specials going at the wholesale rate of $1.50 each, the supply having diminished. In orchids, gardenias and violets, there was an abundant supply. An increased demand for funeral work somewhat quickened the call for orchids, but gardenias were slow, with average sales of violets at 75 cents to $1.25 per 100. The supply of tulips and narcassi were on the increase, and the stock was quickly taken. Another biting cold wave scooped down on the city on the night of January 30, but at this writing, the sky is clear.

February 2.—There is a fair supply of stock this morning, more than might have been expected, as January 31 was the coldest day since the winter of 1918. On that day, at 9 a. m., the temperature was four above zero, and from that hour till 6 p. m., it varied from one to three, being at zero at 6 p. m., and two below at 10 p. m. But we got off easy. Montreal reported 20 below; Watertown, N. Y., 25 below; Utica, 22 below; Syracuse, 19 below; Poughkeepsie, 20 below. Business is not particularly active, but prices on leading stocks are holding firm. There is a considerable increase in the supply of yellow narcissi and tulips. Violets have dropped as low as 50 cents per 100. There has been a drop also in prices of all roses excepting American Beauties of from $3 to $12 per 100. The best carnations are down to $10 and $12 per 100. Yellow narcissi sell for 75 cents to $1 and lilac at $2.50 per bundle.

NOTES.

During this season of scarcity and high prices in cut flowers, retailers are making good window displays with various flowering plants. David Clarke's Sons have a fine stock of cyclamens and primulas. They are also well supplied with ferns. At Malandre Brothers, a fine stock of tulips in pans, and much other pot stock has been noticed. Pappas Brothers keep up a good stock of both plants and cut flowers, and report good business.

Helen Duncan Jameson, of 468 Riverside drive, this city, has won the $100 prize offered for the best and most original poster advertising the New York spring flower show to be held in the Grand Central Palace, March 15-21. Miss Jameson is only 17 years old. She is a student at the Art Students' League, but it has been stated that over one hundred professional artists entered the competitions.

Joseph Levy, a Brooklyn florist, who for several years had done business as the Brooklyn Cut Flower Co., died January 28 of a cancerous affection, after an illness of several months. He was born in Brooklyn, and his life was spent there. He is survived by his wife and two young children.

The next meeting of the florists' club, February 9, will be "carnation night." The exhibition committee urges all carnation growers to make displays of either new or standard varieties. Such exhibits should be sent prepaid, addressed to the exhibition committee, 127 West 28th street, New York.

H. E. Froment is now temporarily located at 34 West 28th street, in the store with W. G. Badgley, where he will remain until the Greenhut building, Sixth avenue and 18th street, is ready to be occupied by the Wholesale Florists, Inc., of which he is president.

Secretary Young of the S. A. F., has been indisposed the result of a severe cold since his return from the carnation convention, Chicago, and meeting of the executive board of the S. A. F. at Cleveland, O.

Roman J. Irwin, who has a thriving seed and plant business at 108 West 28th street, is compelled to move by February 1. These removals are brought about by changes in ownership and increased rent.

William Sullivan, who represents the Dolansky & McDonald Co., of Boston, Mass., is receivling, in addition to orchids, fine stock of carnations, grown at Frank Dolansky's range, Lynn, Mass.

President Henshaw, of the florists' club, who was taken ill of influenza at Pittsburgh on his return from the carnation convention, has recovered, and is again on the job.

Under present conditions high prices for flowers are excusable; in fact, a necessity, as overhead expenses keep on the increase.

Paul Meconi, in the Coogan building, is now receiving a good stock of tulips and other bulbous offerings.

Fred Lentz and James Bruce, of Mrs. Leikens' staff, are down with influenza.

Eli Futterman, of Futterman Bros., is reported seriously ill of pneumonia.

The veteran wholesaler, William P. Ford, is laid up with a severe cold.

A. F. F.

NEWPORT, R. I.—The Newport Horticultural Society has elected the following officers for 1920: Arthur W. Potter, Jr., president; A. J. Dorward and Charles Philpot, vice-presidents; Fred P. Webber, recording secretary; William Gray, financial secretary; Richard Gardner, treasurer.

SWEET PEAS, ROSES, Carnations, Violets.

Joseph S. Fenrich, 51 West 28th Street, NEW YORK
Telephones: 420-421-422 Watkins.

FUTTERMAN BROS.

Wholesale Florists, 102 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

C. Lecakes & Co.

Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Leucothoe Sprays, and Moss, Our Specialties.
116 W. 28th St., New York
Telephone Watkins 2315
No connection with any other concern.
Prompt and careful attention to Mail, Telegraph and Telephone Orders.

Mention the American Florist when writing

Traveling Wholesale Florist
INC.
133 W. 28th St., NEW YORK
Telephone 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2284 Watkins

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone: 750 Watkins

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Watkins 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments Solicited.

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
133 West 28th St., NEW YORK
Established 1887
West of 6th Ave. Open 6 a. m. every morning.

Wholesale Flower Markets

NEW YORK, Feb. 4. Per 100

Roses, Beauty, Specials	125.00@150.00
" " extra and fancy	75.00@100.00
" Hadley	20.00@ 60.00
" Hoosier Beauty	20.00@ 50.00
" Francis Scott Key	30.00@ 60.00
" Columbia	15.00@ 50.00
" Prima Donna	15.00@ 35.00
" Dble Wht. Killarney	15.00@ 40.00
" White Killarney	12.00@ 35.00
" Aaron Ward	15.00@ 35.00
" Ophelia	15.00@ 40.00
" Sunburst	15.00@ 35.00
" J. L. Mock	15.00@ 40.00
" Mrs. Chas. Russell	15.00@ 50.00
" Premier	20.00@ 60.00
Cattleya orchids, special	50.00@100 00
Carnations	10.00@ 12.00
Adiantum Croweanum and Hybridum	1.00@ 1.50
Asp. Plumosus, doz. bchs.	3.00@ 4.00
Smilax, doz. strings	1.50@ 2.50
Bouvardia, per doz.	1.50@ 2.00
Lilies, white	40.00@ 50.00
Gardenias, per doz.	4.00@ 9.00
Callas, per doz.	4.00@ 7.00
Paper White Narcissus, doz	1.25@ 1.50
Lilies, Rubrums	15.00@ 25.00
Sweet Peas	2.50@ 6.00
Lily of the Valley	8.00@ 12.00
Violets	.50@ .75
Calendulas, per doz.	1.00@ 1.50
Yellow Narcissus, per doz.	.75@ 1.00
Snapdragons, per doz.	1.00@ 2.50
Cypripediums	25.00@ 60.00
Mignonette, per doz.	1.50@ 2.50
Iris, per doz.	9.00@ 12.00
Wallflowers	.75@ 1.25
Lilac, per bunch	2.50
Freesia	8.00@ 10.00
Primulas, cut, per doz.	.50
Tulips, per doz., 1.00@1.50	

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED.

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
115 West 28th Street, New York

Telephones {4422 / 4423} Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE {2335 / 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
101 West 28th Street, NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R. I.
Summer Season.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members Florists' Telegraph Delivery Ass'n

Mention the American Florist when writing

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

HARTFORD, CONN.

George G. McClunie

165 MAIN STREET

Right in the Hospital District—Hartford, Charter Oak, Williams, Insane, St. Francis and Memorial Hospitals within two blocks of Flower Shop.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

New York.

A. B. CAZAN

FLOWERS OF QUALITY
2751 Broadway
Member of Florists' Telegraph Delivery.

New York.

The Aphrodite Co.

THE ARTISTIC FLORISTS
Floral Decorations for All Occasions.
2703 Broadway, Phone Academy 2479

"Where Roses and Lilies and Violets Meet."

GUIDO, Inc.

FLORIST
595 Lexington Ave., cor 52nd St.,
Phones: Plaza 7570
Night Call, South 1125 NEW YORK
Members of Florists' Telegraph Delivery.

ESTABLISHED 1847

F. T. D.

Thos. F. Galvin INC.

THE NAME PROTECTS YOU

BOSTON
1 PARK STREET
799 BOYLSTON STREET

Steamers are Again Sailing on Schedule
Deliveries made on board

NEW YORK
561 FIFTH AVENUE

Mention the American Florist when writing

BRANCHES:
RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER 426 Madison Ave., NEW YORK

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co. to
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

C. Frauenfelder FLORIST

3343 W. MADISON ST.,
NEAR GARFIELD PARK
CHICAGO

Mention the American Florist when writing

For St. Louis.

WIRE

Grimm & Gorly

Mention the American Florist when writing

A. LANGE, 77-79 E. Madison St., Chicago

Member of F. T. D.

New York

Member of Florists' Telegraph Delivery.

DARDS

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction Nearly 50 Years.

Let Us Fill Your Steamer Orders. **Regular European Sailings Now Established.**

Mention the American Florist when writing

Chicago.
Established 1857

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders
We have the Best Facilities in the City
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FROM NEW YORK EXCEPT AS NOTED

February 10.

FROM BOSTON, MASS., Wauconda, I. M. M. Lines (Liverpool).
FROM PHILADELPHIA, Mahopac, I. M. M. Lines (London).
FROM BALTIMORE, Yukon, I. M. M. Lines (London).
Auburn, I. M. M. Lines (Antwerp).
FROM BOSTON, Inkula, Cunard-Anchor Line (London).
Sommen, Swedish-American Line (Stockholm).

February 11.

Westerdyk, Holland-America Line (Rotterdam).
FROM PHILADELPHIA, Keketicutt, I. M. M. Lines (Liverpool).
Eglantier, I. M. M. Lines (Antwerp).
Manchuria, I. M. M. Lines (Hamburg).

February 12.

FROM PHILADELPHIA, Appeles, I. M. M. Lines (Liverpool).
FROM BOSTON, Mercian, I. M. M. Lines (Manchester).
Waubesa, I. M. M. Lines (Antwerp).
FROM PHILADELPHIA, West Cherow, I. M. M. Lines (Antwerp).
Tarantia, Cunard-Anchor Line (Genoa-Naples).

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

930 PROSPECT AVE., Erie Building. **CLEVELAND**

New York. **Established 1849**

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus.

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Member of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists

Correspondence Solicited.

48 Willboughby St., Brooklyn, N. Y.

Wilkes-Barre and near-by Pennsylvania Towns

Member F. T. D.

14 N. Main St. A.W.B.EVANS

Astoria Florist

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

NEW YORK CITY

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Brooklyn, N. Y.—The Long Island Floral Co.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—Fleischman, Railway Exchange Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., 35 Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Hartford, Conn.—Geo. G. McClunie.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Philips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, 413 Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—N. Christatos, 1028 Sixth Ave.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—John D. Flessas, 665 Columbus Ave.
New York—Henry Hart, Inc.
New York—Guido, Inc., 595 Lexington Ave.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—A. B. Cazan.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphai, Pa.—J. J. Harbermebl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.

High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Member of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

FLORIST

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Best Flowers
Best Service

ROSES
Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
NINE STORES.
Main Store— 334 Lewis Ave.
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506. Long Dist. Bell ph. 2189
Members of Florists' Telegraph Delivery.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Kansas City, Mo.
W. J. Barnes FLORIST [illegible]
Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890.

Mention the American Florist when writing

J. W. RODGERS
Elks' Building,
4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.

Mention the American Florist when writing

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to
Schiller the FLORIST
222-2223 W. Madison St. CHICAGO.
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Washington, D. C.
Louise Flower Shop
Connecticut Ave at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Member of Florists' Telegraph Delivery.

Albany, N. Y.
EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

Hession
Madison Ave. and 76 St.
NEW YORK
Quality Flowers
TWO GREENHOUSES
ON PREMISES
Plant Specialists Phones 107 420 775 Lenox
Member of Florists' Telegraph Delivery.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cincinnati.
JULIUS BAER
FLOWERS
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Milwaukee, Wis.
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St
National Florist
Members Florists' Telegraph Delivery Association.

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
50,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.
Mention the American Florist when writing

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.
Mention the American Florist when writing

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270 271 Main.
Mention the American Florist when writing

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, Sheboygan, Wisconsin.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.
200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis.
DULUTH, MINN.

TERRE HAUTE, IND.
THINK OF HEINL'S

ORDERS IN OR AROUND PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.
Mention the American Florist when writing

Name Index to Retail Florists Filling Telegraph Orders.

Alpha Floral Co., 146 S. Wabash Ave., Chicago.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Aphrodite Co., The, New York.
Astoria Florist, 2188 Broadway, New York.
Avenue Floral Co., The, New Orleans, La.
Baer, Julius, Cincinnati, O.
Barnes, W. J., Kansas City, Mo.
Baumer, August R., Louisville, Ky.
Bergerow's, 746 Broad St., Newark, N. J.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Buckbee, H. W., Rockford, Ill.
Bunyard, A. T., 413 Madison Ave., New York.
Burns, H. H., 509 Madison Ave., New York.
California Florist, Tacoma, Wash.
Central Floral Co., 132 N. State St., Chicago.
Central Floral Co., 35 Broadway, Detroit, Mich.
Clarke's Sons, David, New York.
Cooke, Geo. H., Conn. Ave. and L., Washington.
Danker's, Albany, N. Y.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., The, Montreal, Que., Can.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eble, Chas., New Orleans, La.
Evans, A. W. B., Wilkes-Barre, Pa.
Eyres, 106 State St., Albany, N. Y.
Fallon, Florist, Roanoke, Va.
Fleischman, Chicago.
Fox, J. M. & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., 1133 O St., Lincoln, Neb.
Frey & Frey, 1338 O St., Lincoln, Neb.
Friedman, 522 S. Michigan Blvd., Chicago.
Galvin, Thos. F., Inc., New York and Boston.
Gasser Co., J. M., Cleveland, O.
Grakelow, Charles H., Philadelphia, Pa.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Guido, Inc., 595 Lexington Ave., New York.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., 1000 Madison Ave., N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison Ave. and 76th St., New York.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Idlewild Greenhouses, Memphis, Tenn.
Jahn, Hugo H., Brooklyn, N. Y.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. R., Rochester, N. Y.
Kottmiller, 426 Madison Ave., New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 77-79 E. Madison St., Chicago.
Littlefield Florist, Worcester, Mass.
Long Island Floral Co., Brooklyn, N. Y.
Louise Flower Shop, Washington, D. C.
McClunie, Geo. G., Hartford, Conn.
Malandre Bros., New York.
Mangel, 17 E. Monroe St., Chicago.
Matthews, The Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
Metairie Ridge Nursery Co., New Orleans, La.
Miller Floral Co., Salt Lake City, Utah.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
New York Floral Co., Yonkers, N. Y.
Papadem, J. G. Co., 2953 Broadway, New York.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Philips Bros., 938 Broad St., Newark, N. J.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Rodgers, J. W., Dayton, O.
Rosery Floral Co., The, Newark, N. J.
Rosala Bros., Seattle, Wash.
Saake, O. C., Los Angeles, Cal.
Salzer Seed Co., John A., La Crosse, Wis.
Schiller, The Florist, 2221 W. Madison, Chicago.
Schling, Max, 785 Fifth Ave., New York.
Sceery, Edward, Passaic, N. Y.
Sceery, Edward, Paterson, N. J.
Schlatter, Wm. & Son, Springfield, Mass.
Schmidt, Chas. L., Harrisburg, Pa.
Shaffer, Geo. C., Washington, D. C.
Sheppard, Henry W., Cincinnati, O.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St. Louis, Mo.
Weir, James, Inc., Brooklyn, N. Y.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wittbold Co., G., 745 Buckingham Pl., Chgo.
Wolfskill Bros. & M. Goldenson, Los Angeles.

Albany, N. Y.
Danker
FLORIST
The Best Service
MEMBER F. T. D.
Mention the American Florist when writing

Kansas City, Mo.
A. Newell
FLORIST
Established over 30 years.
1122 Grand Avenue.
Mention the American Florist when writing

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Rockford, Ill.
H. W. BUCKBEE.
Mention the American Florist when writing

LITTLEFIELD, Florist
WORCESTER, MASS.
Mention the American Florist when writing

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

"SAY IT WITH FLOWERS"
Max Schling Flowers
Schling Service Nothing Better
785 Fifth Avenue
NEW YORK CITY

Mention the American Florist when writing

Yonkers, N. Y.
New York Floral Co.
Cor. Manor House Square and North Broadway
Mention the American Florist when writing

Friedman
.:.:.FLOWERS.:.:.
522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO
Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.
Mention the American Florist when writing

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City.
Mention the American Florist when writing

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.
Mention the American Florist when writing

CHICAGO
Central Floral Co. 132 N. State St., CHICAGO
35 Broadway, DETROIT
DETROIT
Best service in both cities and adjoining territory.
Member of Florists' Telegraph Delivery
Mention the American Florist when writing

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET
Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street
Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grand Avenue
Mail or telegraphic orders promptly and most carefully executed.
Mention the American Florist when writing

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

New York
Malandre Brothers
2077 Broadway, near 72nd St.
'Phone, Columbus 6883
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Mention the American Florist when writing

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.
Mention the American Florist when writing

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark.
Telephone Market 494
Mention the American Florist when writing

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season
Mention the American Florist when writing

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

CHICAGO
Mangel The Palmer House Florist
17 E. MONROE ST.
Member of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

THE price of bags at Chicago, February 4, was $60.

GLADIOLUS planting stock is in short supply with strong demand.

BLUE STEM spring seed wheat is selling in Chicago at $4.00 per bushel.

GERMAN lily of the valley pips are arriving at New York, some badly sprouted.

THE February Garden magazine, is a great index of mail order seed and plant advertising.

DETROIT, MICH.—Lem W. Bowen, of D. M. Ferry & Co., and wife, are at Miami, Fla.

LANSING, MICH.—The Harry E. Saier Co. has been incorporated, capital stock $50,000.

MANY seedsmen complain of unusual printers' delays in getting out their catalogues this season.

CARL CROPP, of Vaughan's Seed Store, Chicago, celebrated another birthday anniversary this week.

HARRY B. MCCULLOUGH, of the J. M. McCullough Sons Co., Cincinnati, O., has gone away for a rest.

THE death of W. Frank Jones, of Cadwell & Jones, Hartford, Conn., is reported in our obituary column this week.

FLORAL PARK, N. Y.—Business for 1920 at John Lewis Childs' started out well, with January sales far in advance of last year.

OLIVER H. DREW, formerly of Hibernia, N. Y., writes that he is camped on the east side of the San Bernardino mountains, overlooking the Mojave desert.

C. C. MORSE & Co., San Francisco, Calif., advise O. L. Coulter is no longer with them. The firm's representatives now on the road are H. W. Tracy and George S. Stowell.

VAUGHAN'S SEED STORE, Chicago, reports January wholesale trade over 25 per cent ahead of that of last year. The retail catalogue was not in circulation in time to show January results.

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade, February 4, were as follows: Timothy, $10.00 to $14.00 per 100 pounds; March, $15.25 asked; red clover, $45.00 to $56.00 per 100 pounds.

J. C. BODGER, of John Bodger & Sons Co., Los Angeles, Calif., who expected to sail for Europe last week, was stricken with influenza at Philadelphia, January 25, and has been obliged to abandon his ocean trip.

VISITED CHICAGO: H. W. Buckbee, Rockford; E. B. Northrup and wife, Minneapolis, Minn.; J. W. Edmundson, San Jose, Calif.; Joseph L. Schilder, Chillicothe, O.; E. A. Dennison, Ellisburg, N. Y.; Harry E. Saier, Lansing, Mich.; Theodore Cobb, representing D. M. Ferry & Co., Detroit, Mich.; Francis C. Stokes, of Stokes' Seed Farms, Philadelphia, Pa.

PHILADELPHIA, PA.—The first shipment of potash to reach this port directly from Germany in three or four years, arrived January 28, on the Norwegian steamship, Tungus, from Hamburg. The cargo consists of 3,000 tons.

ATLANTA, GA.—From all indications, January business of H. G. Hastings Co. will show a gain of 25 to 33 per cent over the exceptionally good corresponding period of 1919. An increase in the number of items ordered is noticeable.

TOLEDO, O.—Clover was steady February 2, opening 10 cents higher than the closing price the previous day, with cash offered at $36.05, a drop of 50 cents during the week. Timothy was steady with cash, 1919, at $6.75, March $6.90, April $6.90; and May $6.70.

CINCINNATI, O.—January business, despite backward weather, was fully up to the average at the establishment of the J. M. McCullough's Sons Co. Indications point to any early season, with active trading. Extremely high prices on grass seeds are influencing dealers to buy in small lots, but it is expected that all stocks will be well cleared out at the end of the season.

WASHINGTON, D. C.—Complaints of unfair methods in competition have been issued by the federal trade commission against the A. A. Berry Seed Company, of Clarinda, Iowa, and the American Mutual Seed Company, of Chicago. The two concerns deal in farm, garden and flower seeds in interstate commerce. Answers to the complaints are to be filed by March 15, following which a date will be set for trial.

Onion Sets.

Onion sets in the Chicago district are moving out lively at $3.75 for colors and $4.00 for whites, in carlots.

Under the leadership of Mr. Van Bodegraven, a co-operative association of onion set growers was organized at South Holland, January 19, with the idea of stabilizing the industry. Stock in the concern was offered and numerous subscriptions handed in.

Danish Gaurantee of Root Crop Seeds.

Nine Danish seed growers have arranged with the government root seed commissioner to have samples drawn from their export bags, sealed and later planted for proving in the trial grounds. If a foreign buyer has any occasion to complain of impurity of stocks he receives, complaint is to be made to the Danish root seed inspector, and if his test shows non-genuine stocks, the buyer will be allowed a compensation according to Danish law. Unhappily, the circular received by us does not say whether this penalty is simply a refund of cost of seed or a payment to buyer of the money value of what the crop of roots would have been if of the true type sold. The amount and basis of this payment must be known to establish the real value of the so-called "guarantee."

For the circular itself, write Thomas Madsen & Co., 18 Broadway, New York.

Catalogues Received.

Vaughan's Seed Store, Chicago and New York, seeds, bulbs and plants, retail; Henry A. Dreer, Inc., Philadelphia, Pa.; seeds, bulbs and plants, wholesale and retail; Geo. B. McVay, Jr., Birmingham, Ala., seeds; James Vick's Sons, Rochester, N. Y., seeds; Henry F. Michell Co., Philadelphia, Pa., plants, bulbs and seeds, wholesale; J. J. H. Gregory & Son, Marblehead, Mass., seeds; C. H. Hunkel Co., Milwaukee, Wis., seeds; J. M. Thorburn & Co., New York, trade list; Storrs & Harrison Co., Painesville, O., nursery stock.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
— Growers Exclusively of —
Sweet Corn Seed

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Mention the American Florist when writing

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA
Company

We are headquarters for the **BEST OF EVERYTHING** in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Yokohama Nursery Co.
LTD.
Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

Philadelphia Seed Trade.

January business at the establishment of the W. Atlee Burpee Co., showed an increase of from 20 to 30 per cent in number of orders and average value as compared with trade during the corresponding period in 1919, which went on record as the greatest January business in the history of the concern. There appears to be a strong demand for flower seeds from home gardeners and a substantial and well-balanced call for vegetable seeds of all varieties.

The H. F. Michell Co. mailed the first of its 1920 catalogues during the week ending January 31. Trade prospects are very good, mail orders being considerably ahead of last year.

I. N. Simon & Son made an excellent start for 1920, with January sales indicating a gain of 40 per cent over the corresponding month of 1919.

Grass and Clover Seed Prices.

The following were the wholsale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution January 24, 1920, as given by the Government Market Reporter of January 31, 1920:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$15.00	$28.00	$19.00	$57.00
Baltimore	15.00	26.00	20.00	56.00
Richmond	15.25	28.00	20.50	60.00
Buffalo	15.00	28.00	20.00	58.75
Toledo	15.40	30.00	21.00	60.40
Louisville	15.00	29.00	22.00	60.00
Chicago	14.50	28.00	19.00	58.00
Minneapolis	14.75	31.00	22.00	60.00
St. Louis	14.75	31.25	21.00	59.00
Kansas City	15.00	30.00	21.00	58.00
Denver	14.00	29.00	23.00	.....
Salt Lake City	14.00	30.00	.....	60.00
Seattle	17.00	35.00	25.00	60.00
Memphis	15.00	.....	23.50	61.00
Average for the United States same date, 1919	$10.75	$22.25	$14.25	$42.25

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.
4013 Milwaukee Ave., (Near Irving Park Blvd) **CHICAGO**

Salvia or Scarlet Sage

We have just completed harvesting our own Bloomsdale Farm Grown, crop 1919, Salvia or Scarlet Sage. We offer you this exceptionally good strain, and high vitality seed, of the following varieties:

Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30.00 per lb.; 5 lbs. and over, $25.00 per lb.

Net, 60 days, 2% off 10, f. o. b. Bristol, Pa., if unsold on receipt of order, as we did not have a large crop.

D. Landreth Seed Company, Business Established 1784 **Bristol, Pa.**

Mention the American Florist when writing

C. C. MORSE & CO. Seed Growers **San Francisco, Calif.**

GROWERS OF SELECTED STOCKS OF

Onion, Lettuce, Radish, Carrot, Sweet Peas, Etc.

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, **FREMONT, NEB.** Growing Station, **ROCKY FORD, COLO.**

Bolgiano's "Big Crop" Seeds

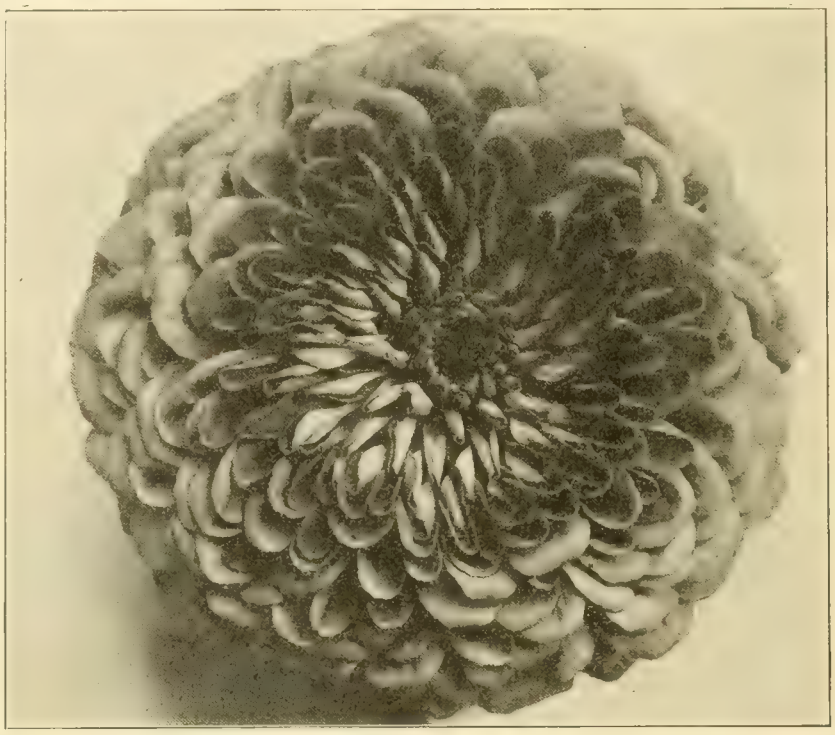
"Tested and Trusted" Over a Century.

Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLGIANO & SON, Baltimore, Md.

We are preparing to meet the growing demand for

Sweet Peas, Asters, Zinnias, Nasturtiums



BODGER'S NEW GIANT DAHLIA-FLOWERED ZINNIA.

And Other

FLOWER SEEDS

Now is the time to place Contract Orders for 1920 Crop

We Also Grow Vegetables:

TOMATO, BEANS, LETTUCE

and Other California Specialties

John Bodger & Sons Co.

Contract Seed Growers

Los Angeles, California

For **SEEDS**

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

75 YEARS UNRIVALLED REPUTATION

Wait for **KELWAY'S** Wholesale

SEED CATALOGUE FOR 1920

before placing your order.

The most favorable prices of the year. If not received wire or write

KELWAY & SON, Wholesale Seed Growers, **Langport, England**

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS "McGILL-SEED" SAN FRANCISCO CALIFORNIA

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin Sweet, Flint and Dent Seed Corn.

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

SEEDS

Flower, Vegetable and Farm.

Send your inquiries to

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Glad's-Cannas

And other Bulbs and Roots

GLADIOLUS

The finest bulbs produced the past summer.

We are large growers and in addition to the following can offer many other named kinds. Write us.

	Per 1000
Mrs. Francis King, First size	$25.00
Mrs. Francis King, Medium size	20.00
Chicago White, First size	33.00
Chicago White, Medium size	30.00
Augusta, First size	35.00
Augusta, Medium size	30.00
America, First size	27.00
America, Medium size	22.00
Halley, First size	35.00
Halley, Medium size	30.00
Europe, First size	65.00
Europe, Medium size	60.00
Niagara, First size	$50.00
Niagara, Medium size	45.00
Peace, First size	45 00
Panama, First size	47.00
Panama, Medium size	38.00
Mrs. Frank Pendleton, First size	47.00
Mrs. Frank Pendleton, Medium size	43.00
Schwaben, First size	55.00
Schwaben, Medium size	50.00
Primulinus Sunbeam, First size	60.00
War, First size	60.00

CALADIUMS

With sound center shoots.

Sizes	Doz.	100	1000
5 to 7 in. circum	$1.25	$ 8.00	$ 75.00
7 to 9 in. circum	1.80	12.00	110.00
9 to 11 in. circum	2.35	15.00	140.00
11 to 12 in. circum. (scarce)	4.25	30.00	... .
12 in. and upwards, very large (scarce)	each, 40c		

Lilium Giganteum

From Ice Storage.

7- 9 in. (300 to case)	Per Case
8- 9 in. (260 to case)	
8-10 in. (225 to case)	
9-10 in. (200 to case)	$52.00

TUBEROSES

Well cured Bulbs. Free from rot.

	100	1000
Dwarf Excelsior Pearl, second size, 3-4 inch	$3.25	$27.50
Dwarf Excelsior Pearl, First size, 4-6 inch	5.00	45.00
Variegated Leaved, single	4.00	35.00
Albino, early single white	4.00	35.00
Armstrong's Ever Blooming	4.00	35.00
Mexican	3.00	25.00

CALADIUM.

CANNAS

Stored in our special moist cellars, not dried and stunted.

	100	1000
Chas. Henderson	$ 4.00	$35.00
David Harum	5.00	40.00
Eureka	8.00	75.00
Florence Vaughan	4.00	35.00
Firebird	10.00	90.00
Gustav Gompper	5.00	40.00
Hungaria	7.50	70.00
King Humbert	5.50	50.00
Long Branch	8.00	75.00
Mad. Crozy	4.00	35.00
Meteor	6.50	55.00
Orange Bedder	6.00	50.00
Yellow Humbert	6.00	50.00
Queen Charlotte	5.00	40.00
Souv. Antoine Crozy	5.00	40.00
The Express	6.00	55.00
Mrs. A. Conard	12.00	100.00
Venus	4.00	35.00
Wintzer's Colossa	4.00	35.00
Wyoming	4.00	35.00

WRITE FOR OUR "SPRING BOOK FOR FLORISTS"

NEW YORK **Vaughan's Seed Store** CHICAGO

TUBEROSE.

LILIUM FORMOSUM

7 to 9 and 9 to 10 in.

Lilium Multiflorum, 7 to 9 and 9 to 10 in.
Lilium Multiflorum Giganteum, 7 to 9 in.

LILY OF THE VALLEY PIPS

Begonia Gracilis Luminosa.
Dracaena Indivisa.
Salvia Zurich.
Smilax Seed.

Prices on application.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

THE
J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO.

Contract growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed: Sugar, Flint and Field Seed Corn.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

Mention the American Florist when writing

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
ORANGE, CONN., and NEW YORK CITY

GRASS SEEDS

H. A. PETERSEN, Ltd.
SEED MERCHANTS
Brisbane, Queensland, Australia

are Exporters of Rhodes Grass, Paspalum Grass, Soudan Grass, Couch, Prairie Grass, Red Top Grass. Correspondence invited.

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Mention the American Florist when writing

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS SEED
GREENHOUSE GROWN

1000 seeds	$ 3.50	10,000 seeds	$30.00
5000 seeds	16.25	25,000 seeds	68.75

ASPARAGUS SPRENGERI SEED

1000 seeds	$0 75	10,000 seeds	$ 5.50
5000 seeds	3.00	25,000 seeds	12.50

ASTER SEED

Our Asters are grown for us by specialists and we can recommend our stock with the utmost confidence to produce the best results.

	Tr. Pkt.	Oz.
ASTERMUM		
White	$0 40	$2 25
Rose Pink	.40	2 25
Lavender	.40	2.25
Mixed	.40	2.00
ASTER, CREGO		
White	.40	2 00
Shell Pink	.40	2.00
Rose Pink	.40	2.00
Purple	.40	2.00
Lavender	.40	2.00
Mixed	.30	1.50
ASTER, EARLY ROYAL BRANCHING		
Lavender	.40	2.25
Purple	.40	2.25
Rose Pink	40	2 25
Shell Pink	.40	2 25
White	.40	2.25
Mixed	.40	2.00

	Tr. Pkt.	Oz.
ASTER, QUEEN OF THE MARKET		
White	$0.25	$1.00
Rose Pink	.25	1 00
Blush Pink	.25	1.00
Dark Blue	.25	1.00
Light Blue	.25	1.00
Crimson	.25	1 00
Mixed	.20	.75
ASTER, MICHELL'S IMPROVED SEMPLE'S BRANCHING		
White	.30	1.50
Shell Pink	.30	1 50
Rose Pink	.30	1.50
Lavender	.30	1.50
Purple	.30	1.50
Crimson	.30	1 50
Mixed	.30	1.50

Also all other Seasonable Seeds, Bulbs and Supplies.
Send for Our Wholesale Price List if you do not receive a copy.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

When Buying
HOLLAND BULBS

for next season **BUY THE BEST.** Order from

Segers Brothers, Ltd., WHOLESALE BULB GROWERS **Lisse, Holland**

WRITE OUR

Mr. A. Schravendeel, 116 Broad St., New York, for prices.

Lily of the Valley Pips

Finest Quality

Ready for immediate delivery. For prices write

Van Meeuwen & Tegelaar, 1133 Broadway, NEW YORK (Corner 26th Street)

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

32 Broadway, New York

BULBS AND ROOTS

For Immediate Shipment

T. R. Begonia Bulbs

	Per 1000
Single mixed, 1¼-2½ in. diameter	$124 00
Single mixed, ¾-1 in. diameter	90 00
Single, in following separate colors: Scarlet, Pink, Salmon, Orange, Crimson, ¾-1 in diameter	95 00

VALLEY PIPS

Berlin forcing type, per 1000, $27 50
2500 per case, case lots only.

LILIUM GIGANTEUM

F. O. B. New York

Size	Per case	Per case
7-9	300	$49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49.50
11-12	130	47.50

F. O. B. Denver

6-8	400	42.00
7-9	300	49 50
8-10	250	47.50
9-10	200	50.00

F. O. B. Chicago

7-9	300	49 50
10-11	150	49.50

F. O. B. London (Ont.)

7-9	300	49.50
8-10	250	47.50
9-10	200	50 00
10-11	150	49 50

TERMS 60 days net, 2% cash 10 days from invoice date, cash with order unless your credit is established with us.

Write for prices on **HARDY LILY BULBS, DRACAENA CANES, PALM SEEDS, RAFFIA, BAMBOO CANES, Etc.**

Established 1902. **"Reliability"** is our motto. We occupy our own building, a city block through, and give prompt, efficient, courteous service.

McHutchison & Co.
95 Chambers St., NEW YORK

GLADIOLI

Make every inch of space in your Greenhouse count by planting Gladioli between your Carnations. The money they bring you will be a surprise. 250 supplied at 1000 rates

	2 in. and up. XXX, per 1000	1½-2 in. 1st, per 1000	1¼-1½ in. 2nd, per 1000
America	$35.00	$30.00	$27.50
Mrs. Francis King, everybody's favorite forcer.	35.00	27.50	24.00

THE GREAT FORCING ROSE COLUMBIA

We offer 25,000, subject to being unsold, 2½ inch pots .....$120 00 per 1000

Our catalog mailed on request, has a general line to offer, address

THE GOOD & REESE CO., The Largest Rose Growers in the World. **SPRINGFIELD, OHIO**

Lily of the Valley

Best Holland Pips .....per 1000, $25.00
Bruns' Special Early Forcing.....per 1000, 35.00
Bruns' Celebrated Chicago Market Brand.per 1000, 45.00

H. N. BRUNS, 3040 W. Madison St., Chicago

Primula Obconica Gigantea Rosea

Dwarf habit, light and dark shades of pink Select strain. All fresh seed.

Sample of flower produced, sent on request.

Packet of 1500 seeds for $1.50. Cash.

Ernest Oechslin
Madison and Gale Sts., River Forest, Ill.

Seed Packets

FLOWER SEED SIZES TO CATALOG ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Gladiolus for Forcing

Strictly first size bulbs.

1½ inch and up.	Per 100	1000
America, pink	$3.50	$30.00
Autumn Queen, light yellow, red throat	4.00	35.00
Brenchleyensis, scarlet.	2.75	25.00
Chicago White	3.75	35.00
Francis King, scarlet	3.25	28.00
Halley, salmon	4.00	35.00
Mrs. Frank Pendleton	7.00	60.00
Myrtle	7.50	70.00
Niagara, yellow	5.00	45.00
Peace, white	5.00	45.00
Schwaben, yellow	7.00	65.00
Princeps, red	6.50	60.00

A. Henderson & Co.
166 N. Wabash Ave., CHICAGO

Mention the American Florist when writing

Our 1920 Wholesale Bulb List

Is ready. Ask for a copy.

The General Bulb Company
Established 1883
Vogelenzang, Holland.

AMERICAN BRANCH:
110 Water Street, New York City.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Loui ville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

COOK COUNTY farmers want $15.00 per ton for growing sugar beets on contract.

THE Minnesota State Vegetable Growers' Association, with a membership of 600, has adopted a resolution favoring affiliation with the Vegetable Growers' Association of America.

SEATTLE, WASH. — Notwithstanding the recent freeze, local growers are going ahead with plans for replanting. Japanese market gardeners are preparing to ship 500 carloads of Puget Sound lettuce to the east, starting the latter part of April. Celery fields which were destroyed have been reset.—H. M.

Prices of Indoor Fruits and Vegetables.

Chicago, February 3.—Cucumbers, 2-dozen box, $4.00 to $6.00; celery, Michigan, square box, $2.00 to $3.00; leaf lettuce, per tomato box, 27½ to 30 cents; radishes, per dozen bunches, 70 to 85 cents; tomatoes, per pound, 15 to 40 cents.

New York, February 2.—Celery, per crate, $6.00 to $15.00; cucumbers, per dozen $2.00 to $3.00; mushrooms, 75 cents to $2.25 per three pound basket; tomatoes, per pound, 5 to 40 cents; lettuce, per dozen, 50 cents to $1.00; radishes, per 100 bunches, $2.00 to $6.00.

Vegetable Markets.

Reports to the United States department of agriculture, bureau of markets, for the period January 27-February 3, show irregular conditions with moderate price changes and a generally weak tone. Following the rapid advance of the past few weeks, potato values declined in producing sections and slight changes occurred in some consuming markets. Michigan, Wisconsin and Minnesota round whites are 15-20 cents lower, closing ot $4.30-$4.45 per 100 pounds sacked f. o. b. shipping points and were steady in middlewestern distributing markets at $4.75-$5.00, closing slightly higher than last week in Chicago carlot market at $4.65-$4.75. Colorado Russets strengthened to $4.00 per 100 pounds, wagonloads, cash to growers. New York round whites declined 30 cents at the close to $4.00-$4.27 f. o. b. and were quoted in a few middlewestern markets at $4.65-$4.85. Maine Green Mountains closed 30-40 cents lower, ranging $3.60-$3.75 bulk per 100 pounds, and $3.80 sacked f. o. b. shipping points. This stock was quoted 30 cents lower in New York jobbing markets at $4.45-$4.60 bulk. Cabbage demand and movement was slow and dull at western New York shipping points. Prices for Danish Seed stock declined, closing $80-$100 per ton f. o. b., compared with $95-$100 last week. Consuming markets closed mostly $110-$120 per ton bulk of this stock. New Florida Wakefields were steady at $3.00-$3.25 per 1½ bushel hamper. California Winningstadts closed in New York and Boston at $4.50-$5.50 and in Chicago at $4.50-$5.00. Onions continued weak at western New York shipping points. Good yellow stock ranged $5.25-$5.75 per 100 pounds f. o. b. sacked. Consuming markets were slow and dull, but fairly steady, at $5.50-$6.50, eastern cities mostly $6.00-$6.50. Middlewestern reds closed at $6.00-$6.25 in Chicago and St. Louis. California brown and yellow varieties reached $7.00-$8.00 for small lots in southwestern markets, but ranged $5.50-$5.75 in Chicago.

Sweet Potato Variety Identification.

The United States department of agriculture is working out a key by means of which varieties of sweet potatoes can be identified. There has always been a great deal of confusion regarding sweet potato varieties, and this key will make it possible to positively identify all true varieties. It is based on the color, size and shape of the stems and leaves, and in the color, size, and quality of the potatoes themselves. That the key works is attested by the fact that by its use varieties described at the time Columbus discovered America have been identified. It is yet too soon to say just what may be expected from this work, but the results thus far secured are very promising. This work is being done at Arlington Farm, Va., and at the Pee Dee experiment station, Florence, S. C.

Investigational work in curing sweet potatoes has also brought out important results. It was shown that with proper handling in storage conditions, sweet potatoes can be carried through the winter and as late as April 1 with not more than one per cent of loss from decay.

Mushroom Growing
By B. M. Duggar
Presenting accurately the requirements for success.
260 pages, cloth, fully illustrated. Price, $1.50.
American Florist Co.
140 S. Dearborn St., CHICAGO

If you are interested in
POINSETTIAS
and four and five inch
BOSTON FERNS
for immediate delivery, write
GEO. A. KUHL, Wholesale Grower PEKIN, ILL.
Mention the American Florist when writing

WM. K. HARRIS
55th St. and Springfield Ave.
W. PHILADELPHIA, PA.
Wholesale Grower of
Blooming and Decorative Plants
Mention the American Florist when writing

CHAS. H. TOTTY
MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty
Mention the American Florist when writing

ARE YOU ALERT?
Why lose half your Tomatoes by frost when the Best Tomato in the World is also the earliest?
The Burbank Tomato is the crowning result of 13 years of careful, painstaking labor on the part of Luther Burbank
BURBANK TOMATO
In earliness, productiveness, size, shape, color, flavor, solidity and all desirable qualities it is par excellent. Will stand ahead of all in popularity when better known for both home and market use.
Order early as stock is very limited and sold in packets only. Packet of 100 seeds, 20 cents; 3 for 50 cents; 7 for $1.00.
Catalogue of other sterling novelties and specialties, Free.
ISAAC F. TILLINGHAST
Seed and Plant Grower SANTA ROSA, CALIF.

SEASONABLE STOCK
READY NOW
Asparagus Plumosus—2½-in., $5.00 per 100; $45 per 1,000.
Asparagus Sprengeri, 2½-in., $4.50 per 100; $40 per 1,000.
Fern Dish Ferns—2¼-in. Pteris Magnifica, Wimsetti, Critica Alba, Lineata and Mayi-Adiatum Cuneatum, and Aspidium Tsussimense, $6.00 per 100; $50.00 per 1,000.
Achyranthus Herbsti, 2¼-in., brightest red, $4.50 per 100.
Alternanthera Brilliantissima, 2¼-in. (bright red), $4.00 per 100.
Euonymus Japonica, Silver Edge (for hampers, baskets or vases), 2½-in., $15.00 per 100; 3-in., $25.00 per 100; 4-in., $35.00 per 100.
Fuchsia, Mrs. E. G. Hill, 2¼-in. (Best white), $5.00 per 100.
Lantanas, Dwarf, 2¼-in. Splendid stock, distinct sorts, $5.00 per 100; $45.00 per 1,000.
Palms—Clean young stock, Kentia Belmoreana, 2½-in., $15.00 per 100; heavy 3-in., $25.00 per 100; heavy 4-in., $50.00 per 100.
Snapdragon (Keystone), 2¼-in., once pinched stock, in splendid shape, at $5.00 per 100; $45.00 per 1,000.
Double Petunia Gertrude, best and strongest growing light pink, extra size flowers, 2-in. pots $6.00 per 100, $50.00 per 1,000. 6 other varieties at same price.
Cannas—Dry roots, two and three eyes, King Humbert, $5.00 per 100; $45.00 per 1,00.
Meteor, best red, green leaf, $4.50 per 100; $40.00 per 1,000.
Richard Wallace, standard yellow, $4.50 per 100; $40.00 per 1,000.
The Storrs & Harrison Co., Painesville, Ohio

"Hamburg Late Pink" Chrysanthemum

Picture was taken Nov. 23, 1919, and will give a good idea of what **"Hamburg Late Pink"** looks like when grown to single stems and planted six inches each way.

"Hamburg Late Pink" is an improved late pink Maud Dean, having more petals, and if grown for late will hardly ever show an open center.

The average grower of chrysanthemums must have varieties which are easy to handle, and from which he can cut as near 100% of perfect blooms as possible. **"Hamburg Late Pink"** has been grown for the last four years, and produces a very high proportion of good flowers. It is not an exhibition variety, but, for late pink, one of the best for commercial purposes. It can be had in bloom the latter part of November by taking an early bud, but some of the flowers will show open centers; but by selecting late buds, after October 1st, most of the flowers are cut during December, and would advise to select late buds, as the later buds will hardly ever show an open center, and some flowers can be had even in January.

Keeping qualities are excellent, and where a graceful pink flower is wanted, **"Hamburg Late Pink" cannot be surpassed.**

"Hamburg Late Pink" will be disseminated in the spring of 1920.
Plants will be ready March 1st, 1920, and orders will be filled in rotation.

Rooted Cuttings (by parcel post) ..... **$16.00 per 100; $150.00 per 1000**
2-inch pots (by express) ..... **18.00 per 100; 160.00 per 1000**

WILLIAM F. KASTING COMPANY, 568-570 Washington St., BUFFALO, N. Y.

Mention the American Florist when writing

Rooted Cuttings

ALTERNATHERA, red and yellow, per 1,000	$ 8.00
BEGONIA, Chatalaine, 2¼-in., per 100	5.00
BRILLIANTISSIMA, per 1,000	10.00
CUPHEA, Ageratum, Guernsey and Blue Star, per 100	.90
FEVERFEW, Gem: GENISTA, VINCA VAR.	1.50
DAISIES, Mrs. Saunders, Single White, Boston Yellow, 2-in., per 100	3.00
ALYSSUM, Giant Double 2-in.	2.00
SMILAX and PRIMULA Malacoides 2-in.	3.00

Cash.

BYER BROS., CHAMBERSBURG, PA.

Mention the American Florist when writing

Van Meeuwen & Tegelaar

Wholesale Dutch Bulb Growers

LISSE, HOLLAND

Write us for Prices on Finest Quality DUTCH BULBS.

New York Office: 1133 Broadway (cor. 26th St.)

Mention the American Florist when writing

Geraniums

Standard Sorts, labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings. From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA.
From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

ABUNDANCE OF STOCK

	Per 100	Per 1000
2¼-inch Smilax plants	$ 2.75	$25.00
2¼-inch Snapdragons, white, pink and yellow	5.00	48.00
4-inch Marguerites, white and yellow	15.00	
25,000 Vincas, field grown	8.00	75.00
10,000 Bench Ferns, 5 varieties, $25.00 and $30.00 per 100.		

Packing free of charge. Liberal extras.

Alonzo J. Bryan
Wholesale Florist
Washington, New Jersey

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

Mention the American Florist when writing

A. F. LONGREN

4249 W. Monroe Street
CHICAGO, ILLINOIS

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

ONE expert claims the prices of nursery stock are too high for the future welfare of the trade.

W. A. PETERSON, of the Peterson Nursery, Chicago, left for California, February 3, Mrs. Peterson accompanying him.

GENEVA, N. Y.—Roscoe C. Chase, who with his two brothers founded the Chase Nursery Co., here in 1872, died January 16, age 83 years.

ENGLISH buyers are said to have paid the Dutch 25 cents each for common roses last fall, varieties which used to sell as low as $50 per 1,000.

VISITED CHICAGO: John Watson, executive secretary American Association of Nurserymen, returning from the Kansas City convention of the Western Nurserymen's Association.

THE next annual meeting of the American Association of Nurserymen will be held at the Congress Hotel, Chicago, June 23-25.

New England Nurserymen's Association

The ninth annual meeting of the New England Nurserymen's Association was held at the New American house, Boston, Mass., January 27-28, with a good attendance. Officers for the ensuing year were elected as follows: Charles Adams, Springfield, Mass., president; John K. M. L. Farquhar, Boston, Mass., vice president; Sheldon Robinson, Lexington, Mass., secretary; V. A. Vanicek, Newport, R. I., treasurer; C. R. Burr, Manchester, Conn.; A. P. Horne, Manchester, N. H., and C. E. Dow, Bar Harbor, Me., executive committee.

New members elected included George M. Johnson, North Abington, Mass.; George Kirkpatrick, Winchester, Mass.; Frederick J. Rea, Norwood, Mass.; C. H. Sierman, Hartford, Conn.; James V. Spadea, Brockton, Mass.; C. B. Turner, Stoughton, Mass., and B. W. Whitney, Reading, Mass.

Boston was chosen as the place of the next annual convention.

The programme included the following timely papers and discussions: "What Can We Import—and How?" by Winthrop H. Thurlow, West Newbury, Mass.; "Standardization of Prices," by Harlan P. Kelsey, Salem, Mass.; "The Labor Problem," by John R. Barnes, Yalesville, Conn.; "New England Plants for New England Gardens," Kenneth Gillett, Southwick, Mass.; "The Fruit Tree Situation," by Paul Stark, Louisiana, Mo.; "The European Corn Borer," by D. J. Caffery, in charge of federal corn borer investigation; "Message from the American Assoociation of Nurserymen," by President J. Edward Moon; "Market Development," by Ernest F. Coe, New Haven, Conn.; "What's New in the Garden?" E. B. Farrington, Boston, Mass.

Ibolium Privet, Natural Habit.

Ibolium THE NEW HYBRID Hardy Privet

(L. Ibota x Ovalifolium)

Now sent out for the first time. Inquire for further information. One-year field-grown plants. $5.00 each. Summer rooted, frame-grown, $3.00 each. Plants in storage for immediate shipment.

Introducers of **Box-Barberry,** well rooted summer frame cuttings, $65.00 per 1000.

The Elm City Nursery Co., Woodmont Nurseries, Inc.

NEW HAVEN, CONN.

Ibolium Privet, When Trimmed

Ampelopsis Veitchii

From 2¼ inch pots, $8.00 per 100; $75.00 per 1000.

JACKSON & PERKINS COMPANY, Newark, New York

150,000 California Privet

One and Two Years Old, Well Branched.

12 to 18 inches, at..... $12.50 per 1000
18 to 24 inches, at..... 20.00 per 1000
2 to 3 feet, at ..... 22.50 per 1000

SOUTHERN NURSERY CO., Winchester, Tenn.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO. ★ WEST GROVE PENNA.

Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price $2.00.

American Florist Co.

440 S. Dearborn St., CHICAGO

Mention the American Florist when writing

Trinity Trees.

For the first time in its history, Trinity churchyard is virtually bare of trees. The last five big sycamores, some of which officials of the Trinity Corporation believe were among those originally planted when the present church was built, have been removed within the last few weeks and only a few stunted saplings remain in the old burying ground.

There are many Wall Street men who remember Trinity churchyard as a mass of foliage in season, but in recent years tree-planting by the Trinity authorities has proved a failure. It may be that the church will cease its efforts to replace the old trees. About 15 years ago a row of elms was planted just south of the Trinity building. These are all dead.

"We have done everything we can to restore the old shade," said an official, but the new trees do not seem to flourish. Experts tell us that the soil is all right, but something in the air seems to prevent growth. We cannot even make shrubbery grow."—Wall Street Journal.

Miscellaneous Plants

Boston Ivy
Clematis Paniculata
Shrubs
Raspberries, Blackberries
Evergreens
Ornamental Trees
Perennials
California Privet Hedge
Japan Barberry

Prices on request.

Peter Bohlender & Sons

Tippecanoe City, Ohio

HARRISONS' NURSERIES

Fruit Trees Budded from Bearing Orchards. Peach, apple, pear, plum, cherry, quince, grape-vines, strawberry plants, raspberries, blackberries, evergreens and shade trees. Catalog free.

Harrisons' Nurseries, Box 39, Berlin, Md.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America

Box 404. DUNDEE, ILL.

Pine Studies.

A gift of $1,000 was recently made by the Newport Turpentine and Rosin Company, of Milwaukee, Wis., to the course in pharmacy of the University of Wisconsin to be devoted to research work in pine products during the year 1919-20.

MONTREAL, QUE.—The Eastern Plant Growers' Association, at its annual meeting in this city, elected the following officers for 1920: James McKenna, president; E. J. Hayward, vice-president; H. J. Eddy, secretary.

Ready Reference Section.

12 CENTS, NET, PER LINE.

ALYSSUM.

Alysaum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

Alysaum, Double Giant, 2-in., $2.00 per 100; $18.00 per 1,000. Byer Bros., Chambersburg, Pa.

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii, 2¼-in., $8 per 100, $75 per 1,000. Jackson & Perkins Co., Newark, New York.

ASPARAGUS.

Asparagus plumosus, 2¼-in. pots, $3.50 per 100; 3-in. pots, $5.00 per 100. Strong, husky plants, sure to please. Cash please. LOOMIS GREENHOUSES, Loomis, Calif.

Asparagus Sprengeri, 2½-in., $4.00 per 100. Byer Bros., Chambersburg, Pa.

BEGONIAS.

Begonias, tuberous rooted, single, in separate colors, scarlet, orange, yellow, rose and white, $15 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Begonias, Luminosa, Prima Donna and Erfordii; strong, transplanted seedlings, $2.50 per 100. Cash. Brill Celery Gardens, Kalamazoo, Mich.

BOXWOOD.

CHOICE BOXWOOD SPRAYS

Write us today for prices on Fall and Winter deliveries. Best merchantable fancy tips, Dwarf variety. Quality guaranteed. Satisfactory delivery assured to all parts of U. S. A. and Canada.

PITTSBURGH CUT FLOWER CO.,
116-118 Seventh St. Pittsburgh, Pa.

BULBS.

Bulbs. T. R. Begonia. Single mixed and in separate colors. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers St., New York.

Bulbs. Single and double hyacinths. Darwin and single tulips. For prices see display advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Tulips and Lilium Giganteum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

CALADIUMS.

Caladiums. With sound center shoots. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CALCEOLARIA.

Calceolaria Hybrida, choicest mixed, fine plants, 2-in., ready for 4-in., $9.00 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

CALENDULAS.

Calendulas Orange King, 2-in., $2.00 per 100. Seedlings, $1.00 per 100. Byer Bros., Chambersburg, Pa.

CANNAS.

Cannas. Good strong divisions.

	Per 100
King Humbert	$5.00
Mrs. A. Conard	5.00
Gladiator	4.00
Crimson Bedder	4.00

THE REESER PLANT COMPANY
Springfield, Ohio.

Cannas. Stored in our special moist cellars; not dried and stunted, but all first-class stock. For list of varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cannas. Select 2 to 3 eyes. The very finest stock. For varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

15,000 KING HUMBERT

2 to 4 eyes, $4.50 per 100; $40.00 per 1,000. Cash.

BUSHY FLOWER GARDEN
Bushy, Va.

CARNATIONS.

ROOTED CARNATION CUTTINGS

Fine Healthy Stock.

Grown Right!

Packed Right!

Priced Right!

Sure to Please You

Ready Now.

	100	1000
White:		
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
White Wonder	5.00	45.00
Pink:		
Pink Enchantress	4.50	40.00
Miss Theo	5.00	45.00
Enchantress Supreme	6.50	60.00
Rose Pink Enchantress	4.50	40.00
Ward	5.00	50.00
Nancy	5.00	45.00
Alice	5.00	45.00
Roper	4.50	40.00
Rosette	5.00	45.00
Red:		
Aviator	4.50	40.00
Thenanthos	4.50	40.00
Herald	5.00	45.00
Merry Christmas	5.00	45.00

Buy the Best! It Pays!

Order Promptly

Big Demand

M. C. GUNTERBERG,

Wholesale Florist

159 N. State St. Chicago

ROOTED CARNATION CUTTINGS.

Large supply of fine, well-rooted, healthy and strong carnation cuttings in the following varieties, ready for immediate delivery:

	100	1,000
Rose Pink Enchantress	$4.50	$40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.50	40.00
C. W. Ward	4.50	40.00
Aviator	4.50	40.00
Thenanthos	4.50	40.00

PETER REINBERG,
Wholesale Florist
30 E. Randolph St. Chicago

CARNATIONS.

SEND FOR 1920 FLORISTS AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago.

Carnations, R. C., White and Pink Enchantress, $5.00 per 100; $45.00 per 1,000. Ready now. PAGE'S GREENHOUSES, Staunton, Ill.

CHRYSANTHEMUMS.

Chrysanthemum Hamburg Late Pink, Rooted cuttings, $16 per 100, $150 per 1000; 2-in. pots, $18 per 100, $160 per 1000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

CINERARIA.

Cinerarias. Vaughan's Columbian, mixed, fine plants, 2-in., ready for 4-in., $4.00 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

CYCLAMEN.

CYCLAMEN—Strong, transplanted seedlings for January and February delivery; all leading varieties. $6.50 per 100; $60.00 per 1,000. PETER PEARSON, 5732 Gunnison St., Chicago.

DAHLIAS.

DAHLIAS FOR CUT FLOWERS.
Mixed colors and types, $3.00 per 100. Mixed types in separate shades, red, white, pink and yellow, $5.00 per 100. Good, strong, field-grown divisions. Cash with order or one-fourth deposit for reservations. Stillman's dahlias are world known. GEO. L. STILLMAN, Dahlia Specialist, Box A-20, Westerly, Rhode Island.

DAISIES.

Bellis Daisies. Longfellow and Snowball. Fine strong plants, 2½-in. pots, $5.00 per 100. Shasta Daisies. 3-in. pots, strong plants, $5.00 per 100. LOOMIS GREENHOUSES, Loomis, Calif.

FERNS.

SEND FOR 1920 FLORISTS AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Boston ferns out of the bench ready for 6 and 8-inch pots. Come and see the stock and for prices. J. H. FIESSER, North Bergen, N. J.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

FERNS.

Boston Ferns, 2¼-in., fine pot-grown stock at $5.00 per 100; $45.00 per 1000. H. KLEINSTARINK, 2331 Letterle Ave., Louisville, Ky.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums. Rooted cuttings. S. A. Nutt and Buchner, $20 per 1,000; Ricard and Poitevine, $25 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLI.

GLADIOLI

Reports from all over the world state that DIENER'S new Gladioli are the largest, finest and most wonderful ever produced. Our new catalog showing eight of our new varieties in natural colored plates will be sent free on request.

RICHARD DIENER COMPANY
Kentfield. California

Gladiolus Bulbs. Standard and new and scarce varieties. For list of varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Gladiolus bulbs. First-class stock from our Michigan farms. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus for forcing. Strictly first size bulbs. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Gladioli. Fine stock to plant between carnations, America and Mrs. Francis King. For sizes and prices see display advertisement elsewhere in this issue. The Good & Reese Co., Springfield, O.

LILY OF THE VALLEY.

Lily of the Valley. Best Holland Pips, $25; Bruns' Special Early Forcing, $35; Bruns' Celebrated Chicago Market Brand, $45 per 1000. H. N. Bruns, 3040 W. Madison St., Chicago.

Valley Pips. Berlin forcing type, per 1,000, $27.50; 2,500 per case; case lots only. McHutchison & Co., 95 Chambers St., New York.

Lily of the Valley pips. Finest quality; ready for immediate delivery. Van Meeuwen & Tagelaar, 1133 Broadway, N. Y.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas. Laellio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANSIES.

Pansies, 200,000 fine plants, Giant strain $3.00 per 1,000. Byer Bros., Chambersburg, Pa.

Pansy seedlings, Giant Trimardeau, mixed, large flowering and choice colors, $4.00 per 1,000, $15.00 per 5,000, prepaid by mail. F. DANLEY, Macomb, Ill.

PETUNIAS.

PETUNIAS

Diener's Ruffled Monsters, single, largest and finest in existence. Quickest and surest money-makers of the day; sell at sight. Seed in separate colors, red, pink, white, purple, flesh pink, frilled, variegated and mixed colors, 50c per trade package. Our new catalog with natural colored plates free on request.

RICHARD DIENER COMPANY,
Kentfield, California.

PRIMULAS.

Primula Obconicas. Rosea, Apple Blossom, Kermesina. Good, strong stock from 2¼-in. pots at $6.00 per 100; $55.00 per 1000. J. H. FIESSER, North Bergen, N. J.

PRIVET.

Privet. Box-Barberry, well rooted summer frame cuttings, $65.00 per 1000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

Privet, California. One and two year old, well branched, 12 to 18-in., $12.50; 18 to 24-in., $20.00; 2 to 3-ft., $22.50 per 1000. Southern Nursery Co., Winchester, Tenn.

PUSSY WILLOWS.

Pussy Willows. Good quality stock for forcing, 15 to 30-in., $4 per 1000; 2 to 4-ft., $7 per 1,000. Cash with order; packing free. Minneapolis Nursery, 4117 So. Aldrich Ave., Minneapolis, Minn.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants.

You can quickly turn such surpluses into cash by advertising here.

ROSES.

ROSES FIELD GROWN
DORMANT PLANTS FOR IMMEDIATE DELIVERY

	No. 1 Per 100	No. 2 Per 100
DOROTHY PERKINS	$20.00	$12.00
CRIMSON RAMBLER	22.00	12.00
EXCELSA	20.00	12.00
PHILA. RAMBLER	20.00	12.00
MAD. PLANTIER	25.00	15.00
RUSSELL'S COTTAGE	25.00	15.00
EMPRESS OF CHINA	25.00	15.00
SEVEN SISTERS	25.00	15.00

Write for our list of own root roses from 2¼-inch and 4-inch pots.

THE AMERICAN ROSE & PLANT CO.
Springfield Ohio

ROSE PLANTS.

Rose plants, last fall propagation. Dormant all winter. Now in 3-inch pots. Ready in about three weeks. Fine stock. Best in market.

	100	1,000
Richmond	$10.00	$ 90.00
Sunburst	11.00	100.00
Killarney Brilliant	11.00	100.00
Pink Killarney	10.00	90.00
Pink Ophelia	10.00	

WIETOR BROS.
L. D. Phone Randolph 2081
30 E. Randolph St. Chicago.

ROSES READY FOR IMMEDIATE SHIPMENT

COLUMBIA, 2½-in. own root, $15 per 100; $125 per 1,000.

CHARLES H. TOTTY COMPANY,
Madison, New Jersey

ROSES.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

Roses. The great forcing rose Columbia, 2¼-in., $120 per 1,000. The Good & Reese Co., Springfield, O.

List of 2½ and 4-in. Roses ready, on request. Leedle Co., Expert Rose Growers, Springfield, O.

SEEDS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee, Ave., Chicago.

Seed. Primula Obconica Gigantea Rosea. Dwarf habit, light and dark shades of pink. Select strain; fresh seeds. Packet of 1500 seeds. $1.50. Cash. Ernest Oechslin, River Forest, Ill.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices, Kelway & Son, Langport, Eng.

Seeds. Michell's Flower. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Rhodes grass, Paspalum grass, Soudan grass, Couch, Prairie grass, Red Top grass. H. A. Peterson, Ltd., Brisbane, Queensland, Australia.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorssinera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash, Western Seed & Irrigation Co., Fremont, Neb.

Seeds, specialists: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds, Aster. For description, varieties and prices see display advertisement elsewhere in this issue. W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It

SEEDS.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea, and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Growers of selected stocks of onion, lettuce, radish, carrot, sweet peas, etc. C. C. Morse & Co., San Francisco, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean, Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Sweet corn seed. Grown exclusively by the W. C. Pressing Seed Co., Norwalk, Ohio.

SMILAX.

Smilax. Strong, thrifty plants from 3-in. pots, $3.00 per 100, $25.00 per 1000. Will exchange for ferns or other useful greenhouse stock. RUSSELL KILBOURN, Clinton, N. Y.

Smilax. Extra good, strong, well-rooted plants. From 2-in. pots, $2.00 per 100; $18.00 per 1000. Elmer Rawlings, Allegany, N. Y.

TUBEROSES

We have a number of Tuberose bulbs to offer for shipments in February at $15.00 per 1,000. IMPERIAL MERCANTILE CO., Sugar Land, Tex.

VEGETABLE PLANTS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail
EVERETTE R. PEACOCK CO.
4013 Milwaukee Ave. Chicago.

Grand Rapids lettuce seedings, $1.50 per 1,000; transplanted $3.00 per 1,000. Postpaid. ODOR GREENHOUSES, Iola, Kan.

MISCELLANEOUS.

For results use "Master Brand" prepared concentrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Spiral Air-Circulating Radiators for greenhouse heating; save coal and stimulate plant growth. Made for steam or hot-water. SPIRAL BOILER & RADIATOR CO., St. Paul, Minn.

MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging baskets, plain wire, 10-in., $1.75, 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works, Lowell, Mass.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., W. Philadelphia, Pa.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00 Good stock. Cash, please. Gorham Printery Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

MISCELLANEOUS.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; $50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 52 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL.

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 998 Blackhawk St., Chicago.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braum Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1506 Kingsbury St., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

Repair that Leaky or Cracked Boiler Without Shutting Off the Heat.

EVERY greenhouse man who has ever had a leaky or cracked boiler knows what a lot of time, trouble and money that means.

Yet all the fuss and worry attendant upon the old-fashioned method of repairing is now **entirely unnecessary.**

"X"—the **wonderful** Boiler Liquid—will do $200 worth of repair work for $10, **and do it in about half an hour.**

"X" is a Scientific Process of Repairing Without Dismantling or Welding.

"X" is an absolute Liquid. It is simply poured into the boiler and instantly combines itself with the water. In sizzling out through the leak or crack the "X" is changed by the atmospheric oxygen into a metal-like solid, making a permanent repair. This repair is gradually hardened by the heat in the boiler, so that it stands a pressure of over one-quarter of a ton.

The surplus "X" that remains in the water automatically stops all new Leaks due to expansion or other causes. In this way "X" Liquid makes the boiler (and in a hot water system, the entire system) absolutely **Leakproof.**

Makes Boilers Rust-proof and Scale-proof. Saves Coal.

The chemical composition of "X" Liquid is such that it absorbs all free oxygen in the water. This prevents the metal from Rusting. "X" also prevents the lime and other scale-forming elements in the water from depositing layers of Scale on the walls. "X" keeps the boiler Rust-proof and Scale-proof.

"X" does not evaporate or lose its strength with age. When new water is added it combines itself with this water and performs its functions again and again.

"X" contains no cement, powder or other injurious ingredients. It cannot clog the air valves; in fact, it makes frequent repacking of valves unnecessary.

A Strong Guarantee!

You take no chance in using "X" Liquid. It is unconditionally guaranteed to make good. If it fails, you get a new can—or your money back.

But your greatest guarantee of the value of "X" is the fact that it is used, sold and recommended by 99 per cent of the manufacturers of boilers and radiators. It is used by the U. S. Government.

If your boiler cracks or leaks this Winter, you don't have to worry about your greenery—if you keep a can of "X" Liquid handy. Just get a can of "X" and do the repair job yourself.

Get "X" Liquid from your steam-fitter, or we will ship, charges prepaid, on receipt of price.

1 Quart ..... $ 6
2 Quarts 10

"X" LABORATORIES, 39 West 45th Street, New York City

Mention the American Florist when writing

GREENHOUSE CONSTRUCTION.

Greenhouse glass, plants and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

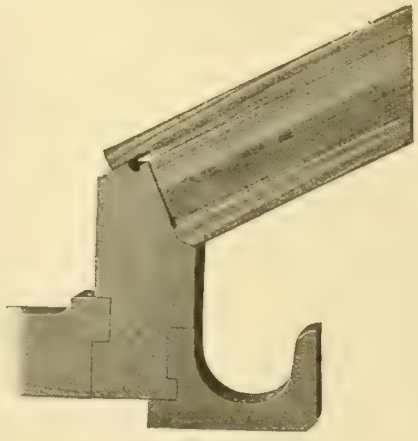
Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.



ROOF BAR AT GUTTER.

Note the lap and beveled shoulder which forms a double brace. Also the extra wide drip moulding which does not so easily fill with lint and dust. It is an exclusive Callahan feature.

The strength and simplicity of Callahan design will appeal to you—and lengthen the life of your greenhouse.

INVESTIGATE

You are planning now for your new greenhouse. You want one that is practical and effficient. You are willing to pay what it is worth, but you don't want to throw any money away.

Then investigate

CALLAHAN CUT-TO-FIT GREENHOUSES

That is all we ask—because we know that they are founded on so sound a principle that they will prove their worth to every common-sense business man and practical florist.

Write today for catalog giving all details. Also booklet describing Callahan Duo-Glazed Sash for your hotbeds—the sash that means worry less safety for your plants.

CALLAHAN DUO-GLAZED SASH CO.
3944 Fourth St., DAYTON, OHIO
PERMANITE in stock for immediate shipment.

Mention the American Florist when writing

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

YOU WILL BE SURPRISED

At the quality there is in WIZARD BRAND Shredded Cattle Manure this year. New equipment provides a better selection of crude manures than ever before and it shows up in every bag of Shredded Cattle Manure.

WIZARD BRAND
TRADE MARK

PULVERIZED SHEEP—PULVERIZED CATTLE
SHREDDED CATTLE
MANURE

Is dried and sterilized in high temperature direct heat dryers. It saves you time and labor in handling and application. Does not bring you foreign weeds and grasses that come with crude or air dried manures.

WIZARD BRAND may not always be lowest in price but it is highest in quality and the recollection of quality remains long after price is forgotten.

WIZARD BRAND Trade Mark is tagged or printed on every bag for your protection.

Your dealer can supply WIZARD BRAND if you insist or we will quote on any quantity from a bag to a carload promptly.

THE PULVERIZED MANURE CO., No. 32 Union Stock Yards, **Chicago, Ill.**

Mention the American Florist when writing

Dreer's Peerless Glazing Points
For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

Mention the American Florist when writing

1,000 Letterheads 1,000 Envelopes } $7.00

Bond Stock—Send cash with order. No samples sent. All work is guaranteed. Proofs furnished of work before printing, so that any changes necessary may be made.

GORHAM PRINTERY, INC.
542 South Dearborn Street, CHICAGO, ILL.
We Print Everything

Mention the American Florist when writing

Wired Toothpicks

10,000, $2.50; 50,000, $11.00. Manufactured by
W. J. COWEE, Berlin, N. Y.
Sample Free. For Sale by Dealers.

Mention the American Florist when writing

In the Erection of
FOLEY GREENHOUSES
Only the Best of Material Is Used.

in designing your house, we always consider the use for which the house is intended—thereby assuring you of proper design and bench arrangement—not forgetting the importance of an efficient heating system.

THE FOLEY GREENHOUSE MFG. CO.
Designer Builders Heating Engineers
Main Office and Factory 3100 S. Spaulding Ave. **Chicago, Ill.** Downtown Office State-Lake Bldg.

John C. Moninger Co.
GREENHOUSES
Designers - Manufacturers - Builders.
We sell the complete house or any part.
908 Blackhawk St., CHICAGO, ILL.

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 40c; 25 yds. at 39½c; 50 yds. at 39c; 100 yds. at 38½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices. Try it out now and be convinced.

TURNER BROS., Bladen, Neb.

ARE YOU USING A
BOILER
That Let's the Florist Sleep
Get Posted! Ask for our catalogue.
GIBLIN & CO., UTICA, N. Y.

Split Carnations
Easily Mended with Pillsbury's Carnation Staples.
"They are indispensable to the careful florist. Increase the value at least 50%." Fifth Ave. Floral Co.
1000, 35c; 3000 for $1.00, postpaid
I. L. Pillsbury, Galesburg, Ill.

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

REED & KELLER,
122 W. 25th St., NEW YORK
Florists' Supplies
We manufacture all our Metal Designs, Baskets, Wire Work and Novelties, and are dealers in Glassware, Pottery, Decorative Greens and Florists' Requisites.

Index to Advertisers.

Allen J K.....175
Alpha Floral Co.....179
American Bulb Co..I 162
American Greenhouse Mfg Co.....IV
Amling E C Co.....171
Anderson S A.....179
Angermueller G H Co.....173
Aphine Mfg Co.....III
Aphrodite Co.....176
Astoria Florist.....178
Avenue Floral Co....180
Baer Julius.....179
Barnard W W Co.....184
Barnes W J.....179
Bassett & Washburn.....164
Baumer Aug.....181
Baur Window Glass Co.....IV
Bayersdorfer H & Co.173
Begerow's.....178
Berger Bros.....172
Berning H G.....172
Blackistone Inc.....181
Bodger J & Sons Co.184
Bohlender P & Sons.190
Bolgiano J & Son...183
Bramley & Son.....181
Braslan Seed Growers Co.....182
Breitmeyer's J Sons.178
Brenner Edward....175
Broadway Florist...179
Brown A J Seed Co..182
Brown Bag Filling Machine Co.....187
Bruns H N.....187
Bryan Alonzo J.....189
Buckbee H W.....180
Budlong Co J A.....169
Bunyard.....176
Burpee W A Co.....161
Byer Bros.....189
California Florists...179
Callahan Duo-Glazed Sash Co...194
Cazan A B.....176
Central Floral Co...181
Central Refrigerator & Equipment Co..171
Chicago Feed & Fertilizer Co.....196
Chicago Flower Growers Assn.....165
Clark E B Seed Co..186
Clarke's Sons D.....177
Clay & Son.....196
Clipper Lawn Mower Co.....196
Coan J J.....175
Conard & Jones Co..190
Cooke Geo H.....181
Cowee W J.....195
Coy H C Seed Co....184
Craig Robt Co.....160
Danker Fred A.....180
Dards Chas.....177
Dietsch A & Co.....IV
Dominion Floral Co.178
Dorner F & Sons Co 189
Dreer H A.....III 195
Duluth Floral Co...180
Dunlop John H.....178
Dwelle-Kaiser Co...III
Eble Charles.....177
Edwards Fold'g Box.195
Elm City Nurs Co...190
Erne & Co.....170
Evans A W B.....178
Eyres H G.....179
Fallon Florist.....176
Fenrich Jos S.....174
Fleischman.....179
Florist Specialty Co.III
Foerster Co Joseph.166
Foley Greenhouse Mfg Co.....195
Ford M C.....175
Ford William P.....175
Fox J M & Son Inc..179
Frauenfelder C.....176
Freeman Mrs J B...179
Frey C H.....176
Frey & Frey.....180
Friedman.....181
Froment H E.....175
Futterman Bros.....174
Galvin Thos F.....176
Gasser J M Co.....178
General Bulb Co....187
Giblin & Co.....195
Gnatt Ove Co The...163
Godineau R & M....186
Goldstein I.....175
Good & Reese Co...187
Gorham Printery Inc.195
Grakelow Chas H...178
Grand Rapids Flo Co.176
Grimm & Gorly.....176
Gude Bros.....177
Guido Inc.....176
Habermehl's Sons J J 180
Hammond's Paint & Slug Shot Works..196
Hardesty & Co.....179
Harrison's Nurseries.190
Harris Wm K.....188
Hart George B.....175
Hart Henry.....178
Haven Seed Co The.184
Heinl John G & Son.180
Henderson A & Co.I 187
Henderson Lewis....178
Henry Co The John.170
Henshaw Floral Co.175
Hentz & Nash.....174
Herr Albert M.....160
Hess & Swoboda...178
Hession.....179
Hews & Co A H.....III
Hill D Nursery Co 190
Hogewoning & Sons 186
Hollywood Gardens.178
Holm & Olson.....178
Holton & Hunkel Co 173
Hort Trade Journal..III
Hurft Edgar F.....187
Hurst & Son.....184
Ickes-Braun Mill Co.IV
Idlewild Greenhs....181
Jackson & Perkins Co.....190
Jahn Hugo.....178
Jones Percy.....167
Joy Floral Co.....177
Kabler Pottery Co..III
Kasting W F Co..I 189
Keller Pott'y Co Geo.III
Keller Sons J B.....179
Kelway & Son'.....184
Kennicott Bros Co..164
Kervan Co The.....175
Kessler Wm.....175
Kottmiller A.....176
Kroeschell Bros Co.III
Kruchten John.....171
Kuhl Geo A.....188
Landreth Seed Co,..183
Lang Flo & Nurs Co.180
Lange A.....177
Lecakes C & Co.....174
Liggit C U.....161
Lindley Flower Box Co.....163
Littlefield Florist....180
Long Island Flo Co.178
Longren A F.....189
Louise Flower Shop.179
McCallum Co.....173
McClunie Geo G....176
McGill R C & Co....184
McHutchison & Co..187
Mackie William.....175
Malandre Bros.....181
Mangel.....181
Matthews the Flo'st.176
Matthewson J E.....180
Meconi Paul.....175
Metaire Ridge Nurs 176
Meyer John C Florist Thread Works.....169
Michell Henry F Co..185
Michigan Cut Flower Exchange.....171
Millang Joseph A....174
Miller Floral Co....180
Miller & Musser....171
Minneapolis Nurs..163
Moninger J C Co....195
Morse C C & Co.....183
Murray Samuel.....181
Nat'l Florists' Board of Trade.....IV
Neidinger Jos G Co..173
Newell A.....180
N Y Cut Flower Ex.175
N Y Floral Co.....181
Niessen Leo Co.....172
Oechslin Ernest.....187
Oriental Goldfish & Supply Co.....170
Papadem J G Co....176
Park Floral Co.....179
Peacock E R Co....183
Pearson E W.....179
Pedrick G R & Son..186
Penn the Florist....181
Peters & Reed Potty.III
Petersen H A Ltd...186
Philips Bros.....176
Pierce F O Co.....IV
Pierson F R Co.....I
Pierson A N (Inc)....I
Pieters-Wheeler Seed Co.....182
Pikes Peak Flo Co..179
Pillsbury I L.....195
Pittsb'rgh Cut Flo Co.163
Podesta & Baldocchi.181
Poehlmann Bros Co. II
Pollworth C C Co...173
Polykranas Geo J...175
Potter Floral Co....180
Pressing Seed Co W C.....182
Proto-Feed & Guano Co.....196
Pulverized Manure Co The.....195
Pyfer A T & Co.....167
Raedlein Basket Co.171
Randall A L Co....171
Randall's Flo Shop..181
Randolph & McClements.....180
Rawlings Elmer....189
Ready Reference....191
Reed & Keller.....195
Regan Ptg House...196
Reid Edw.....172
Reinberg Geo.....171
Reinberg Peter.....165
Rice Bros.....173
Rice Jerome B Seed Co.....183
Robinson J C Seed Co.186
Rock W m L Flo Co..176
Rodgers J W.....179
Rohnert Waldo.....184
Rosaia Bros.....176
Rosery Floral Co....181
Routzahn Seed Co..187
Rusch G & Co.....173
Saake O C.....181
Salzer Seed Co Jno A.181
Sceery Edw.....179
Schiller the Florist..179
Schillo A Lum Co...IV
Schlatter W & Son..196
Schling Max.....181
Schmidt Chas L.....181
Segers Bros Ltd....186
Shaffer Geo C.....181
Sharp Partridge & Co 196
Sheppard H W.....181
Sheridan Walter F..175
Siebrecht George C..175
Simon & Son I N....184
Situations & Wants.159
Skidelsky S S & Co....I
Smith A W & Co....178
Smith & Co E D.....161
Smith & Fetters Co 177
Smith Henry.....180
Southern Nursery Co.190
Stecher Litho Co....189
Storrs & Harrison.....160 188
Stumpp G E M.....178
Thorburn J M & Co..186
Tillinghast Isaac F..188
Tonner O A & L A..167
Totty Chas H.....188
Traendly & Schenck.175
Traveling Wholesale Florist.....174
Trepel Joseph.....179
Turner Bros.....195
United Cut Flo Co..175
Van Meeuven & Tegelaar....186 189
Vaughan A L Co...167
Vaughan's Seed Store.....I 185
Vick's Sons Jas.....183
Vincent R Jr & Sons Co.....I
Walker F Co.....177
Weber F H.....180
Weiland & Risch...171
Weir James.....180
Western Seed & Irrigation Co.....183
Wietor Bros.....166
Williams Mrs E A...181
Winterson Co E F...170
Wittbold G Co.....177
Wolfskill Bros & Morris Goldenson.179
Wonder Plant Irrigator Co.....170
Woodruff S D & Sons.186
"X" Laboratories..194
Yokohama Nurs Co.183
Young A L & Co....174
Young John & Co...175
Zech & Mann...168 171

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.

809 Exchange Ave., U. S. Yards, Chicago

"Master Soil Builders"

Send for prices on **Master Brand Vine and Plant Manure**—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.

4121 S. La Salle St., CHICAGO

The Regan Printing House

LARGE RUNS OF

CATALOGUES

OUR SPECIALTY

WRITE FOR PRICES

523 Plymouth Ct., Chicago

Before

No loss if you mend your split carnations with

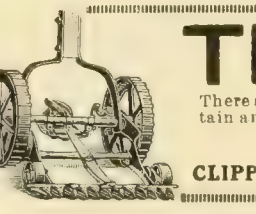
Superior Carnation STAPLES

35c per 1000; 3,000 for $1.00. Postpaid.

Wm. Schlatter & Son

After

422 Main Street, Springfield, Mass.



SLUG SHOT

Used from Ocean to Ocean for 35 Years

Sold by Seed Dealers of America

Saves Currants, Potatoes, Cabbage, Melons, Flowers, Trees and Shrubs from Insects. Put up in popular packages at popular prices. Write for free pamphlet on Bugs and Blights, etc., to **B. HAMMOND, Beacon, New York.**

Mention the American Florist when writing

THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plaintain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER CO., Dixon, Ill.

Mention the American Florist when writing

THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

GREENHOUSE

GLASS

BEST BRANDS

SHARP, PARTRIDGE & CO.

2263 LUMBER ST. CHICAGO, ILL.

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LIV. CHICAGO AND NEW YORK, FEBRUARY 14, 1920. No. 1654

THE AMERICAN FLORIST

ESTABLISHED 1885
Copyright 1920 by American Florist Company.
Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treas. The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next annual convention and exhibition, Washington, D. C., November 1920. OFFICERS: THOMAS W. HEAD, Lake Forest, Ill., President; Z. D. BLACKISTONE, Washington, D. C., Vice-President; C. W. JOHNSON, 2242 W 109th Street, Chicago, Secretary; CHAS. H. TOTTY, Madison, N. J., Treas.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Washington, D. C., January, 1921. OFFICERS: C. W. JOHNSON, Chicago, President; D. G. GRILLBORTZER, Washington, D. C., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa., President; F. L. ATKINS, Rutherford, N.J., Vice-President; E. A. WHITE, Cornell University, Ithaca, N.Y., Secretary; HARRY O. MAY, Summit, N. J., Treasurer.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition, Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

Tennessee State Florists' Ass'n.

Sixth Annual Convention, Knoxville, February 5-6, 1920.

Good Attendance and Fine Programme.

The sixth annual convention of the Tennessee State Florists' Association, held at Knoxville, February 5-6, was a success in every sense of the word. The programme showed careful thought in its arrangement, interesting and well-balanced throughout, the various papers and discussions being in the capable hands of well-known members of the trade, and the large attendance at the sessions manifested unusual interest in the proceedings.

A. H. Dailey, following the call to order by A. J. McNutt president of the Knoxville Florists' Club, introduced Mayor E. W. Neal, whose greeting left no doubt in the minds of the visitors as to the warmth and sincerity of the city's welcome. H. C. Bramm, Bristol, prsident of the state association, delivered his annual address, which showed careful preparation, while the reports of the secretary-treasurer, Professor C. M. Bentley, Knoxville, were gratifying. Then followed four interesting features, the first being a discussion of "Office Management and Collections," in which W. Cleveland Johnson, Memphis, Robert E. Mapes, Knoxville, and Thomas H. Joy, Nashville, imparted much valuable information. S. S. Skidelsky, New York, had for his topic, "Our Credit System, Its Uses and Abuses," and he proved himself thoroughly conversant with his subject. George Asmus, Chicago, was listened to with interest, and was well chosen to speak on "The Florist Business of Today." He was followed by Z. D. Blackistone, Washington, D. C., and George Schulz, Louisville, Ky., who brought out many interesting points on "Local Publicity." At the conclusion of their remarks, an adjournment was taken for luncheon.

Election of Officers.

The business of the afternoon session opened with the election of officers, resulting as follows: Addison J. McNutt, Knoxville, president; Thomas H. Joy, Nashville, vice-president; C. M. Bentley, Knoxville, secretary-treasurer (re-elected). Memphis was chosen for the next annual meeting, which will probably be held in November of this year.

The inability of Philip Breitmeyer and Albert Pochelon, of Detroit, Mich., to be present was a matter of regret, but both had prepared excellent papers on "Why Every Retail Florist Should Join the F. T. D." both forceful arguments full of sound logic and facts. Michael Bloy, connected with the F. T. D. headquarters at Detroit, was present. He is an able speaker and his visit will doubtless prove a great stimulant to the Florists' Telegraph Delivery Association in the south.

A. F. J. Baur, Indianapolis, Ind., presented a paper on "A Talk on Carnations." Widely known as an authority on this flower, his treatment of the subject brought out many interesting points. Harold Joy, Nashville, followed with another excellent paper, "Can Carnations Be Grown Successfully in the South?" which showed he was well versed in his subject. Another interesting feature was that of J. Keur, of Hillegom, Holland, who presented his views on "The American Embargo on Plants and Bulbs." William F. Gude, Washington, D. C., in his talk on "Legislation," showed by his handling of the subject an understanding resulting from careful analysis of restrictive measures.

At the evening session, William H. Crouch, Knoxville, had for his theme, "Relations of Music to Flowers," followed by Mrs. Edith Goetz, of Chattanooga, whose part of the programme proved novel and instructive in her make-up demonstrations and a talk on "Modern Salesmanship of Flowers." The first day's programme closed with living model demonstrations, in charge of A. H. Dailey

Second Day's Session.

The Friday morning session opened with papers on "Floral Accessories," by Robert Shoch, Philadelphia, Pa., and C. E. Critchell, Cincinnati, O., both of whom showed thorough familiarity with their subject. Philip J. Foley, Chicago, was unable to be present on account of illness in his family, but sent an excellent paper on "Greenhouse Construction," which was read. R. R. White, Troy, O., interested the delegates with an instructive talk on "Artificial Irrigation," and after Bruce Howell, Knoxville, covered his subject, "In What Way Does the Ornamental Grower Benefit the Florist?" the meeting adjourned for conference and to inspect the display section. A list of the exhibitors will be found below.

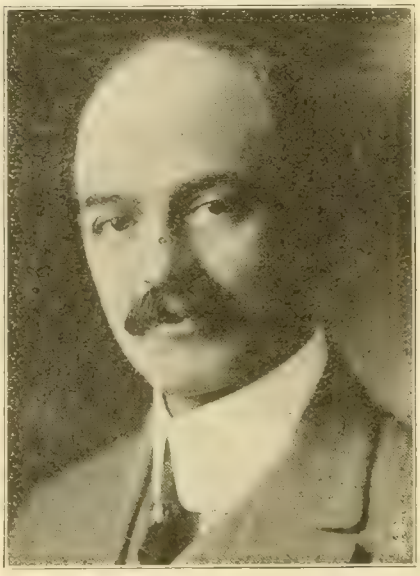
In the afternoon, the visitors were taken via automobiles on an inspection tour of the ranges and nurseries in the vicinity. In the evening, the annual banquet, with the Knoxville florists as hosts, was held at the Whittle Springs hotel, a delightful close of a successful and enjoyable event long to be remembered by those in attendance.

The Exhibitors.

Baum's Home of Flowers, Knoxville.
Baur & Steinkamp, Indianapolis, Ind.
H. Bayersdorfer & Co., Philadelphia.
Beeman Co., Minneapolis, Minn.
Bristol Floral Co., Bristol, Tenn.
Robert Craig Co., Philadelphia, Pa.
Crouch, Florist, Knoxville, Tenn.
A. H. Dailey, Knoxville, Tenn.
Elk Galax & Fern Co., Banners Elk.
Experiment Station, Knoxville, Tenn.
Fall City Wire Works, Louisville, Ky.
Foley Greenhouse Mfg. Co., Chicago.
Ove Gnatt Co., La Porte, Ind.
Wm. E. Hager, Chattanooga, Tenn.
George B. Hart, Rochester, N. Y.
John Henry Co., Lansing, Mich.
E. G. Hill, Richmond, Ind.
Howell Nurseries, Knoxville, Tenn.
Joy Floral Co., Nashville, Tenn.
C. Keur & Sons, Hillegom, Holland.
Lewis Bros., Peekskill, N. Y.
Lord & Burnham, New York.
Louisville Pottery Co., Louisville, Ky.
McCallum Co., Pittsburgh, Pa.
A. J. McNutt, Knoxville, Tenn.
J. C. Meyer Thread Co., Lowell, Mass.
Henry F. Michell, Co., Philadelphia.
Nebel Mfg. Co., Cleveland, Ohio.
S. S. Pennock Co., Philadelphia, Pa.
A. L. Randall Co., Chicago.
M. Rice Co., Philadelphia, Pa.
Roseville Pottery, Zanesville, O.
Mrs. Rosa Hall Ryno, Knoxville.
Jacob Schulz Co., Louisville, Ky.
S. S. Skidelsky & Co., New York.
Skinner System, Troy, O.
Wertheimer Bros., New York.
Wing Seed Co., Mechanicsburg, O.

The Attendance.

J. C. Anderson, Lebanon, Tenn.
Thos. Angus, Knoxville, Tenn.
George Asmus, Chicago.
C. J. Axelson, Lebanon, Tenn.
F. F. Baum, Knoxville, Tenn.
C. L. Baum, Knoxville, Tenn.
Mrs. C. L. Baum, Knoxville, Tenn.
K. P. Baum, Knoxville, Tenn.
Mrs. K. P. Baum, Knoxville, Tenn.
R. L. Baum, Knoxville, Tenn.
A. H. Bell, Chattanooga, Tenn.
G. M. Bentley, Knoxville, Tenn.
Z. D. Blackistone, Washington, D. C.
M. Bloy, Detroit, Mich.
Mrs. M. Bloy, Detroit, Mich.
C. L. Bowers, Bristol, Tenn.
H. G. Bramm, Bristol, Tenn.
Mrs. H. G. Bramm, Bristol, Tenn.
Miss Gertrude Caldwell, Knoxville.
Miss Mae Cartwright, Knoxville.
G. W. Chesney, Knoxville, Tenn.
Mrs. G. W. Chesney, Knoxville, Tenn.
Louis Chesney, Knoxville, Tenn.
Arthur S. Cohen, New York.
C. E. Critchell, Cincinnati, O.
Miss Anne Crouch, Knoxville, Tenn.
W. H. Crouch, Knoxville, Tenn.
Mrs. W. H. Crouch, Knoxville, Tenn.
Mrs. W. B. Cunningham, Knoxville.
A. H. Dailey, Knoxville, Tenn.
E. C. Dickinson, Asheville, N. C.
A. F. Eilers, Philadelphia, Pa.
C. M. Emory, Knoxville, Tenn.
E. J. Fancourt, Philadelphia, Pa.
Mrs. W. T. Fisher, Knoxville, Tenn.
Boyd Ford, Knoxville, Tenn.
Guy W. French, Chicago.
Mrs. Edith Goetz, Chattanooga, Tenn.
Wm. F. Gude, Washington, D. C.
Mrs. W. F. Gude, Washington, D. C.
Miss W. C. Gude, Washington, D. C.
H. J. Head, Rochester, N. Y.
J. T. Henderson, Knoxville, Tenn.
J. A. Henry, Tulsa, Okla.
Joseph H. Hill, Richmond, Ind.
Bruce Howell, Knoxville, Tenn.
J. E. Jackson, Gainesville, Ga.
O. C. Johnson, Jr., Memphis, Tenn.



Angelo J. Rossi, San Francisco, Calif.
President of the Downtown Association.

W. C. Johnson, Memphis, Tenn.
H. M. Joy, Nashville, Tenn.
Mrs. M. Joy, Nashville, Tenn.
T. H. Joy, Nashville, Tenn.
R. N. Kesterson, Knoxville, Tenn.
Mrs. R. N. Kesterson, Knoxville.
J. Keur, Hillegom, Holland.
Mrs. F. W. Kreger, Bristol, Tenn.
W. C. Lawrence, Atlanta, Ga.
J. A. Lewis, New York.
T. D. Long, Chicago.
Day McAmis, Chattanooga, Tenn.
Thos. McIntyre, Nashville, Tenn.
Mrs. McMullen, Knoxville, Tenn.
A. J. McNutt, Knoxville, Tenn.
Miss Lucy Manly, Knoxville, Tenn.
Miss Lydia Mapes, Knoxville, Tenn.
R. E. Mapes, Knoxville, Tenn.
D. R. Mayo, Knoxville, Tenn.
J. E. Miller, Knoxville, Tenn.
Mrs. R. R. Miller, Knoxville, Tenn.
Miss Georgia Muck, Knoxville, Tenn.
W. Ray Murphy, Cincinnati, O.
Miss Neubert, Knoxville, Tenn.
Miss N. O'Connor, Knoxville, Tenn.
Mrs. Maude O'Neal, Knoxville, Tenn.
August Poehlmann, Chicago.
Geo. F. Rhea, Greeneville, Tenn.
W. M. Reid, Chicago.
W. H. Roberts, Knoxville, Tenn.
M. Rose, Knoxville, Tenn.
H. S. Royer, Philadelphia, Pa.
Mrs. Ryno, Knoxville, Tenn.
Matt Schilz, Chicago.
L. J. Seiger, Philadelphia, Pa.
Bob Shoch, Philadelphia, Pa.
Mrs. C. A. Shugart, Cleveland, Tenn.
S. S. Skidelsky, New York.
L. J. Spence, Chattanooga, Tenn.
Mrs. Howard Stair, Knoxville, Tenn.
O. E. Steinkamp, Indianapolis, Ind.
S. T. Stults, Mechanicsburg, O.
Miss Mamie Sullivan, Knoxville.
Miss Grace Tarver, Knoxville, Tenn.
G. Teilmann, Johnson City, Tenn.
L. D. Thompson, Atlanta, Ga.
E. W. Trobaugh, Morristown, Tenn.
E. C. Truett, Franklin, Tenn.
H. R. Watts, Knoxville, Tenn.
Mark Webster, Knoxville, Tenn.
R. R. White, Troy, Ohio.
Miss J. Wyrick, Knoxville, Tenn.

Washington Rulings and Regulations.

NEW EXCHANGE RATES FOR IMPORTERS.

New customs regulations that will materially lower the amount of money that must be paid by importers upon entering merchandise of foreign production in the United States have been approved by President Wilson. Up to the present time, entries of merchandise have been liquidated upon the coin values proclaimed by the secretary of the treasury and the estimate of the director of the mint, of the values of pure metal contents of foreign coins to be the values of such coins in terms of our own money. These entries were subject to reliquidation only upon the order of the secretary of the treasury, when satisfactory evidence was produced to him showing that the values in United States currency of the foreign money specified in the invoices were at least 10 per cent more than the values so proclaimed. It can readily be seen that adherence to this provision of law, worked a hardship on importers when the exchange value of the German mark dropped to less than three cents and the government maintained its coin value of $0.2382. The pre-war value of the Austrian krone was about $0.2026; its exchange value is now $0.0225. The exchange rate of the French franc, the Italian lira, and, in fact, the coins of nearly every nation, is below the coin values so proclaimed. It is now provided, that if the currency specified in the invoice is exchanged for United States currency in the country of exportation at a rate which is lower than the value proclaimed by the secretary of the treasury, the consul shall attach to the invoice a certificate showing the rate of exchange in the principal markets of the country on the date of certification, and such currency will be reduced by the collector of customs to United States currency in accordance with the currency certificate.

RETURN OF PARCEL POST MATTER.

Congress has passed a law providing for the return of undeliverable parcel post matter. The purpose of the law, as explained by the senate committee on post offices and post roads, is to permit the return to the sender of undeliverable second, third and fourth class mail matter which, under the then existing law, if it could not be delivered at the post office to which it was addressed, could not be forwarded to the addressee or returned to the sender at another post office, until the postage for its forwarding or return was first prepaid. This necessitated the holding of undeliverable matter at the office of original address, pending the notifica-

AT THE TENNESSEE STATE FLORISTS' ASSOCIATION CONVENTION, KNOXVILLE, FEBRUARY 5-6.

tion to the addressee or the sender, and the receipt of the required postage for its transmission to its ultimate destination. As every retailer knows, this delay frequently caused loss and hardship to the sender or the addressee or both. It was believed that provision should be made for the return of undeliverable parcels bearing the pledge of the sender to pay the return postage upon delivery of the matter. The bill which was adopted, first by the house and then by the senate, was drafted by the post office department. It was realized, that in order to make the mail service as effective as the express service, something of this nature had to be done. There were many complaints of the failure of the department's employes in the local offices to take quick action in returning undeliverable packages, but in the absence of the law just enacted, they were helpless in the matter.

B. F. L.

Rose Beetle Control.

Professor C. A. Weigel, of the United States department of agriculture, bureau of entomology, greenhouse insect investigation, recently gave an interesting talk before the Florists' Club of Philadelphia, Pa., on the small beetle that has caused so much damage to rose plants in that vicinity. The speaker said the insect is the strawberry beetle, which has been an outside pest for many years, but not until recently found in greenhouses. It lays its eggs in the ground and when hatched out the larvae attack and feed on the roots of roses, getting beneath the bark just under the surface of the soil, completely girdling the plant which dies. The adult beetle comes to the surface during late July or early in August and feeds on the young shoots or buds as they commence to develop after their resting period. As soon as possible after they have reached the adult stage they should be given one or two good doses of cyanide gas, which has so far been found to be the only method of destroying them. The government now has a department devoted to greenhouse insect investigation, whose experts will be glad to visit ranges and inspect insect pests of all kinds and suggest methods for their extermination.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Rossi Honored.

Members of the Downtown Association of San Francisco, Calif., are congratulating themselves on their wisdom in electing Angelo Rossi president of the association.

Mr. Rossi, with the energy and enthusiasm that has characterized his work on every public or private committee, has already outlined tentative plans for a busy 1920 for the organization. After making a careful survey of the membership of the Downtown Association, President Rossi said, January 13, he would announce his appointments to the various committees within a few days.

"The great big thing before every civic and commercial organization of San Francisco today is the democratic national convention," he added. "We must start in, all of us, to prepare for this convention. It means more to San Francisco than many realize. The securing of the democratic convention means that the way has been paved for other great conventions. We must get together and make the visit of the democratic chiefs pleasant. We must see to it that each one returns home an advertiser for San Francisco. It is my idea that all the civic, boost and similar organizations of San Francisco should, and I know they will, cooperate toward this end. We must see to it that nobody in San Francisco profiteers at the expense of our visitors. We must see that everybody is properly housed.

"I am confident that if the need arise that members of the Downtown Association will be glad to take into their homes, without expense to the delegates, such visitors as may not be able to find proper accommodations at the hotels. I know the San Francisco spirit and I know we are hospitable to the last degree. Nobody must be "held up" in San Francisco when this convention is on.

"It is my belief that all the organizations of San Francisco, especially the Downtown Association, Rotary Club, Advertising Club, California Home Industry League and other similar organizations should meet together at least once a month. All these organizations do much good for the city. Usually each organization does a separate work, but there are times when there are duplications. I believe by having joint meetings we could exchange valuable ideas and promote the prosperity of the community and of the organizations as well."

Mr. Rossi is a member of the city playground commission and is now serving his third appointive term on this body. He also is a prominent Native Son, serving at present on the board of appeals of the lodge. He also is past grand marshal of the order. In addition to being a member of the Native Sons, he is a member of several other fraternal organizations and also belongs to the Rotary Club and Advertising Club, of which he is a director. He is a charter member of the Downtown Association, which was reorganized after the fire of 1906.

Next Week in the Flower Shop.

While the market situation is a little easier, it will be several weeks before the long-looked-for normal condition shall arrive, or what will be considered normal for this season, as good judges say that prices are destined to remain at a higher level for the balance of the winter and spring, which condition will also prevail to a greater or less degree during 1921.

While there is no doubt that some former customers now find flowers too high for their slender purses and pass them by, it is safe to say that 75 per cent who enjoy or require the stock of the florist, regard flowers as they do other commodities, for which they are obliged to pay two or three times pre-war prices, and are satisfied with the higher rates.

Many retailers, notwithstanding the experience they have with high prices when purchasing goods in lines outside the business cannot become reconciled to the necessary advance in prices of plants and flowers, although they are in production, subject to even more severe cost conditions than many other lines of trade. Then, too, many, in their minds, believe that because they could not pay for their own use, such increased prices, their customers cannot either, and in consequence, carry a very meagre stock with a resulting decline in business.

Rest assured of one thing; if there is anything wrong with one's business,

it can be traced directly to mis-management. High prices will never drive customers away who get value for their money. If trade is dull, it is because it is not made interesting for them to buy. The man who gives value and service, and shows that he understands his profession, will never lack for patronage.

Under present conditions, it it best to feature plants and flowers that are most plentiful. Primulas obconica, stellata, chinensis, malacoides and Townsendii are all showy, and with the pots decorated to give them a dressy appearance, will make a good appearance. Cyclamens are also in good favor and very decorative. A selection of ferns of the Boston types will help the appearance of the store. All of the above are good substitutes for high priced cut flowers, where they are intended as cheer for the sick room, or a gift for a friend.

Choice cut fronds of the tasseled varieties of ferns, such as elegantissima, Norwood, Verona and Smithii are good stock to carry, they being especially useful to arrange in a vase with a few choice roses, where, on account of their price, three may be made to do for six. These will also take the place of cut flowers in helping to fill up a box.

Sweet peas are almost sure to be the quantity flower before long; they are very popular with the buying public, and should be carried in a good variety of colors.

Keep a good supply of pussy willows in various lengths. They are an addition to almost any flower arrangement in baskets or sprays, and are frequently sold by the dozen if featured and offered by themselves. The Forsythias are also a very pretty spray. When well flowered, they are very decorative.

One of the most showy flowers at this time is the calendula. The v arieties Orange King and Lemon Queen are striking in their brilliant coloring, much more showy than carnations, and not so expensive. They should be relieved of their bottom foliage and kept out of drafts. If for any reason they become wilted, wrap in paper and set in deep jars of water over night, which brings them up apparently as fresh as ever.

Callas, at one time thought to be very common, are now handled by the best shops, who find them, in their skillful manipulation, as satisfactory and profitable a flower as any they carry. They make very good single or double sprays, or arrange well with snapdragons, roses, freesia and other long stemmed stock. A large bunch of violets and a purple ribbon with callas is fitting for the funeral of an elderly person. They are also effective in table decorations if used in shallow bowls with foliage or in tall vases with acacia and other flowered sprays.

Feature Washington's birthday. There is not much of an extra demand for flowers, but there are quite a few patriotic semi-public dinners held on this day. It being a holiday, there is always more or less entertaining, for which flowers are in demand. The window should be decorated with a bust of Washington, used in connection with the flag and palm leaves. Many shops feature a special of miniature cherry trees in pots, which when decorated, and tied with narrow tricolor ribbon, a small hatchet and miniature flag, fit in with the celebration of the day, and generally find purchasers. A bunch of artificial cherries and foliage is a good outside decoration for a box of flowers.

Lincoln and Washington Birthdays.

While the average florist finds but little extra business resulting from the observance of the birthday anniversaries of these great national heroes, an opportunity is afforded to feature the event in a decorated window, that being timely, is sure to attract the passersby. Anything that calls attention to the store is well worth while, as those who are impressed are very likely to speak of the decoration to others, which is the best kind of advertisement.

The central idea or feature in such decorations should be a bust of the hero honored with the holiday. In every large city, very good plaster models in white or bronze can be purchased, which, if cared for, and put away after each celebration, will last for years. The decorative scheme can be changed each time, so that the bust will each year have a different setting. Wreaths of palm or oak leaves, together with a large flag, can be arranged in various ways to get the effect desired. The cast may be placed on a fluted pedestal, as seen in galleries, with the flag as a background, or it may be placed on a flag-draped stand. Any window decorator will be able, with such material and a few choice plants, to work up something that will interpret the spirit of the day.

The fable of the cherry tree is now so associated with the name of Washington that cherries are always considered and made a part in the various decorative effects in stationery, dinner cards and menus. Fancy paper table covers and napkins display the cherry, while artificial fruit and foliage, on small branches, present a very realistic appearance. All of the above can be utilized in the decorative featuring of the day in store and window.

A decorated table with a cherry tree center can be made of a small dogwood tree, covered with leaves to look growing and full of cherries. There are still well fruited plants of solanums, which, when decorated, make a good center. Several can be placed together in a plateau for greater effect. The cherry tree can rise from a plateau of red, white and blue flowers, and corsages and boutonnieres of the same may be placed at the plates. Of course, a hatchet tied to the trunk of the tree with tricolor ribbon is necessary to carry out the fabled idea.

Small vase baskets filled with any kind of flowers, are given the necessary touch with a sprig of foliage and cherries tied together with a miniature hatchet at the handle. A good special is a small, imitation, well-fruited cherry tree, about 12 inches in height, in a 5-inch pot. This should be decorated with crepe paper, and a small hatchet tied with tricolor to the trunk of the tree.

Solanums in 6-inch pots, or smaller, are still to be found, which can be decorated up with tricolor ribbons and a hatchet, and find a ready sale.

Boxes of cut flowers, or any package going out at this time, will be the better for a small twig of foliage and cherries. A corsage of violets, tied with tricolor ribbon and artificial cherries and leaves, which should always have the appearance of having been pulled from the tree, is directly identified with the day.

There should be many more flowers used in all such holiday celebrations. In every large city or community, patriotic bodies give dinners or hold meetings, at which eulogistic addresses are made by celebrated speakers. There are also many small social affairs, dinners and the like, at which flowers are used. These could be greatly encouraged by featuring the use of flowers in connection with the day, which would suggest the idea to many who otherwise would perhaps not think of it.

The way to sell flowers is to sell them, and there is no better way to feature and encourage their sale than to keep constantly before prospective buyers their various uses and the many ways in which they can best "Say It With Flowers."

BANQUET TENNESSEE STATE FLORISTS' ASSOCIATION, WHITTLE SPRINGS HOTEL, KNOXVILLE, FEBRUARY 6.

Orchid Hearing at Washington.

To consider Plant Quarantine No. 37 in its relation to orchid imports, a number of prominent growers attended a conference of the federal horticultural board at Washington, D. C., February 10, at which the attention of the board was called to the fact that unless the quarantine affecting orchids is not modified, the stocks in this country will be exhausted in two or three years, and that the very few growers who are raising orchids from seed, will have a monopoly of the business.

The hearing was practically a debate as to whether orchids could be produced in this country in sufficient quantities, and rapidly enough to meet the demand, with the exception of those who are growing them from seed. Witnesses took the stand that this could not be done, and that to raise orchids from seed was a long process requiring considerable capital, this, despite the fact that early in the hearing, Chairman Marlatt declared that the question of whether they could be raised in the United States was not relevant to the matter, and that the board was concerned solely with the safety with which the order could be modified.

The first witness was John E. Lager, of Summit, N. J., who introduced a large number of letters from orchid growers and dealers, urging the lifting of the embargo. After pointing out that, in his opinion, it is impossible to grow orchids in sufficiently large numbers without continued importations, Mr. Lager called the attention of the board to the fact that although orchids are prohibited entry, other commodities from the tropics, among them bananas and mahogany, are allowed to come in without any inspection or regulation, although ants, plant diseases, insects and other troubles might easily be introduced with them. The great difference in the temperature and climate of the United States, as compared with those of tropics, he declared, is in itself almost sure to dispose of any insect or disease that might come in with tropical plants.

Mr. Lager was followed by W. J. Jones, of Thomas Young's establishment, Bound Brook, N. J., who urged the retention of the embargo as it now stands. Mr. Jones declared that, not only is it possible to grow orchids in this country from seed, but that his houses alone could produce 50,000 orchids a year, and that with four or five other growers producing the same number each, the country's demands could easily be met.

Further testimony from the various witnesses developed the fact that most of the seedlings now being raised in this country were produced before the embargo went into effect, and growers who are not in that branch of the business point out that, if such is the case, they should be given time in which to secure a sufficient stock of seedlings before the ban is put upon all importations.

Despite the fact that Chairman Marlatt has declared the board was not interested in whether orchids could be produced in this country, or whether they are considered by producers insect and disease carriers, the argument centered chiefly upon those two questions. Some of the witnesses declared that, in their belief, orchids brought no insects into the country, and pointed out that while California and Florida have very strict regulations covering the importation of foreign plants, no difficulty is experienced in importing orchids into those states, if they are clean.

Growers who have worked extensively with seedlings, related their experiences with orchids. Plenty of time, plenty of money, and no great expectations, seem to be the chief necessities of the man who would raise seedlings. One hundred plants from 1,000 seeds it was declared, was a good result, and a number of years would be required before the seed would develop into a flowering plant.

After considerable debate, Chairman Marlatt explained how the embargo now works. He pointed out that the age of a variety has nothing to do with the ability to import, the only requirements being that it be a new variety or stock not available here. Importations of plants to replenish this stock of a grower may be made in as large quantities as desired, he declared, but witnesses later said that the ability to do this was not sufficient because of the time elapsing between the entry of those plants and the flowering of plants propagated from them, it not being permitted to bring in plants for the purpose of selling their flowers.

The competition of Canadian growers in our markets was brought up once or twice, witnesses pointing out that the Canadians can ship in the flowers in large quantities and undersell the domestic growers. This also was a contested issue, other witnesses maintaining that the competition of Canadians was negligible.

The raising of the embargo for the period of a few months, to enable the importation of new stocks for propagation, was suggested by F. Peterson, of Burlingame, Calif. Another suggestion was that sufficient protection would be secured by the fumigation of plants in New York, but this was opposed by the board on the ground that fumigation will not reach fungi and disease nor insects that may be in the root of a plant. Other witnesses took the stand that the board had not shown conclusively that orchids are carriers of diseases or insects, and that under such circumstances it cannot properly exclude them.

TENNESSEE STATE FLORISTS' ASSOCIATION.
Exhibits at the Knoxville Convention, February 5-6.

TENNESSEE STATE FLORISTS' ASSOCIATION.
Exhibits at the Knoxville Convention, February 5-6.

Those who attended the hearing included: Joseph Manda, West Orange, N. J.; Alphonse Pericat, Collingwood, Pa.; F. Peterson, Burlingame, Calif.; George E. Baldwin, Mamaroneck, N. Y.; Edward Roehrs, Rutherford, N. J.; J. D. Eisele, Riverton, N. J.; John E. Lager, Summit, N. J.; W. J. Jones, Bound Brook, N. J.; L. J. Alberts, Louisville, Ky.; L. J. Carrillo, Mamaroneck, N. Y.; C. B. Knickman, representing McHutchison & Co., New York; Frank R. Pierson, Tarrytown, N. Y.; John K. M. L. Farquhar, Boston, Mass.; W. J. Vesey, Fort Wayne, Ind.; David G. Grillbortzer, J. Harper Hetherington, and Z. D. Blackistone, Washington, D. C. B. F. L.

Massachusetts Horticultural Society.

SPECIAL ORCHID EXHIBITIONS.

The Massachusetts Horticultural Society has planned to make 1920 a memorable one for its orchid displays, having arranged monthly exhibitions so that the different orchid plants may be seen in bloom at Horticultural hall from January to December. These exhibitions will be given on Saturdays, the dates being as follows: February 28, March 27, April 10, May 15, June 19, July 10, August 14, September 11, October 9, November 6 and December 18.

Albert C. Burrage has offered to send from his greenhouses at Beverly Farms, for exhibition on these days, a century of orchid plants in flower, and the committee on exhibitions, Thomas Allen, chairman, earnestly requests that other orchid growers also exhibit on these days orchid plants which they have in bloom, whether the number be few or many. Displays of other plants of interest will also be welcome.

LECTURE PROGRAMME.

The lectures for the season of 1920 will be given by W. J. V. Osterhout, professor of botany, Harvard University. The subject of the course is "The Living Plant," and the date and a synopsis of each lecture are presented herewith.

February 28.—"Germination and Root Development." The requirements for successful germination; the forces which direct the root in its search for food and water.

March 6.—"The Root in Relation to the Soil." The absorption of materials by the root; the nature of the soil, and the principles of soil-management.

March 13.—"Work of the Leaf." The manufacture of food from air and water; the role of chlorophyll and of sunlight.

March 20.—"The Structure and Functions of the Stem." Division of labor in the tissues of the stem; conduction of food and water; laws of growth.

April 3.—"Flower and Fruit." Pollination, fertilization, the development of the seed and the formation of fruit.

April 10.—"Plant Breeding." The laws of heredity and their practical application to the improvement of plants.

National Publicity for Flowers.

By ordering now, florists in all sections where winter has prevented opening of the ground, can have billboard signs at hand ready for installation when conditions permit. The billboard is a wonderful help in the publicity movement, and is an ornament of no mean order to a florist's establishment, no matter how it is used, and it flashes the message, "Say it With Flowers," as nothing else can. The sign is furnished, to anyone who has an opportunity to make an installation, at the exact cost, $50, to our publicity committee, a cost which is about half that of a similar sign ordered by an individual. Shipment is made direct from the factory in Indiana, and freight charges are prepaid. Orders should be sent to the secretary, accompanied by a cheque for the cost, and instructions as to best route to destination, with name of railroad station. Clubs and other organizations would do well to take up the matter of obtaining pledges for installations of billboards, as a liberal display of them in their communities would be of great service to our industry, and help to perpetuate the message of the slogan. We have already noted what has been done by a few prominent organizations in this direction.

Our publicity committee is just now in urgent need of further support in the way of funds for a better continuance of the campaign. At present, they are dependent upon the funds pledged by those liberal-minded florists who have lent a hearty support to our project since its beginning and expansion, but with the funds thus forthcoming, we are only able to mark time, and prevent the benefit already promoted from fading away. Without the slightest doubt we can double this benefit by extending our effort, and this, of course, means the expenditure of more money, which must be collected from those whose interests it is to serve. Wherever there is a community big enough to support a florist, that florist's business is increased through the publicity afforded by the campaign. If all florists were to base subscriptions on even a small percentage of their increased business since the opening of the campaign, and would voluntarily send them in to the secretary, our committee would not now have to make an appeal, for funds would be ample. But thousands of otherwise astute florists are hanging back, content to let other of their brethren shoulder the expense of this, the greatest and most beneficial movement ever promulgated in the trade, or in few other trades. Unlike other trade slogans, "Say it With Flowers" conveys a message so widely appreciated, that perhaps only one class of people is unaffected by it, and that class has our sympathy and gratuitous service when in need of flowers—the poor and destitute.

Arouse yourself, then, Mr. Non-Subscriber. Help us to help you to still further increase your business by increasing the demand for your products. You should believe in this campaign as you do in your religion, and support it. You share in the benefit resulting, so why not in the expense of conducting it? If you think the matter over at all seriously, you will, afterward, send a cheque to the secretary for an amount which your conscience dictates you should send. JOHN YOUNG, Sec'y.

New York Florists' Club.

The New York Florists' Club met in its hall in the Engineering building, West 39th street, on the evening of February 9. There was a better attendance than might have been expected, considering the snow blockade. Secretary Young called the meeting to order, and announced that President Henshaw had contracted a severe cold while attending the carnation convention at Chicago and the directors' meeting at Cleveland. While he came to the city intending to preside at the meeting, he was ordered home by his physician. Vice-President Knight was also unable to attend on account of his wife being ill in a hospital at Babylon, L. I. Wallace R. Pierson then moved that Past President P. F. Kessler be requested to take the chair, which was unanimously agreed to. He was then escorted to the chair by President Miller, of the S. A. F.

Roman J. Irwin, chairman of the committee, reported on the annual banquet, which will be held at the Hotel Biltmore, March 17. The tickets will be $5 each.

For the transportation committee, Thos. B. De Forest reported progress. For the committee on changes in the charter, Wm. H. Siebrecht, Jr., reported progress. Arthur Herrington reported for the flower show committee on the spring show to be held in the Grand Central Palace, March 15-21. He said that the outlook for a great show was most promising. Admission to the show will be $1 per person; trade tickets at the rate of 40 cents each. Mr. Herrington earnestly urged that each member of the club constitute himself a committee to boost the show to "a great big success." He added that a strict watch will be kept to protect exhibitors from possible damage and losses. On account of the crippled condition of transportation, the house committee reported the "canteen" out of commission, which caused the irrepressible humorist to whisper to his neighbor, that present day canteens were only skeletons anyway.

The following were elected to membership: William H. Johnston, 131 East 26th street, New York; F. M. Pennock, San Juan, Porto Rico; Dwight M. Hills, 205 West street, New York; H. B. Marinelli, Montvale, N. J.; Fred W. Payne, Grand Central Palace, New York; Philip Haas, College Point, New York; Earl B. Shaw, Riverdale, New York. H. B. Marinelli, a newly elected

TENNESSEE STATE FLORISTS' ASSOCIATION.
Exhibits at the Knoxville Convention, February 5 6.

member, and grower of the Malmaison carnation, was called to the platform, and gave an interesting talk on his favorite flower. Eight names were proposed for membership.

Secretary Young reported that flower show tickets will be sent only to members in good standing. President Miller, of the S. A. F., gave a glowing account of his visit to Chicago, and the two days' session of the directors at Cleveland. Secretary Young rose

CITY NOTES.

One of the few New Jersey florists that reached the city during the storm, was that hardy pioneer, Frank L. Moore, of Chatham. Mr. Moore possesses a great fund of information relating to events of the past 60 years. As a boy, he lived in the city in 1863, and saw the draft riots—events that few present day residents know anything about, and the few that do, are little inclined to talk of them. In all these years, he has kept

born in England 60 years ago, but most of his life was spent in New York and vicinity. He is survived by his wife and three daughters.

At the store of the Boulevard Floral Co., 2391 Broadway, the only worry was about their bookkeeper, who on account of the high tides, was marooned at her home on Staten Island. But as she is a resourceful young lady and can sew and knit like a professional, they believe that she is making the best of the situation.

N. A. Doganges, 2685 Broadway, has an advantage over some of his competitors. In addition to having his store finely decorated with palms, ferns and flowering plants, he carries an excellent stock of fruit. He says that when flowers are so high, many of his customers prefer to buy fruit.

The Lacedemonian Association, of which many of the Greek-American florists are members, will give a grand ball at the Waldorf-Astoria hotel on the night of March 13. Geo. J. Polykranas, the 28th street wholesaler, is chairman of the committee on arrangements.

We found the Aphrodite Co., 2703 Broadway, undisturbed by the storm. They had recently had good business in wedding decorations, and in the meantime, were keeping up their stock and window decorations just as if business was at its best.

A great accumulation of ice and wet snow on the roof of one of the houses at the Duckham-Pierson range, broke in a section, February 6. We understand that the damage can be easily repaired—with favorable weather.

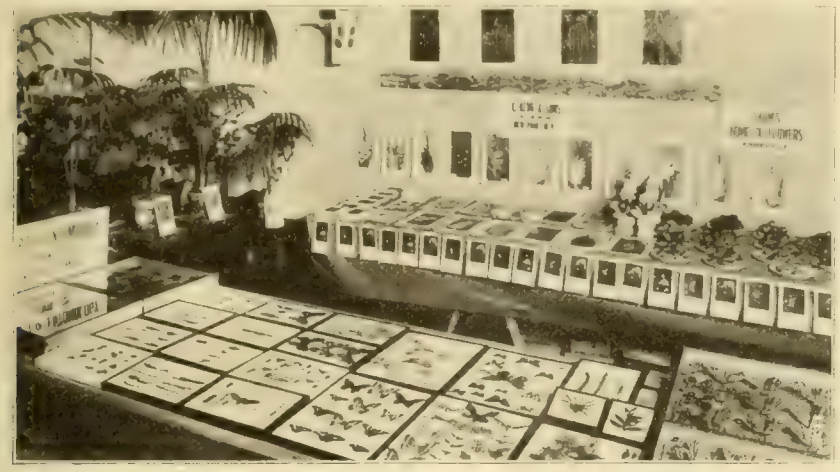
We are pleased to state that Mrs. Charles H. Brown, wife of the well known florist of Broadway and 86th street, who suffered for a year or more from a severe attack of rheumatism, is now completely recovered.

The staff at the store of J. G. Papadem & Co. was in a cheerful mood, regardless of bad weather, as J. G. owns a good restaurant and they are always sure of their meals.

During the succession of storms of the past week, the retailers practically marked time. The streets were in such a condition that many people kept close to their homes.

Benjamin Warendorff, Jr., son of the well-known retailer of Nassau and Liberty streets, died recently of pneumonia, aged 24 years.

A. F. F.



TENNESSEE STATE FLORISTS' ASSOCIATION.
Exhibits at the Knoxville Convention, February 5-6.

to remark that his heart was warmed by the hospitality shown himself and associates at Chicago and Cleveland, and that he was in favor of inviting all visiting florists to the annual banquet. Roman J. Irwin indorsed the remarks of the secretary. On motion, the dinner committee was given full power to act in the matter.

Wallace R. Pierson read an extended address on the organization of the National Growers' Association. He explained that in order that he might not be misquoted, he had written out his ideas. We hope to give a more extended account of his remarks at a future date. After reading his paper, he made extemporaneous remarks on the gloomy outlook relating to labor in the florist industry. He feels that men cannot be held at the present scale of wages in florist establishments. Charles Schenck strongly supported Mr. Pierson's attitude as taken in his paper. President Miller added a few words, saying he wanted to see better conditions among growers, in order to help the laborers in the vineyard of flowers. Chairman Herrington, of the essay and lecture committee, said he had been disappointed in securing a lecturer for the evening, but hoped for better success in the future. It was suggested that the club should pay its lecturers.

EXHIBITS.

Lecluse & Lecluse, Blue Point, N. Y., exhibited a sport of the carnation, Enchantress Supreme—thanks of awards committee.

Harry O. May, Summit, N. J., exhibited the carnations, Belle Washburn, White Enchantress and Pink Delight—awarded cultural certificate for the collection.

The Springfield Floral Co., Springfield, N. J., exhibited Belle Washburn, Enchantress Supreme and White Enchantress—awarded cultural certificate for the collection.

Under the weather and transportation conditions, a less persevering man than Chairman May, of the exhibition committee, might have "fallen down" on exhibits, As it was, they were exceptionally creditable.

well informed on the progress of the florist business, being the greater part of the time an active participant.

The young ladies of the office force of Vaughan's Seed Store made up a jolly party on the evening of February 4, and attended the Selwyn theater, where Donald Brian, Peggy Wood and Ralph Morgan captivated them in the musical hit, "Buddies." They took supper at the Martha Washington hotel, and regardless of the fact that a snowstorm was raging, they reported a most enjoyable evening. Their only regret was the absence of the representative of THE AMERICAN FLORIST.

M. J. Dodsworth, vice-president and treasurer, and a director of the Journal of Commerce and Commercial Bulletin, died suddenly, February 6, at his home in Summit, N. J. He was

TENNESSEE STATE FLORISTS' ASSOCIATION.
Exhibits at the Knoxville Convention, February 5-6.

San Francisco.

GOOD DEMAND IN ALL LINES.

Trade is very brisk. Funeral work has been very heavy, and there is a strong demand for all flowers for social activities. Roses are still high in price. What stock is secured is, as a rule, of the best quality. Still, there is quite a shortage of nearly every variety. Russell is particularly hard to get and the supply of American Beauty is rapidly falling off. At present, Shawyer is at its best, and is one of the leading roses offered. Ophelia and Columbia are in very short supply. There is quite a heavy crop of carnations arriving, and owing to the shortage of roses, find a ready market. As a general rule, the quality is good. Sweet peas are not so plentiful as formerly, and have been a scarce article all week. Freesias are now numerous, but the strong demand keeps prices at about $3 per 100. Some good yellow, pink and lavender are bringing much higher figures. Daffodils are rapidly becoming plentiful, but as yet there has been very little drop in prices. There are plenty of violets and great quantities are going into funeral work. There is a large supply of orchids, principally cattleyas. Prices are from $1.00 to $1.50 a flower. Gardenias are in generous supply and sell well at steady prices. Ferns and asparagus are quite scarce.

NOTES.

Klamath river redwood land, valued at over $200,000, and held until recently by Charles Willis Ward, of the Cottage Gardens Nurseries, Eureka, has just been sold on foreclosure to the Peninsula State Bank of Michigan for $107,858. It is said that the action of the bank was entirely friendly, and was taken to save the property for Ward, pending settlement of his tangled financial affairs.

The Nugent Sisters, of San Lorenzo, are sending in a very heavy cut of early daffodils to this market. For several years these ladies have been working up a stock of these bulbs until several acres are now under cultivation.

At San Leandro, the Misses Dannevan are busy harvesting their crop of early daffodils. This firm is one of the chief sources of supply of this market. This stock is excellent this year due to ideal growing conditions.

The Pacific Coast Horticultural Society has elected officers for 1920 as follows: A. Clemo, president; V. Ferrari, vice-president; J. R. Walsh, corresponding secretary; B. E. Meyer, financial secretary; J. A. Axell, treasurer.

Avensino Bros., who discontinued business on Geary street last fall, will again enter the retail trade and have leased a store on Geary street near Powell. It will be ready for occupancy about the first of March.

George C. Roeding, of the Fancher Creek Nurseries, of Fresno, has been appointed a member of the republican special committee on policies and platform by Will H. Hays, republican national committee chairman.

Pelicano, Rossi & Co. have been busy on decorations this week. Frank Pelicano is fortunate in having a fine crop of asparagus and ferns from his own greenhouses when this stock is so scarce elsewhere.

At the greenhouses of Ferarri Bros., many thousand tulips and hyacinths are being forced for the spring trade. They already have a good daily cut of the former, for which they report a strong demand

The MacRorie-McLaren Company is showing a fine grade of early tulips, which find a ready market. Funeral work has been quite heavy here of late and a large volume of business is being done.

The old-time favorite violet, Marie Louise, seems to be coming into its own again this season. Many of the stores are receiving shipments every morning from Half Moon Bay.

Frank R. Mills, of Palo Alto, says shipping trade is very good with him. The demand for carnations, he reports as especially strong. He has a nice cut of orchids also.

The Art Floral Co., on Powell street, has hundreds of cut orchid blooms and many finely flowered specimens of cattleyas on display in its windows.

J. A. Axell says the rose shortage has cut down shipments considerably, but it will be only temporary.

JAMES T. LYNCH.

Pittsburgh, Pa.

DEMAND GOOD; SHORTAGE UNRELIEVED.

It is the same old story—demand much larger than supply. Not that the supply is smaller than in former years at this season, but that the demand is much greater. Outside of carnations, there has been more flowers handled in this market since January 1 than for the same period last year, and the growers who planned for a crop during January and February have surely reaped a harvest. If it had not been for the unfavorable weather, there is no doubt, with but few exceptions, that the supply would have been sufficient to take care of all demands. Now St. Valentine's day is upon us with its larger demand and no supply increase in sight, and the wholesale houses afraid to promise exactly just what they will have and in what amount, that it makes it hard for the retailer to book orders ahead until he knows just what he is going to receive. The supply of all kinds of flowers is slowly on the increase, but not enough to make any impression on the market. Roses are on the increase, especially in the better grades, but that does not help out much in funeral work. Carnations are improving in quantity and quality and are bringing holiday prices. An increased supply of jonquils, tulips and Paper Whites has helped out the shortage. Easter lilies have made their first appearance in this market, while the supply of callas is on the increase. Sweet peas are arriving in larger quantity and the quality could not be improved upon. The lilac shipments sell on arrival, which also holds true of freesia. Mignonette, snapdragons, calendules, daisies and baby primroses, while not received in large quantities, all help to fill in. To make matters worse, all shipments from the east last week were delayed from 24 to 48 hours because of the storms in the eastern part of the state.

NOTES.

Albert Brigg, of the north side, has been greatly handicapped by sickness. First, his wife was taken with the influenza, and then his assistant, E. K. Tipton, was ill with the same disease, which practically left Albert alone, but by hard work, he pulled through, and at this writing, they are all on the job again.

The influenza has hit the florists harder this winter than it did last year. Several are out with it at the Pittsburgh Cut Flower Co., Fred Reigelmeyer, of the south side, has had a bad attack of it, and, in fact, there are few stores where one or more of the help are not at home.

Wm. Loew, one of this city's oldest florists, and Joseph Thomas, of Greensburg, Pa., are on their annual southern tour. They expect to visit all the points of interest in Florida, and if they get dry, we suppose they will also visit Cuba.

The John Keil Co., of East Liverpool, O., reports January as one of the largest months they ever had, running mostly to funeral work.

Manager Harvey C. Sheaff, of Mrs. E. A. Williams' store, has returned to work after a two weeks' illness.

M.

Cincinnati, O.

LIMITED SUPPLY MAINTAINS PRICES.

Business has shown little change over the previous week. While stock may have been more plentiful, not enough has put in an appearance to more than hold firm the present prices. Premier, Columbia, Butterfly and the Killarney roses move quickly; in fact, they are simply distributed to waiting hands. Carnations stand about the same, $12 to $15 for the best, other grades selling as low as $8 per hundred. Freesia and narcissi are plentiful, and bring $6 per hundred. Sweet peas are about equal to the demand. Single daffodils are making their appearance but only in small quantities. Calendulas are in good supply. Violets are good. The retailers are bending every effort to hold the confidence of their trade until such a time comes when they can look them in the face when giving prices. A great many, of course, would like to see returns still higher, but the more conservative ones realize that all prices must come down to a sane basis if we want to sell the masses and not a chosen few. As a result, most shops are offering some flowers at cost, in this way taking care of the dissatisfied ones. A new idea that has been tried out in this city is to interest the welfare associations of large corporations and the like in the fact that they should remember those missing from the time clock, through sickness, with flowers. One retailer received over 20 orders in one day from a large manufacturing concern through a little agitation of this sort. In these days of much sickness, it is self-evident that large concerns having hundreds of employes on their pay roll, have a long sick list.

NOTES.

Joseph Hill, Richmond, Ind., paid us a visit. He wears the smile that don't rub off, and the cigars were good. Other visitors en route home from Knoxville, Tenn., where they attended the meeting of the Tennessee State Florists' Association, were Guy French, George Asmus, August Poehlmann and A. Miller, Chicago; W. S. Metzmaier, Columbus, O.; M. Bloy and wife, Detroit, Mich., and O. Steinkamp, Indianapolis, Ind.

C. E. Critchell is handling some fine snapdragons, also calendulas, sweet peas and freesia of good quality. The demand for valentine novelties is good, most lines being sold out.

The Wm. Murphy Co. received a fine shipment of Woodwardia fern from the coast.

Peter Herb, Mt. Healthy, is cutting some fine freesia and baby primroses.

Louis Pfeifer & Sons will soon be cutting freesia from 30,000 bulbs.

K.

Nashville, Tenn.

HEAVY DEMAND HOLDS WITH PRICES HIGH.

Trade continues brisk with a short supply of stock, resulting in a quick daily clean-up, more noticeable than for some time past. No matter how many orders have been taken, the designers have to wait for the daily cut to arrive before being able to proceed with their work. There is a great deal of funeral work, one firm having orders for four palls in one morning, which in themselves practically exhausted the entire day's supply. We are having some bright days and the sun is proving of wonderful benefit to the roses and carnations. There is a call for every rose, however, as fast as it opens. Carnations are also doing better, but the price remains high at $3 per dozen, greater than ever obtained before.

NOTES.

Thomas H. and Harold Joy attended the state florists' meeting at Knoxville, February 5-6, taking with them some

fine Columbia and Ophelia roses, which were placed on display in the exhibition section.

Leon Geny, who has charge of the retail establishment of Geny Bros., was prevented from attending the state convention, a number of the firm's employes being off duty on account of sickness.

L. H. Haury & Sons are well pleased with their new location and are enjoying a good business. While with others they feel the shortage of cut stock, they have fine flowering plants.

M. C. D.

Rochester, N. Y.

BRISK DEMAND FOLLOWS INFLUENZA.

Business during the past few weeks has been unusually good, stimulated by a strong demand for flowers as the result of the influenza epidemic, resulting in many deaths. The supply has been very limited with roses, carnations and spring flowers high in price, although quality has been excellent. There is a strong call for freesia, daffodils, Paper Whites, sweet peas and pussy willows. Cattleyas are plentiful and of good quality and violets are in fine form. Flowering plants meet with ready sale.

NOTES.

The sympathy of the trade is extended to George Case of the staff of James Vick's Sons, whose father died, January 30.

Horace J. Head has departed on a southern trip.

George B. Hart reports a splendid demand for florists' supplies.

H. E. Wilson's store force enjoyed a sleighing party recently, followed by a dinner served at the Wilson home. All present had a splendid time.

Hugo Teute is marketing fine stock of freesia and cinerarias.

The monthly meeting of the florists' association will be held at the Osborne house, on the evening of February 13.

CHESTER.

Pueblo, Colo.

NOTES.

Gerhard Fleischman contemplates disposing of his long-established business to be better able to attend to his extensive mining interests in Custer county.

Frank Sauerwald, of the Colonial Flower Shop, arranged a beautiful design in the form of an American flag for the funeral of an army officer who died recently at Ft. Leavenworth.

While carnations at the range of Charles Wallace are not as numerous as in former years, a visit to his establishment brought to our notice some splendidly grown cyclamens, cineraries and primulas.

The Bolt Floral Co. boasts of having some of the finest sweet peas offered anywhere in the state.

George Lane, the city's florist, has now taken up his residence near the greenhouses in Mineral Palace park.

Local florists are making extensive preparations for St. Valentine's day business.

J. P.

Horticultural Society of New York.

A free lecture on "Vegetable Gardens" will be delivered by Adolph Kruhm, February 18, 8:15 p. m., at the American Museum of Natural History, 77th street and Central Park West. Mr. Kruhm is an authority on this subject. The purchase of vegetables forms a considerable part of the living expenses, and there are many who can grow their own vegetables. For such, Mr. Kruhm has an especial message.

GEORGE V. NASH, Sec'y.

OBITUARY.

William Berger.

William Berger, a well known and successful florist of Germantown, Philadelphia, Pa., died, February 5, age 73 years. He had been ailing for some time, and underwent an operation recently, but which did not afford the desired relief.

Mr. Berger was born in Germany, July 28, 1847. He served an apprenticeship in the Royal Gardens in Baden, coming to this country in 1866, starting greenhouses on Queen Lane, Germantown. About 1900, he opened a retail store on Germantown avenue, near Chelten avenue, later purchasing a large tract of ground a block below, on which he erected a store and quite a range of glass. In 1915, he retired in favor of his sons, who have since carried on the business. Two of his brothers, John and Harry, established a wholesale commission house for the sale of cut flowers at 1225 Race street, which successful business is now managed by John Berger.

Mr. Berger leaves a wife, seven sons and three daughters. The funeral, held February 9, was largely attended by members of the craft, by whom he was held in the highest esteem.

K.

Ray E. Cooper.

Ray E. Cooper, superintendent of the greenhouses of Carpenter, the Florist, Cohoes, N. Y., which position he held for the past 10 years, died at his home in that city, February 6, following a two weeks' illness with pneumonia. The deceased had a wide acquaintance in the vicinity of Cohoes and was held in the highest esteem by his fellow employes and townspeople. As an employe of Ansel D. Carpenter, he grew up with the business, and his death at the age of 34 years cut short a promising career. He was a popular member of the Albany Florists' Club, a Mason, and he took an interest in civic and church affairs. Surviving are a widow, three brothers, a sister and his father, L. H. Cooper, of Poughkeepsie, N. Y.

A. D. C.

Pericles Giatras.

Pericles Giatras, a well known florist of West Hoboken, N. J., died, January 29, of kidney disease, in a New York sanitarium, age 42 years. He was a native of Greece, but the active years of his life had been spent in New York and vicinity. For several years, he conducted a retail store on Columbus avenue, New York. When he gave it up, he joined his brother George, in the plant growing business at West Hoboken, where they had considerable success, the deceased having been salesman. He was clever and amiable, and made friends. His funeral was held, February 2, at the Greek church on West 54th street, New York, and was largely attended by the members of the Lacedmomonian Association, of which he was a member. He is survived by a brother and sister of West Hoboken.

A. F. F.

Christian N. Sandahl.

Christian N. Sandahl, president of the Puget Sound Nursery & Seed Co., Seattle, Wash., died at his home in that city, January 30, as the result of injuries received several weeks previous, being struck by an automobile while boarding a street car. The deceased, who had been in business in Seattle for more than 30 years, was active in trade and civic organizations and was held in high esteem.—H. M.

Mrs. Walter P. Stokes.

Mrs. Walter P. Stokes, Moorestown, N. J., widow of the late Walter P. Stokes, died suddenly, February 6, of heart disease. Mrs. Stokes carried on the business of the Floracroft greenhouses, which will be continued under the management of Edward Ross, who has been superintendent for a number of years.

E. J. Schlotter.

E. J. Schlotter, for many years engaged in the florist business at Keokuk, Iowa, died at his home in that city, February 7, having reached the age of 82 years. The deceased had been active in the business of his son, R. C. Schlotter, also prominent in the trade in that section.

MANKATO, MINN.—The winter carnival held here, January 22, was quite a business builder.

CORFU, N. Y.—David J. Scott has been elected to the board of directors of the Bank of Corfu.

MENTOR, O.—C. Merkle & Son say the holiday trade was the best in the history of their business.

OREGON CITY, ORE.—Cold weather and heavy snowfalls in December caused considerable damage to ranges in this vicinity.

TORONTO, ONT.—James L. Smith, well known florist, has been elected secretary-treasurer of the Smiths' Falls Horticultural Society.

SPRINGFIELD, MASS.—The firm of Osterman & Steele has dissolved, Charles Osterman continuing the establishment under the name of Osterman, the Florist.

WILLOW GROVE, PA.—John Elliott is recovering from a broken leg and severe burns as the result of a boiler explosion at his establishment, January 20.

CAMERON, WEST VA.—Fire originating in the boiler room at the establishment of the Cameron Greenhouse Co. recently caused damage totaling several thousand dollars.

LOUISVILLE, KY.—Woods, Stubbs & Co. have moved their wholesale and mail order departments to a branch on Fourteenth street, giving much needed space at their main establishment.

DAVENPORT, IA.—This city is contesting with Council Bluffs for the 1920 Midwest Horticultural Exposition, a substantial guarantee fund having been offered on behalf of the chamber of commerce.

LOS ANGELES, CALIF.—The California Orchard Co. has been incorporated with a capital stock of $1,000,000 to improve 2,000 acres of fruit land in the Salinas valley. C. C. Teague, of Santa Paula is president of the organization.

NEW HAVEN, CONN.—The New Haven County Horticultural Society has elected officers for 1920 as follows: Alfred E. Doty, president; C. Louis Alling, vice-president; David Kydd, treasurer; William J. Rathgeber, 198 Norton street, secretary.

GLEN COVE, N. Y.—At its annual meeting, the Nassau County Horticultural Society elected the following officers for 1920: Thomas Twigg, president; William Milstead, vice-president; Ernest J. Brown, treasurer; Edward Harris, secretary; Arthur Cooke, corresponding secretary; Joseph Adler, trustee.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

Tennessee State Florists' Ass'n (Illus.)..197
—Good attendance and fine programme.197
Washington rulings and regulations....198
Rose beetle control.....199
The retail trade (Illus.).....199
—Rossi honored (portrait).....199
—Next week in the flower shop.....199
—Lincoln and Washington birthdays...200
Orchid hearing at Washington.....201
Massachusetts Horticultural Society....202
National publicity for flowers.....202
New York Florists' Club.....202
San Francisco 204
Pittsburgh 204
Cincinnati 204
Nashville 204
Rochester 205
Obituary 205
—William Berger 205
—Ray E. Cooper 205
—Pericles Giatras 205
—Mrs. Walter P. Stokes.....205
—E. J. Schlotter 205
Personal 206
Agricultural appropriation bill.....206
Plant quarantine hearing.....206
Foreign note 206
Florists' Club of Washington, D. C.....208
Toledo 210
Columbus 210
Chicago 212
Chicago Florists' Club.....216
Milwaukee 217
St. Louis 218
Seattle 218
Philadelphia 220
New York 222
The seed trade.....230
—Free seed again.....230
—Seed legislation pending.....230
Market gardeners 236
—Potato spraying profitable.....236
—Onions in Wisconsin.....236
—Manure—Fresh vs. rotted.....236
The nursery trade.....238
—Refrigerator cars 238
Brunswick, Ga. 238

BOSTON coal dealers have advanced prices 50 cents per ton.

THE mid-year meeting of the School Garden Association of America will be held at Cleveland, Ohio, February 24-25, with the department of superintendents of the National Education Association.

THE home production of palms and other decorative plants in the east and in California appears to be progressing favorably, and growers of this stock are hopeful of being able to overcome the radical strictures of the federal government against imports, within a few years.

BUSINESS men should see that insurance policies are payable in event of fire, in American dollars. Millions of dollars of insurance in the United States are placed in foreign companies, especially British, and payments in their currency at preesnt rate of exchange would show serious depreciation.

Personal.

Theodore Wirth, superintendent of Minneapolis parks, will address the horticultural students at the University of Illinois, Urbana, February 23, on landscape gardening problems.

TO EUROPEAN TOURISTS.—Be on the lookout for wooden nickels and low-priced castles carrying profiteer taxes.

Agricultural Appropriation Bill.

Carrying a total appropriation of approximately $30,000,000, the annual agricultural appropriation bill has been submitted to Congress for the fiscal year beginning July 1 next. Several hundred thousand dollars are provided in funds to be used for investigations, etc., a number of them of interest to florists. Among these items are the following: The sum of $62,020 for investigations of plant diseases and pathological collections, including the maintenance of a plant disease survey; $80,935 for the investigation of diseases of orchard and other fruits; $81,115 for the investigation of diseases of forest and ornamental trees and shrubs, for the purpose of discovering new methods of control and applying methods of eradication or control already discovered; $95,400 for the investigation of diseases of drug, crop and related plants, and $24,940 for technological investigations, including the study of plant infesting nematodes.

Provision is made for $36,680 for the study and test of commercial seeds, including the testing of samples of grass, clover, alfalfa and lawn-grass seeds secured in the open market.

Twenty thousand dollars are to be appropriated for investigations, in cooperation with states or privately owned nurseries, of methods of propagating ornamental and other plants, the study of stocks used in propagating such plants and methods of growing stocks, for the purpose of providing American sources of such propagating materials.

Investigations in foreign seed and plant introduction will cost $82,700 next year, which includes the study, collection, purchase, testing, propagation and distribution of rare and valuable seeds, bulbs, trees, shrubs, etc. The sum of $130,000 is provided for the purchase, propagation, testing and distribution of new and rare seeds, the investigation and improvement of grass, clover and other crops, and for investigations into the most effective methods of eradicating weeds.

Congressional seed distribution is again provided for, $239,416 being estimated as the cost.

The only appropriation of interest to the trade which is made for the forest bureau is $120,640, for the purchase of tree seed, cones and nursery stock, to be used in the various parks.

Twenty thousand dollars are provided for the bureau of chemistry for the investigation and development of methods of manufacturing insecticides and fungicides and for investigating chemical problems relating to their composition, action, etc.

The bureau of markets' seed reporting service will require an appropriation of $314,600.

The federal horticultural board, in charge of all quarantine activities of the department, has $100,450 appropriated for the expenses incident to the enforcement of Quarantine Regulation No. 37.

The agricultural bill again carries the amendment proposed to the plant quarantine act, which would extend its provisions to the District of Columbia. Under the terms of this amendment the department would have autnity to regulate the movement of all plants and plant products in the District, which at present is not covered by any law. B. F. L.

Plant Quarantine Hearings.

To prevent the introduction into the United States of the so-called European corn borer and other dangerous insects and plant diseases, said to exist in Europe, Asia and Africa, and which may be introduced into this country through importations of corn, broom corn and related plants, a public hearing will be held at the rooms of the federal horticultural board, department of agriculture, Washington, D. C., at 10 o'clock a. m., February 12, in order that persons interested may appear and be heard regarding the proposed quarantine of such plants from all foreign countries.

It having been determined that dangerous plant diseases, including Japanese apple cankers, blister blight and rusts and injurious insect pests, including the Oriental fruit moth, the pear fruit borer, apple moth, Psylla pyrisuga, Lecanium glandi and L. kuneonsis, exist in Asia, Japan, Philippine Islands and Oceania, and that there is danger of these and other pests being introduced into the United States with stock cuttings, scions and buds of fruits from the countries named, a hearing on a proposed quarantine will be held at Room 11, federal horticultural board, United States department of agriculture, Washington, D. C., at 10 o'clock a. m., March 9, at which time persons interested may appear and be heard either in person or by attorney.

Foreign Note.

John M. Troup, who will be recalled by many Aberdonians as the former chief of the floral department of Ben Reid & Co., where he served for nearly a quarter-century, and later 28 years as head gardener at Balmoral Castle to three generations of British sovereigns, has retired from the latter position at the age of 71 years. Mr. Troup will continue to reside on the royal demesne.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send change in time, date and place of meeting.]

Boston, Mass., February 17, 8 p. m.—Gardeners' and Florists' Club of Boston at Horticultural hall. Wm. N. Craig, secretary, Faulkner Farm, Brookline, Mass.

Chicago, February 19, 8 p. m.—Commercial Flower Growers of Chicago at Randolph hotel, North Wells and Randolph streets. Otto H. Amling, secretary, Maywood, Ill.

Lancaster, Pa., February 19, 8 p. m.—Lancaster County Florists' Association at chamber of commerce building. Albert M. Herr, secretary, Lancaster.

Orange, N. J., February 16, 8 p. m.—New Jersey Floricultural Society at J. O. W. A. M. hall. George W. Strange, secretary, 84 Jackson street, Orange.

Philadelphia, Pa., February 17, 3:30 p. m.—Pennsylvania Horticultural Society at New Century Drawing Room. David Rust, secretary, 606 Finance building, Philadelphia.

Portland, Ore., February 17, 8 p. m.—Portland Florists' Society at Masonic temple. F. A. Van Kirk, secretary, 64 East 50th street, Portland.

St. Louis, Mo., February 16, 8 p. m.—Retail Florists' Association of St. Louis. No regular place of meeting. Charles Young, secretary, 1406 Olive street, St. Louis.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

March 15-22, 1920, New York.—Flower show of the New York Florists' Club at Grand Central Palace. John Young, secretary, 1170 Broadway, New York.

March 24-28, 1920, Boston, Mass.—Exhibition of orchids and other plants of the Massachusetts Horticultural Society at Horticultural hall. William T. Rich, secretary, Horticultural hall, Boston.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By an all around grower, single, 20 years' experience. Address
Key 452, c o American Florist.

Situation Wanted—Traveling representative with long experience in horticultural lines is open to engagement. State terms. Address
Key 463, Care American Florist.

Situation Wanted—As garden superintendent in private establishment; 18 years' experience in all branches; excellent testimonials; state wages, etc., in first letter. E. Batchelor, 947 Marion Place, Akron, Ohio.

Situation Wanted—As head gardener or superintendent of private place or institution. Middle aged; Scotch; best of references as to character, habits and ability. Understand all branches of gardening; well up in landscape work. Please state salary; no objections to distance. Address
Key 461, Care American Florist.

Situation Wanted—As a grower of carnations, chrysanthemums, lilies, cyclamen, begonias, etc., in a first-class florist establishment. Good wages and steady position only. 24 years practical experience in all lines of the trade and fully capable of taking charge; middle aged, single. In answering please state full particulars in regards to wages, etc. Address
Key 462, Care American Florist.

Help Wanted—A practical florist; permanent position. Address
The Riverview Cemetery Co., 33rd and Market Sts, Wilmington, Del.

Help Wanted—Florist for greenhouse and landscaping; new place. Will pay 45c per hour and better. **South Side Nursery,** Henry Gerstenkorn, Mgr., **R. R. 6, Decatur, Ill.**

Help Wanted—An active boy or young man, that has had some experience in a retail store. Address
A. F. F., care American Florist, 57 W. 27th St., New York.

For Sale—Greenhouse and nursery. Government irrigation project; six acres; fine location; new buildings; fully equipped; no competition; good reason for selling; easy terms. Address
Rupert Floral Co., Rupert, Idaho.

For Sale—Greenhouse business, operating, paying well, all new stock growing, six acres land; space under glass 53x150 ft., insured, all equipment new; splendid field for business; nearest competitor one hundred miles. Address
H. H. Rothe, Moultrie, Ga.

TREASURY DEPARTMENT, Supervising Architect's Office, Washington, D. C., January 26, 1920. SEALED PROPOSALS will be received in this office until 10 a. m., February 17, 1920, and then opened, for planting on the grounds around the Post Office at Charles City, Iowa, in accordance with the specifications, copies of which as well as copies of the approach plan may be had at this office, in the discretion of the Supervising Architect. Jas. A. Wetmore, Acting Supervising Architect.

Help Wanted

Florist for all around greenhouse work. Wages $30 per week. Apply

JOHN A. MICHAL
7045 Stony Island Ave., CHICAGO

HELP WANTED

Girl to work in flower store. Apply to

M. E. POLETSOS
35 East Adams Street, CHICAGO

Help Wanted

Married man who understands growing ornamental nursery stock; also married man for propagating ornamental nursery stock. Opportunity for advancement in either position. State age, experience, salary expected, etc., in first letter.

Key 459, care American Florist.

Help Wanted

Gardener for country place on Fox River near Elgin, Ill; first-class, all-year position, six-room house, to one who thoroughly understands flowers and vegetables. Address, stating references and experience.

JOHN F. JELKE
759 So. Washtenaw Ave., CHICAGO

SITUATION WANTED

Expert Saleslady, Designer, Etc.,

Is desirous of securing a position in an up-to-date Chicago retail store. Salary expected, $25 per week, with chance for advancement.

Key 458, care American Florist.

Situation Wanted

as traveling representative; 20 years experience in horticultural lines. Correspondence confidential.

Key 460, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

For Sale

$50,000 buys a modern carnation range near Chicago, including fine residence and several acres of land. Possession now or in the spring. $10,000 cash and balance on easy terms. Address

Key 446, care American Florist.

PLANT STOCK

OF ALL KINDS

Needed Promptly

TO FILL THE

VACANT BENCHES

CLEARED OF CHRYSANTHEMUMS AND HOLIDAY PLANTS

MAIL YOUR AD TODAY

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

The holiday demand has undoubtedly depleted your supply of Prepared Foliages and Artificial Flowers.

Now Is the Time to Stock Up for 1920

Magnolia Leaves--Cycas--Evergreens

SPECIAL PRICES ON ARTIFICIAL FLOWERS

	Per 100		Per 100
WAXED ROSES, white, pink, yellow.....	$2.50	Waxed Dahlias, lavender, pink, white.....	$4.00
WAXED CARNATIONS, white or pink..	2.00	Waxed Orchids	5.00
Waxed 'Mums, lavender, pink, white, yellow	4.00	Waxed Sweet Peas.....	$10.50 per 1000

THE OVE GNATT CO., Inc.

Preservers of Natural Foliage. La Porte, Ind.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorators' Novelties.

Mention the American Florist when writing

For Florists' Supplies, Baskets, Chiffons and St. Valentine Novelties

PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., Pittsburgh, Pa.

Florists' Club of Washington, D. C.

A report of the convention of the American Carnation Society at Chicago by David G. Grillbortzer, of the Washington Floral Company, and the nomination of candidates for the various offices of the club for the ensuing year, made the February meeting a very interesting event. Despite the weather, the attendance was quite large, perhaps due to the announcement that after the business of the evening was concluded, Z. D. Blackistone "would open a keg." He did not quite keep his promise, although furnishing some of the best cider ever produced in Washington, for David Grillzortzer did the tapping.

The nominees for the various offices are as follows: For president, G. E. Anderson and J. Harper Hetherington; for vice-president, A. E. Gude, Jr., and Herbert M. Sauber; for secretary, G. Schultz and R. Lloyd Jenkins; treasurer, William F. Gude; members of the executive committee, Otto Bauer, Geo. C. Shaffer, David G. Grillbortzer, Charles P. Grose and Adolph Gude. The retiring president was named to fill the position of financial secretary for the ensuing year. This is a newly created office. There will be a great deal of interest taken in the coming election, according to speakers at this meeting, because of the prominence of the candidates in their respective lines. J. Harper Hetherington, manager of the Washington Floral Company, has been in the retail business for a dozen years, and has been both popular and prominent, while George E. Anderson is the gardener at Twin Oaks, the show place of Washington. Mr. Anderson has a very desirable reputation as a gardener, and is at present vice-president of the club.

B. F. L.

LINDLEY BOXES
ARNOLD BOXES

Comprising the largest assortment of Florist Boxes obtainable. The Arnold Florist Box stock has been purchased by the Lindley Company. Write us for prices.

GEO. L. HOOPIS, New York Representative, 601 W. 144th St.
A. V. Z. JENNINGS, Chicago Representative, 20 E. Jackson Blvd.

Lindley Flower Box Company, Quality Box Makers, Marion, Indiana

Mention the American Florist when writing

PUSSY WILLOWS
FOR FORCING.
The Big Pink Kind. Good Quality.
15 to 30 inches.....$4.00 per 1000
2 to 4 feet ..... 7.00 per 1000
Cash with order. Packing free
MINNEAPOLIS NURSERY,
4117 So. Aldrich Ave., MINNEAPOLIS, MINN.

CONCORDIA, KAN.—Charles Humfeld will move to larger quarters in a new building at Fourth and Matthews streets.

ANOTHER STEP FORWARD

BURPEE'S NEW PRIMULINUS HYBRID GLADIOLI

The most graceful in form, artistic in color, and profuse in bloom of all gladioli.

These varieties have created a sensation wherever they have been exhibited. They are destined to become most useful to the Florist on account of their extraordinary appeal as cut flowers. The blooms are distinct and superior to the older types in their delicate form and pleasing arrangement. The individual flowers are not large but are borne on long, slender stems, with a fascinating grace and refinement.

Furthermore, these new hybrids produce three, four, and sometimes even five fully developed and separate flower-spikes to a single bulb. This characteristic will make them the most profitable of all gladioli to grow.

We are fortunate in now being able to offer these Primulinus Hybrids for the first time in straight colors. Our collection comprises the six most desirable varieties for Florists.

5324 **Ada** Dainty white flowers with red center; early blooming and very prolific. 3 for **85 cts.**; 6 for **$1.50**; 12 for **$2.75.** Postage extra.

5328 **Fire Queen** Dazzling orange-vermilion with delicate yellow in the throat. A striking variety, blooming in mid-season. Spikes three to four feet long. 3 for **75 cts.**; 6 for **$1.25**; 12 for **$2.25.** Postage extra.

5327 **L'Unique** A wonderful combination of unusual colors. The general effect is bronze with orange-yellow in the center. A strong grower and free bloomer. 3 for **75 cts.**; 6 for **$1.25**; 12 for **$2.25.** Postage extra.

5326 **Mrs. Grullemans** A very early and continuous bloomer with clear, true yellow flowers artistically displayed on long stems. 3 for **75 cts**; 6 for **$1.25**; 12 for **$2.25.** Postage extra.

5325 **Queen Victoria** Glittering, bright pink shading into silvery rose in the throat. Flowers of largest size and wonderfully shaped. Very early and productive. A remarkable variety in every way. 3 for **85 cts.**; 6 for **$1.50**; 12 for **$2.75.** Postage extra.

5329 **Violet Queen** Velvety violet, an outstanding color. Flowers beautifully shaped and carried on long, strong stems. Very early. 3 for **95 cts.**; 6 for **$1.65**; 12 for **$3.00.** Postage extra.

These varieties are offered exclusively by Burpee for the first time. Our supply is limited. Order early.

W. Atlee Burpee Co.

Seed Growers Philadelphia

GLADIOLUS BULBS

Standard Varieties

	Per 1,000 1¼" Up	1½" Up
AMERICA. Soft pink	$27.50	$30.00
BRENCHLEYENSIS. Deep scarlet	22.00	25.00
EUROPA. Best and largest white	67.50	75.00
CHICAGO WHITE. Early white	30.00	35.00
FRANCIS KING. Orange scarlet	25.00	28.00
GLORY OF HOLLAND. Fine white	45.00	50.00
HALLEY. Early salmon	32.00	35.00
MRS. FRANK PENDLETON. Pink, red blotch	45.00	50.00
NIAGARA. Soft yellow	40.00	45.00
PANAMA. Beautiful rose	40.00	45.00
PEACE. White, shaded blue	35.00	40.00
SCHWABEN. Best yellow	55.00	60.00
WAR. Blood red	55.00	60.00
WILLY WIGMAN. White, pink blotch	45.00	50.00
YELLOW HAMMER. Yellow 1-1¼",: $4 100.		
MRS. WATT. Wine red		50.00
IDA VAN. Deep salmon red	25.00	30.00
ARIZONA. Pink with maroon	25.00	30.00
MISS LUCILLE. Soft light shell pink or lavender	25.00	27.50
KUNDERDI GLORY. Cream pink, crimson striped	45.00	50.00
PINK BEAUTY. Rose pink	45.00	50.00
AUGUSTA. White	27.50	30.00
PINK PERFECTION. Beautiful pink	40.00	50.00
ANNIE WIGMAN. Yellow, red blotch		30.00
PRIMULINUS HYBRIDS. 1-1¼, $18.00	22.50	25.00
FLORISTS' MIXTURE. Very good	15.00	20.00

Novelties

New and Scarce Varieties

	Per 100 1¼" Up	1½" Up
GOLDEN WEST. Orange scarlet		$10.00
GOLIATH, Dark violet, very large; improvement on Empress of India		10.00
JOFFRE. Brick red; large flower		12.00
NYMPH. White; large flower		10.00
QUEEN OF WHITES. White		15.00
STELLA. Light red; yellow blotch		10.00
VON BINSSING. Deep pink; dark blotch		12.00
MARY FENNEL. Light lavender	$10.00	15.00
PRIDE OF GOSHEN. Flesh pink		8.00
SUMER BEAUTY. Distinct pink		12.00
EVALINE. Smoky violet		8.00
GOLDEN KING. Bright yellow, crimson blotch		8.00
GEORGE PAUL. Large maroon	6.00	7.00
ROSEBUD. Beautiful rose		8.00
BERKSHIRE. Delicate pink		8.00
BALTIMORE. Salmon, cream markings		8.00
ROCHESTER WHITE. White		6.00
MASTER WIETSE. Dark violet. 1-1¼, $4 100		
PRIMULINUS ROANOKE. Large, rich yellow	4.00	5.00

WRITE FOR PRICES ON CANNAS.

A. B. C.

"Watch Us Grow."

American Bulb Co.

172 North Wabash Ave., CHICAGO, ILL.

Toledo, O.

GREAT SHORTAGE OF CUT FLOWERS.

While there is no real epidemic of influenza in this city, there have been an unusual number of deaths during the last few weeks, causing an extraordinary demand for funeral work. This market depends to a great extent upon Chicago shipments, which have been very light, with the result that there is an acute scarcity of cut flowers. Florists are using all their ingenuity to fill orders, employing artificial flowers to some extent to fill in, also galax leaves. But those florists who were foresighted enough to lay in a good supply of plants report that they have no difficulty in using these for funeral work in baskets and hampers. Cyclamens left over from the holidays are cleaning up fine, and the first pot tulips and hyacinths are helping out. Roses, particularly the medium priced offerings, were hard to get, and are bringing top-notch figures. Sweet peas are beginning to come in more plentifully and cost real money. Carnations are scarce. The outlook for St. Valentine's day is not very bright as far as stock is concerned unless the demand can be switched to plants. However, florists here are optimistic, and are doing their best to create a big demand. Growers in this vicinity are making plans for the biggest Easter business of their careers and their houses show it. There will be plenty of lilies, hyacinths, hydrangeas and tulips, some of which are already beginning to bloom.

CLUB MEETING.

The meetings of the florists' club have of late developed into monthly debates on the question, "Shall Flower Stores Be Closed on Sundays?" Some months ago, 26 florists signed an agreement to close their stores on Sundays throughout the year, but almost every month something develops to throw the whole movement in the air, so to speak. Some florists seem to have detective agencies on the trail of their brother florists to catch them in the act of selling flowers on Sunday. Rumors become facts; then the club meets, threshes the entire matter out and all vote to stay closed. Before the next meeting night rolls around, the same thing happens again and there is another grand explosion. The meeting held February 3 at S. N. Peck's was a live one and the monthly debate on this topic was exceedingly interesting. Never were the florists so frank with each other, and when the smoke of battle settled over the combatants, the best of good fellowship prevailed and everyone went home happy that the stores would remain closed on Sundays. Now, if some florists can only resist the temptation to hang around their shops on Sundays, all will be serene. Time alone can tell. More anon.

NOTES.

Local florists are beginning to take up bowling, and weekly bowling parties are now held. The bowlers include growers and retailers, among others Harry Heinl, Albert Lehmann, Earl Metz, Max Spanner, Paul Timm, Jake Helmer, Frank Schramm and George Schramm. The talk is now to form a "Say It With Flowers" league.

Schramm Brothers have been enjoying a big demand for funeral work, and with cut flowers scarce, have been disposing of great quantities of cyclamen and primrose plants, of which they had a good stock. Their houses are beginning to produce pot hyacinths and tulips.

J. I. Schiller has a large and excellent variety of primrose plants, and this market is greedily absorbing all that this good grower can produce. He reports that his business has been making most profitable increases, and he looks forward to a splendid year.

Miss Helen Patten states that she can make enough money in six days, and will never again open up her store on Sundays. Her spunk is admired, along with the other qualities that made her one of the most successful florists in this city.

Funeral work has been heavy at John Barrow & Sons' greenhouse on Detroit avenue. A. C. K.

Columbus, O.

GOOD SALES MOVE STOCK AVAILABLE.

Scarcity of all kinds of flowers characterizes the local flower market, the demand being extra good and with short supplies. There is quite a scarcity in certain lines, especially true of carnations and roses. Funeral work is now the big feature. There is also a good call for flowers on account of sickness, and many orders are being sent to the hospitals. The tone of the trade is satisfactory and indications point to a continuation of good business for some time to come. Party work is rather quiet, but this is to be expected under the circumstances. There is some demand for receptions and dances, but the orders are not as large as usual. There is a good call for loose flowers, as is reported by all of the downtown florists. Roses are still one of the best features and sell from $6 to $12 per dozen. They are principally Ophelia, Russell, Columbia and Premier. Carnations are very scarce and command in the neighborhood of $3 per dozen. They are both pink and white. A better supply is expected when the sun again appears. Violets are rather plentiful, and there is a good demand reported. They sell at $2 per bunch. Jonquils and tulips are coming in and find a ready sale at good prices. Greens are plentiful. Plants are very scarce. Only a few primroses are found in the market. J. W. L.

Vick's Famous Asters

RECOGNIZED EVERYWHERE AS THE STANDARD OF QUALITY.

Wherever Asters are grown Vick's famous Aster seed is known and recognized as the standard of quality. JAMES VICK'S SONS are the largest growers of high grade Asters in the world and have been for years the undisputed leaders in introducing new varieties and in improving practically every other strain that is now commercially grown. This concern has introduced more new distinct varieties than all other American seedsmen combined. **Cheaper** seed can be grown elsewhere but **better** seed nowhere else. It would be an easy matter for us to fill in our stock with cheap seed grown in California or Europe, but we have no desire to descend from our present dominating position where we furnish only seed from transplanted plants grown from stock bred up by years of individual plant selection.

A view of one of our Aster Fields. We grow better Asters than any other grower in the world.

Vick's Earliest Rose and **Earliest Purple,** per pkt., **25c**; 2 for **40c.**

Vick's Lavender Gem, per pkt., **15c**; 2 for **25c.**

Vick's' Imperials, Rose, Sunset, Lavender, Bluebird, Dark Violet, Giant Daybreak, and mixed; 1/16 oz., **30c**; ⅛ oz., **50c**; ¼ oz., **85c**; ½ oz., **$1.50**; 1 oz., **$2.50.**

Vick's Giant Purity, 1/16 oz., **20c**; ⅛ oz., **35c**; ¼ oz., **65c**; ½ oz., **$1.20**; 1 oz., **$2.00.**

Queen of the Market, White, Peach Blossom, Rose, Light Blue, Dark Blue, Scarlet and Crimson; 1/16 oz., **20c**; ⅛ oz., **35c**; ¼ oz., **60c**; ½ oz., **$1.00**; 1 oz., **$1.75.**

Vick's Rochester Asters, Lavender Pink (Bushy type), Shell Pink, White, Lavender and Purple, per pkt., **25c**; 2 for **40c.**

Vick's Lavender Pink Rochester, (Non-Lateral type), 1/32 oz., **25c**; 1/16 oz., **40c**; ⅛ oz., **60c**; ¼ oz., **$1.00**; ½ oz., **$1.75**; 1 oz., **$3.00.**

Vick's Perfection, White, Blush, Shell Pink, Rose, Lavender and Purple; 1/32 oz., **25c**; 1/16 oz., **40c**; ⅛ oz., **60c**; ¼ oz., **$1.00**; ½ oz., **$1.75**; 1 oz., **$3.00.**

Vick's King Asters, Rose and Lavender (Branching type), Crimson (Upright), 1/32 oz., **25c**; 1/16 oz., **40c**; ⅛ oz., **60c**; ¼ oz., **$1.00**; ½ oz., **$1.75**; 1 oz., **$3.00.**

Vick's Triumph Comet, Shell Pink, Rose and Purple; 1/32 oz., **25c**; 1/16 oz., **40c**; ⅛ oz., **60c**; ¼ oz., **$1.00**; ½ oz., **$1.75**; 1 oz., **$3.00.** White, Lavender Pink and Lavender, per pkt., **15c**; 2 for **25c.**

Vick's Autumn Glory, per pkt., **20c**; 2 for **35c.**

Vick's Royal, White, Shell Pink, Lavender Pink, Rose, Purple: 1/32 oz., **20c**; 1/16 oz., **30c**; ⅛ oz., **50c**; ¼ oz., **85c**; ½ oz., **$1.50**; 1 oz., **$2.50.**

Vick's Mikado, Shell Pink, Lavender Pink, Rose and Dark Violet; 1/32 oz., **20c**; 1/16 oz., **30c**; ⅛ oz., **50c**; ¼ oz., **85c**; ½ oz., **$1.50**; 1 oz., **$2.50.** White, per pkt., **25c**; 2 for **40c.**

Vick's Early Branching, Rosy Red (new), White, Lavender Pink, Rose, Lavender, Crimson, Purple and Dark Violet; 1/32 oz., **25c**; 1/16 oz., **40c**; ⅛ oz., **60c**; ¼ oz., **$1.00**; ½ oz., **$1.75**; 1 oz., **$3.00.**

Vick's Late Branching, White, Lavender Pink, Lavender, Rose, Crimson, Purple and mixed; 1/16 oz., **20c**; ⅛ oz., **35c**; ¼ oz., **65c**; ½ oz., **$1.20**; 1 oz. **$2.00.** Shell Pink, Dark Violet, Cardinal, Carmine and Scalet Gem, per pkt., **15c**; 2 for **25c.**

Vick's Late Branching (Non-Lateral), Peach Blossom, Peerless Pink, Rosy Pink; 1/32 oz., **25c**; 1/16 oz., **40c**; ⅛ oz., **60c**; ¼ oz., **$1.00**; ½ oz., **$1.75**; 1 oz., **$3.00.**

Vick's Late Upright, Rose, Lavender Pink, Crimson, Purple, Amethyst Peach Blossom; 1/32 oz., **20c**; 1/16 oz., **30c**; ⅛ oz., **50c**; ¼ oz., **85c**; ½ oz., **$1.50**; 1 oz., **$2.50.**

Vick's Early Upright, Shell Pink; 1/32 oz., **20c**; 1/16 oz., **30c**; ⅛ oz., **50c**; ¼ oz., **85c**; ½ oz., **$1.50**; 1 oz., **$2.50.** White, per pkt., **15c**; 2 for **25c.**

Vick's Pink Enchantress, per pkt., **20c**; 2 for **35c.**

A WORD OF WARNING

We have been asked by many of our friends and customers to make it clear that James Vick's Sons are connected in no way with any other Rochester seed house. This is the old original concern, founded by the late James Vick, who during his lifetime was recognized as one of the leading and best loved seedsmen in America. This is the concern that has introduced practically all of the best known strains of Asters, including **Vick's Branching Asters**, all the **Rochesters, Royals, Imperials, Kings, Mikados;** in fact, there are very few varieties of American Asters in demand by the best growers that were not introduced by us. Let there be no confusion in your minds caused by misleading statements from any other source. If you want **genuine** Vick's Aster Seed and not seed of unknown origin grown in California or some other locality where cheap seeds are produced, be sure to address your letter to **James Vick's Sons.**

FLORIST'S ASTER BOOK

A handsomely illustraed book on Asters for florists, the most complete work of its kind ever published. Every florist and commercial grower should have a copy. If you have not same, write for it at once.

VICK'S SEED FARMS

Situated in one of the garden spots of America, where quality, hardiness and productiveness predominate—over 600 acres devoted to growing high grade vegetable, farm and flower seeds.

If you grow or deal in flower or vegetable seeds, plants, bulbs, trees, etc., write and tell us about it.
We desire the opportunity of showing you what Vick Service really is.

James Vick's Sons, ROCHESTER, N. Y.
THE FLOWER CITY

Reduction in Rose Prices

A gradual decrease in prices of roses and other flowers can be expected right after St. Valentine's Day, as all conditions at the greenhouses point towards a larger cut of roses.

We will give our customers the benefit of these reductions as fast as possible. Our regular customers know from past experiences that they are given the benefit of any drop in prices promptly. It is this square dealing, together with the exceptionally fine quality of our roses that has built up our immense shipping trade. We invite those who wish to place regular shipping orders direct with the grower to give our stock and service a trial.

Find out by comparison, the advantages of buying direct of a large grower. The value of his greenhouses is largely in his ability to satisfy his customers.

Carnations will still continue short, as will the shorter length grade of roses.

All miscellaneous flowers are very scarce, but we will do our best to buy any stock wanted which we do not grow ourselves and have on hand.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

NOTICE:—We close at 5 o'clock week days. Closed all day Sundays.

Chicago.

HEAVY DEMAND FOR ST. VALENTINE'S DAY.

The demand for stock for St. Valentine's day is exceedingly heavy, especially from out-of-town points, and the local call promises to clean up the late shipments at an early hour, owing to an already short market. Everything points to a complete clean-up at the advertised quotations, and it is a question of obtaining enough stock and not how much is it worth that confronts the buyer. American Beauty roses are good property, and are disposed of early. Mrs. Chas. Russell, Columbia and Premier are in strong demand at high prices. Ophelia, Mrs. Aaron Ward, Sunburst, Champ Weiland, Killarney, Killarney Brilliant, White Killarney, Milady, Montrose, Hoosier Beauty and Mrs. George Shawyer are disposed of quickly, and there is a good demand for the miniature varieties, Cecile Brunner and Nesbit. Carnations are holding their own and continue in short supply. Sweet peas are selling at prices ranging from $3 to $5 per 100, with no surplus to speak of when the stores close for the day. Orchids are cleaning up right along at high prices and the same holds true for gardenias. Lily of the valley is moving well at prices ranging from $8 to $15 per 100. Freesias are more plentiful, but are having a good call and are disposed of each day at prices varying from $5 to $15 per 100. Calendulas, tulips, jonquils, mignonette, daisies, pansies, violets, white and yellow narcissi, stocks, snapdragons, hyacinths, stevia and other miscellaneous flowers not already mentioned are always disposed of at high returns to the growers. Greens are in strong demand, and at times certain items in this line are exceedingly scarce. The demand for funeral flowers continues heavy and the wholesale dealers are finding it impossible to fill in full anywhere near all the orders that are received.

WE DO
FOUNDED BY FLINT KENNICOTT 1st
AS WE SAY

THESE ARE THE DAYS
WHEN OUR SERVICE
MEANS SOMETHING.

Kennicott Bros. Co.
Wholesale Cut Flowers
CHICAGO

YOUR
FOUNDED BY FLINT KENNICOTT 1st
Protection

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

CATTLEYAS

The best in the city at $15.00 to $18.00 per dozen.
Single Violets, $25 per 1000; Double Violets, $20 per 1000.

Lily of the Valley $8.00 to $10.00 per 100

ORDER FREESIA $8.00 to $10.00 per 100

ORDER LONG ROSES

Short and medium roses are scarce
so order the longer grades instead.

Premier--Russell--Columbia--Milady--Etc.

SPRING FLOWERS

Tulips-Jonquils-Narcissus-Hyacinths-Sweet Peas
Carnations-Violets-Calendulas-Stevia-Greens

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

ROSES--CARNATIONS

Place your orders with us and they
will receive the best possible attention.

Buy Direct from the Grower. CURRENT PRICE LIST **Subject to Change Without Notice.**

	Per 100
MRS. CHAS. RUSSELL	
Extra Special	$40.00 to $50.00
Specials	30.00 to 35.00
Select	25.00
Medium	15.00 to 20.00
Short	12.00 to 15.00
COLUMBIA	
Specials	30.00 to 35.00
Select	25.00
Medium	15.00 to 20.00
Short	12.00
MILADY	
Specials	25.00 to 35.00
Select	20.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

		Per 100
Champ Welland, Killarney, Killarney Brilliant, White Killarney, My Maryland	Specials	$25.00
	Select	$15.00 to 20.00
	Medium	10.00 to 12.00

	Per 100
SUNBURST, OPHELIA	
Special	$25.00 to $30.00
Select	20.00
Medium	15.00 to 18.00
Short	12.00
PREMIER	
Specials	$30.00 to $35.00
Select	25.00
Medium	15.00 to 20.00
Short	12.00
ROSES, OUR SELECTION	12.00
Carnations	10.00 to 15.00
Sweet Peas	4.00 to 5.00
Adiantum	2.00
Asparagus, per bunch.....50 to 75c	
Boxwood .....per bunch, 35c	
Ferns .....per 1,000, $4.00	
Galax, bronze and green, per 1,000, $2.00	
Leucothoe Sprays	1.00
Smilax.....per doz. strings, $3.00	

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

EXCELLENT CROPS OF

ROSES and CARNATIONS

In All the Leading Varieties

CURRENT PRICE LIST Subject to Change Without Notice.

RUSSELL	Per 100
Select	$50.00
Fancy	40.00
Medium	30.00
Short	20.00

COLUMBIA and RICHMOND,	Per 100
Select	$30.00
Fancy	25.00
Medium	20.00

SUNBURST and OPHELIA, KILLARNEY BRILLIANT	Per 100
Select	$25.00
Fancy	20.00
Medium	15.00
Short	12.00

WHITE and PINK KILLARNEY.	Per 100
Select	$20.00
Fancy	18.00
Medium	15.00
Short	12.00

ROSES, OUR SELECTION.....$12.00

CARNATIONS.	Per 100
Fancy stock	$10.00 to $15.00

MISCELLANEOUS.	
Calla Lilies, per doz	$4.00 to $5.00
Ferns, per 1,000	4.00
Smilax, per doz	3.00
Galax, per 1,000	2.00
Sprengeri, bunch	.50

Other Greens at Market Prices.

WIETOR BROS., 30 East Randolph St., L. D. Phone Randolph 2081 **Chicago**

You can usually get what you need here in Cut Flowers and Greens. Join the long list of our satisfied buyers.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

COAL ORDINANCE.

A correspondent giving no name or address, calls attention to a new city ordinance, which in effect, prohibits city florists and others, dealers, excepted, from buying coal in carlots, without securing a license costing $1,500 and, in addition, giving bond of $5,000. The matter has been referred to C. L. Washburn, chairman of the florists' club coal committee. He is investigating in the interest of the trade.

NOTES.

Mrs. James G. Hancock writes from Miami, Fla., February 5, that Mr. Hancock, daughter, Belle, and adopted son, Homer, are having a pleasant time in the sunny south. They are going down the east coast of Florida to Key West, then by boat up the west coast to Tampa and St. Petersburg and back to Jacksonville. They expect to be away until May 1.

William Spandikow will be back with Frank Schramm at Crystal Lake, April 1, having acquired a half interest from his old employer. Mr. Spandikow is disposing of his stock in the Weiss-Spandikow Co.'s range at Maywood.

Albert Koehler, of the American Bulb Co., will sail for Europe, February 17. He will be accompanied by A. G. Pruysser, of the National Bulb Co., Benton Harbor, Mich., and C. L. Frericks, of Hillegom, Holland.

The Van Buren Florist reports business as brisk, with a heavy call for funeral work. A special sale on California violets at 25 cents per bunch made a big hit with the bargain hunters, February 7.

Ove Gnatt and George Husman, of the Ove Gnatt Co., Inc., La Porte, Ind., were here on business, February 9. Mr. Gnatt is enroute to Canada on a business trip.

D. S. Musser, of Miller & Musser, has the sympathy of the trade in the loss of his mother, whose death occurred at the family home at Anderson, Ind., last week.

The Wonder Plant Irrigator Co. is making a large shipment of its Little Wonder Plant Irrigators to C. Englemann, Saffron Walden, England.

A. T. Pyfer & Co. report business as brisk with a quick clean-up of stock each day. Sweet peas are being handled here in quantity this week.

Clyde L. Leesley is among those interested in the new national bank at Albany Park, capital $200,000.

E. A. Fetters, Detroit, Mich., en route to California on a pleasure trip, visited friends here this week.

John Michelsen, of the E. C. Amling Co., visited the growers at Crown Point, Ind., February 7.

Vaughan's Seed Store is showing some of the finest caladium bulbs ever brought to this city.

The Joseph Foerster Co., is having a good call for fancy freesias, which it is handling in quantity.

L. B. Patterson has been re-appointed member of the South Park board.

George Wittbold is the proud owner of a new four-passenger Doris.

Mrs. J. E. Pollworth is recovering from an attack of pneumonia.

Guy Reyburn has just bought a new Marmon passenger car.

CUT FLOWERS

Your best chance to secure what you need
for all occasions at the right price is from us.

WE CAN SUPPLY

Roses=Carnations=Freesias=Tulips=Jonquils=Violets
Daisies=Sweet Peas=Stevia=Calendulas=White and
Yellow Narcissus = Mignonette=Callas=Stocks=Etc.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

SINGLE DOUBLE
VIOLETS
Sweet Peas, Jonquils, Tulips,
Roses, Carnations, Freesia,
Pussy Willows,
Calendulas,
Etc.

A. T. PYFER & COMPANY
164 N. Wabash Ave., L. D. Phone, Central 3373. CHICAGO, ILL.

The new rose, Frank W. Dunlop, was on display at the establishments of Zech & Mann and the American Bulb Co., the past week, where it was greatly admired by all who had an opportunity to inspect it.

Poehlmann Bros Co. is more than pleased with the demand for St. Valentine's day and everything points to an early clean-up in cut flowers.

Percy Jones
INC.
Wholesale Florists
30 E. Randolph St., CHICAGO, ILL.

Tonner
Wholesale Florists
Dealers in Supplies Chicago Ill.
30 East Randolph Street.
L. D. Phone: Central 6284

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MINIATURE ROSES

Cecile Brunner

CARNATIONS

MISCELLANEOUS

Valley Cattleyas

Jonquils

Paper Whites Violets

Sweet Peas

Mignonette

Tulips Freesia

Calendulas

GREENS.

Plumosus Sprengeri

Galax, bronze. Galax, green

Ferns

Adiantum Smilax

Boxwood

Mention the American Florist when writing

It is reported that the junior prom scheduled to be held at Ann Arbor, Mich., February 12-13, was cancelled at the last moment owing to the influenza epidemic. This event always calls for a large supply of stock from this market, consequently some of the local dealers have had their cut flower orders cancelled, which is not causing them any hardship owing to the extremely heavy St. Valentine's day demand.

Matt Mann, of Zech & Mann, has the sympathy of the trade in the loss of his father, Nicholas Mann, whose death occurred February 7, at the age of 86 years. The funeral was held the following Tuesday, with services at St. Gregory's church, and interment at St. Henry's cemetery. The late Mr. Mann was also the father of Nicholas J. Mann, Mrs. Mary Keil and the late Mrs. H. A. Seifert.

The retail florists, at their meeting February 10, named George Asmus, A. Lange and W. J. Smyth as their nominees for the board of directors of the Allied Floral Association, the new publicity organization.

Fred Longren, of the Burlington Willowware Shops, Burlington, Ia., and F. McCarthy, of the M. Rice Co., Philadelphia, Pa., were at the Palmer House with exhibits this week.

The Chicago Flower Growers' Association is having a big call for stock for St. Valentine's day. Orchids and lily of the valley are moving fast.

Chas. F. Gunther, a devotee of gardening, and for many years a member of the Horticultural Society, died February 10, age 83 years.

Bassett & Washburn are cutting more heavily in roses which are in strong demand for St. Valentine's day.

Commissioner Reinberg and wife, and N. J. Wietor and wife, are at the Halcyon hotel, Miami, Fla.

E. C. Amling and Alois Frey, Crown Point, Ind., left for California, February 11.

Visitors: C. C. Pollworth and wife, Milwaukee, Wis.; George Hampton, with Jos. G. Neidinger Co., Philadelphia, Pa.; E. A. Fetters, Detroit, Mich.; James Karins, with Henry A. Dreer, Inc., Philadelphia, Pa.; F. W. Dunlop, Toronto, Ont.; C. E. McGrath, of Fischer & McGrath, New Castle, Pa.

PANA, ILL.—The Walter A. Amling Co. is planting roses in its large new range here.

BELLAIRE, O.—Andrew J. McLellan, for more than 30 years in the florist business, died here recently, age 82 years.

WASHINGTON, D. C.—N. L. Hammer, a grower, who for many years conducted a flower stand in Center market, and an active member in the trade in this city, died recently following a few days' illness.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Hotel Randolph, February 5, with a good attendance, President Waters in the chair. New members were elected as follows: Ralph B. Howe, 231 West Madison street; Wm. F. Collins, 1457 East 70th street, and Walter G. Poehlmann, Morton Grove. The following were nominated for membership: C. A. Wrizley, 130 North Wells street; Albert Koehler, 172 North Wabash avenue; Vincent Neil, 172 North Wabash avenue; H. W. Miller, 324 West North avenue, and Herbert Stone, 4011 Milwaukee avenue.

Chairman C. W. Johnson, of the committee of arrangements for the recent conventions of the American Carnation Society and the Illinois State Florists' Association, presented a detailed report, showing that all plans had been carefully considered and most successfully carried out. Mr. Johnson also presented the supplementary report of Mrs. C. L. Washburn, chairman of the ladies' reception committee, and votes of thanks were accorded Mr. Johnson and Mrs. Washburn for the highly satisfactory manner in which they conducted this affair.

Vice-president A. T. Pyfer, who represented the club at the recent Cleveland meeting of the directors of the Society of American Florists, presented an exhaustive report of the proceedings, which was received with much interest.

This was novelty night at the club, but the showing of exhibits was evidently curtailed by the display made at the recent conventions; however, much interest was shown in those staged, which included the new rose, Frank W. Dunlop, exhibited by John H. Dunlop, Toronto, Ont., certificate of merit; giant calendulas from Geo. J. Ball, Glen Ellyn, certificate of merit; narcissus from home-grown bulbs and Rainbow freesia, exhibited by Peter Pearson, honorable mention; Rose Queen sweet peas from Gustav Swenson, Elmhurst, honorable mention; mignonette, by Chris Blameuser, Niles Center, honorable mention. The Poehlmann Bros. Co. exhibited seasonable supplies and the Little Wonder Irrigator Co. showed the Little Wonder irrigator. Both the latter exhibitors were given the thanks of the club for their displays.

Otto H. Amling called attention to the highly satisfactory progress being made by the local trade in publicity matters, stating that 75 per cent of the growers have now joined the movement, and called attention to an important meeting of this body scheduled for February 16. Wm. J. Keimel presented interesting details of the national growers' organization, and the club went on record as indorsing both these associations.

BEST QUALITY TO BE HAD IN

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Ward, Welland, Brilliant,
Double White and Pink Killarney, Sunburst, Hearst, Nesbit and Brunner.
NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

JONQUILS IN GOOD SUPPLY

Use **Blue Ribbon Valley**
Best on the market. Prices within reach, $10.00 and $12.00 per 100.

Choice stock of Valley, Jonquils, Sweet Peas, Daisies, Yellow Narcissus, Freesias, Rainbow Freesias, Tulips, Calendulas, Violets, Stevia, Mignonette, Hyacinths, Pansies, Callas, Paper Whites, Cyclamen Blooms and all other Seasonable Stock.

Don't Forget Us on GREENS, as We Have Mexican Ivy, Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.
WE ARE CLOSED ALL DAY SUNDAY.

Visitors included James J. Karins, representing Henry A. Dreer, Inc., Philadelphia, Pa.; C. C. Pollworth, Milwaukee, Wis.; Geo. Hampton, representing Jos. G. Neidinger Co., Philadelphia, Pa., and Walter F. Dunlop, Toronto, Ont., who made brief addresses.

Milwaukee, Wis.

HEAVY DEMAND FOR FUNERAL FLOWERS.

There was no notable change in market conditions over that of the week previous. While the daily cut in almost all lines has increased somewhat, still the demand, especially for funeral work, has kept up a lively pace. While official reports state that the influenza epidemic is on the decrease, it seems that pneumonia is responsible for the increased death rate. Prices on all stock are still high and flowers continue to be rationed out as in the past; consequently, the prospects for St. Valentine's day are that there will not be enough by far to go around.

CLUB MEETING.

President H. Welke, who officiated at the club meeting, February 5, which was well attended, appointed the following committees: State fair, same as in 1919—Wm. Zimmermann, chairman; Alfred Locker, A. Leidiger. Entertainment—W. A. Kennedy, chairman; A. Hare, C. E. Dettmann, H. V. Hunkel, for the state fair committee, said that fine table decorations, to be changed each day during the fair, would be a new and attractive feature. Lack of room up to now prevented this new venture. The entertainment committee reported a neat profit from the recent dancing party, in spite of the fact that the attendance was greatly reduced, due to sickness among the local craft.

A committee of two was appointed to draw up suitable resolutions of sympathy to be forwarded to our fellow member, Oscar Golin, who mourns the loss of his beloved wife, whose death occurred January 31.

At the March meeting, it was decided to hold a display of cut flowers and plants.

NOTES.

Three employes of the Holton & Hunkel Co. mourn the loss of relatives, whose demise took place during the last week in January. Walter Holton lost his sister-in-law, Mrs. Muth her brother-in-law, and Miss Bruet, of the office force, a brother.

The Meyer Green Silkaline

size F, fine; FF, medium, and FFF, coarse, is $2.25 per lb., and the green Silkaline is $2.00 per lb., with liberal discounts in case lots of 500 lbs. and upwards. Every spool contains 2 oz. of actual thread, 16 oz. to the lb., not weighing in the wood or boxes. Can be had on 2 oz. spools or 1 lb. tubes at 10c per lb. less. Send your orders direct to the manufacturer.

JOHN C. MEYER FLORIST THREAD WORKS
LOWELL, MASS. Dept. XY.

Mention the American Florist when writing

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Violets. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Hugo Locker & Sons, of Wauwatosa, are just coming on crop with a high grade cut of sweet peas, which are bringing fancy prices.

C. C. Pollworth was in Chicago, February 5, at which time he became a member of the Chicago Florists' Club.

The second annual meeting of the Florists' Advertising Association will be held February 16.

Wm. Zimmermann attended the state bowling tournament at Manitowoc, February 5.

Visitors: John Rindfleisch, Beloit, and Julius Volter, of Appleton, Wis.

E. O.

St. Louis.

BUSINESS CONDITIONS GOOD

Business conditions have never been better in the history of the trade, looking at it from the angle of net gain to all concerned. Funeral work, of course, is extraordinarily heavy, as well as calls for flowers for the sick, but the thing that appeals is that social work has not suffered much from the unfortunate influenza epidemic. Stock of all kinds is not nearly ample to supply the demand, but everybody seems to slip by, and still able to satisfy his customers. The man who does not do this, either does not want to, or has not merchandising ability. Pot plants of all kinds in season have a great run, and the public has taken to the novel decorated begonia and primrose like the proverbial duck to water. In cut flowers, sweet peas, carnations and violets, with bulbous stock, form the bulk of the supply. Roses are decidedly off crop or something. Aside from this, the quality is, as a whole, only fair and prices are all out of reason for the grade of stock offered. Callas are rather plentiful, or at least equal to the normal supply.

NOTES.

The "Say It With Flowers" bowling league is tightening up somewhat. The tail-end Daisies are gathering speed for the home stretch, and expect to be near the top by the end of the season. The Roses have been weakened by the resignation of Carl Beyer, owing to his health, and as a result are due for a good tumble from their lofty pedestal in first place.

Joe Witek, who has been seriously ill with pneumonia for the last few weeks, is gaining strength and convalescing nicely at the Missouri Baptist sanitarium. A. W. Gumz, who has been at home sick for the last three weeks, is also improving rapidly.

Prospects for Valentine day business look good, with prices somewhat higher than past seasons. Plants, no doubt, will play a larger part in the day's business than heretofore.

Authority was recently given to expend $60,000 for improvements at the Missouri Botanical Garden, principally on the new entrance at Tower Grove avenue.

J. J. W.

Seattle, Wash.

QUANTITY AND QUALITY BOTH IMPROVE.

A notable improvement in the quality and quantity of stock and a generally good demand for all lines has been the situation the past week. There is a commendable effort seen on the part of the larger dealers to cut down prices wherever they can, so as to be in line with general conditions. Local greenhouses have been coming to the fore in the matter of spring flowers, so that the shortage of roses has not been felt so much. A few Wards are coming in from one range and another is featuring Rosa Marie, but Columbias and Ophelias have been hard to secure. The supply of baby roses has increased somewhat, and carnations are coming to hand freely from local sources, as well as Portland and Spokane. The local cut of orchids is at its height, but the demand has held up so that there has been no difficulty in keeping the stock moving. California shipments have included the usual roses and violets, acacia and seasonal offerings. The local greenhouses are apparently going to be able to supply the trade with all of the tulips needed, and already this flower is being received in larger lots. Lily of the valley is more plentiful, but still falls far short of the requirements of the trade, and there is consequently a fine sale for the more delicate shades of sweet peas. Prices are holding up very well. There has been more interest taken in ferns again, with the passing of the holidays, and several of the Japanese growers are offering extra fine specimens. Funeral work has been unusually heavy.

NOTES.

A window that attracted the passerby was shown by the Hollywood Gardens last week. Lavender drapes, a mirror set low in the background and ferns formed the setting for 30 cattleyas, and the cut from the Hollywood greenhouses was large enough to maintain this display for two days despite the sales which resulted. Mr. Holmes is at work again, after being kept at his residence for a week by a light attack of influenza.

Fred H. Rowe, of McCoy's, has been featuring Laddie carnations from this firm's greenhouses, and on several different days had stock measuring four inches in diameter. The pink carnations are showing the best quality of present arrivals, the reds fading off too soon.

Felix Rosaia reports difficulty in keeping chrysanthemums coming to hand at this time, and also says the public is showing less interest in this flower. This firm has had probably the largest supply of red roses.

Among the late decorations handled by Kenney's Home of Flowers was a private dinner at the Rainier-Grand for General Pershing. Red roses and greens were used here to good effect.

Harry Crouch, of the Woodlawn Flower Shop, reports an increase in the supply of baby roses, and also less trouble in getting California shipments when needed.

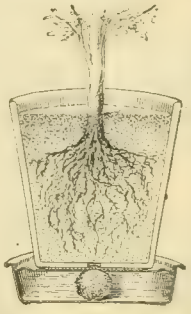
Alaska boats will soon be leaving this city again loaded with ingoing northerners, and local florists expect a big increase in this class of business over 1919.

Pot cyclamens, cinerarias, freesias and baby primroses have been featured to good advantage by the Burns Floral Company.

Vermillion and Lorraine tulips and Dutch hyacinths from their own greenhouses were used by Rosaia Bros. during the week.

H. M.

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a

Little Wonder Plant Irrigator

They keep your plants watered just right. Wholesale price, $20.00 per 100.

If your supply house does not carry them send us their name with your order.

Sample by mail, 35c

The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO

Mention the American Florist when writing

GOLDFISH 1,500,000 (Fancy and Plain)

Ready for market at rock-bottom prices.
Ship anywhere in U. S. or Canada.
Write for our illustrated catalogue.

Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.

Mention the American Florist when writing

1920 Catalogue

48 Pages for Florists
sent free on request.

THE JOHN HENRY CO.
LANSING, MICH.

Mention the American Florist when writing

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 5179 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen	Per 100
Roses,	Beauty	$4.00@$12.00	
"	Mrs. Chas. Russell	10.00@	50.00
"	Columbia	10.00@	50.00
"	Premier	10.00@	50.00
"	Hoosier Beauty	8.00@	40.00
"	Killarney Brilliant	8.00@	35.00
"	Killarney	8.00@	25.00
"	White Killarney	8.00@	25.00
"	Richmond	10.00@	35.00
"	My Maryland	8.00@	35.00
"	Mrs. Geo. Shawyer	8.00@	35.00
"	Milady	8.00@	35.00
"	Sunburst	8.00@	35.00
"	Mrs. Aaron Ward	8.00@	25.00
"	Ophelia	8.00@	35.00
"	Dble. W. Killarney	8.00@	25.00
"	Champ Weiland	8.00@	25.00
"	Stanley	8.00@	35.00
"	Bavard Thayer	10.00@	50.00
"	Cecile Brunner	4.00@	8.00
"	George Elgar	4.00@	8.00
"	Baby Doll	4.00@	8.00
"	Nesbit	4.00@	8.00
"	Our selection	8.00@	10.00
Carnations		10.00@	20.00
Cattleyas	per doz	18.00@	24.00
Cypripedium	per doz	4.00@	6.00
Mignonette		6.00@	12.00
Yellow Narcissus		8.00@	15.00
Snapdragons	per doz		1.00
Freesia		6.00@	10.00
Tulips		10.00@	12.00
Daisies		2.00@	4.00
Valley		10.00@	15.00
Calendulas		4.00@	10.00
Gardenias	per doz	6.00@	9.00
Jonquils		10.00@	15.00
Paper Whites	per 100	10.00@	15.00
Callas		25.00@	50.00
Sweet Peas	per 100	3.00@	5.00
Violets		1.00@	2.00
Ferns	per 1,000		4.00
Galax	per 1,000	1.50@	2.00
Leucothoe		1.00@	1.25
Mexican Ivy		.75@	1.00
Plumosus Strings	each	.60@	.75
Sprengeri, Plumosus, Sprays			3.00
Boxwood, 35c per lb., per case			9.00

ZECH & MANN

WHOLESALE FLORISTS

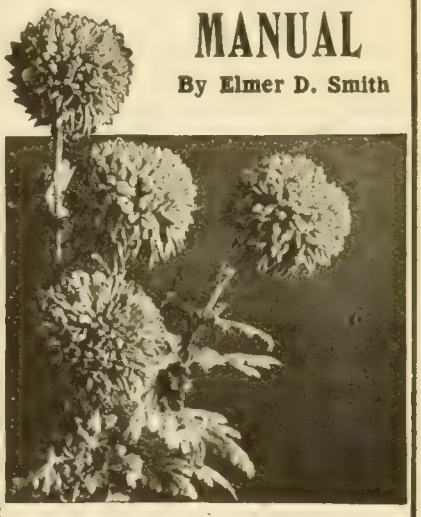
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 No. Clark Street, CHICAGO

Rooted Carnation Cuttings

C. W. Ward, Theo, Alice, Belle Washburn, Beacon, Matchless, White Perfection, $6.00 per 100; $50.00 per 1000. Pink Benora, very fine light pink, **$100.00 per 1000.**

February Delivery.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

CUT FLOWER SHORTAGE UNBROKEN.

"Hope springs eternal in the human breast." Each week, since the first of the year, was looked forward to by the hopeful ones to be a period of increased production, but contrary to all precedent, there has been a steady decline until the wheels of business nearly came to a full stop for want of flowers. Letters and telegrams came pouring into the wholesale houses, not ordering, but pleading for stock. They frequently read: "Send $50 worth of flowers, your selection," or if varieties were designated the words "or substitute," followed. Letters read: "I know flowers are scarce, but please send me something today, or if not possible, then tomorrow." The local demand was even more insistent than the out-of-town, as being on the ground, buyers would not be put off, while there was anything in sight. It has been a very trying period for both wholesalers and retailers, while prices have been maintained at a level never before experienced in this market. Even higher figures could have been obtained, and in some cases, where other than regular customers, owing to their insistance, were served, extreme limits were reached, carnations bringing as much as 18 to 20 cents. In most cases, however, $15 has been the price. There is a perceptible increase in the stock—just a little more of most of the standard items. The heavy snowfall of Wednesday and Thursday, however, made it almost impossible to get autos through the roads in the country districts, and on these days, the market was very bare. Saturday's receipts were better, but there was sufficient demand to use up all in sight. The most plentiful items are daffodils, freesia and snapdragons. Roses, particularly Ophelia, Double White Killarney and Premier, appear more plentiful. There are also very choice Hadley. Sweet peas are in fair supply and a great help to the market. Saturday last was a bright, sunny day, which it hoped presages better weather, and an increased supply for next week.

February 9.—There was a perceptible increase in the supply but also a greater demand on account of the death rate increase, which kept the stores busy with funeral work, so much so that parceling out or division of the supply was much the same as for some time past. The only increase in prices is for carnations, which touched 18 to 20 cents for the best. There have been three sunny days in succession, and it is hoped now that the long looked for relief is assured.

DAMAGE AT FLOREX GARDENS.

The high winds and heavy fall of snow of Wednesday and Thursday last did considerable damage to greenhouses in this vicinity. The most serious loss occurred at the Florex Gardens at North Wales, where the north side of the roof of the large house, 150x600 feet, the first mammoth structure, was crushed in by the weight of snow, which bent the iron posts, and the roof fell in for a distance of over 100 feet. There was also a great deal of glass broken in the part that remained, by sliding snow and ice. The larger house alongside, 175 x 750 feet, also lost a great deal of glass from sliding snow and ice, which tore great gaps in the roof. The iron framework of the house held, however, and as soon as possible, carpenters were erecting a board partition down the center of the house longitudinally to save, if possible, the roses in the south side. This wooden wall will be 35 feet high by 700 in length. The glass is 16x24, and a carload was at once ordered, and is now being put in by a large force of men, many of them volunteers from various greenhouse establishments. It is hoped to have the large house reglazed within a week, and repairs made to the other as soon as the necessary material can be obtained. The danger of heavy snowfalls had been anticipated and provided for by placing nearly all the heating pipes close up to the roof, which was calculated to melt the snow as fast as it fell. As in the accident of 1914, when these large houses met with an even worse disaster from the same cause, a high wind drifting the snow frome one side to the other, the heat, although the house temperature was raised to 68, was not sufficient to prevent the accumulation. The breaks occurred at 9 a. m., Thursday morning. Additional posts and braces had been put in after the 1914 accident, and these in the case of the large house, were sufficient to bear the great weight, but which was too much for the wide glass. The greatest damage was at the west end of the

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Feb. 11. Per 100

Roses, American Beauty	25.00@150.00
" Shawyer, Russell	16.00@ 40.00
" Killarney	16.00@ 40.00
" Milady	12.00@ 30.00
" Radiance	16.00@ 40.00
" White Killarney	12.50@ 40.00
" Killarney Brilliant	16.00@ 25.00
" Ward	12.00@ 35.00
" Hadley	25.00@100.00
" Ophelia	15.00@ 30.00
" Premier	8.00@ 30.00
" Columbia	25.00@ 50.00
" Maryland	25.00@ 50.00
" Hoosier Beauty	15.00@ 35.00
" Stanley	16.00@ 25.00
Cattleyas, per doz.	9.00@ 18.00
Cypripediums, per doz.	12.00@ 36.00
Sweet Peas	3.50@ 6.00
Carnations	12.00@ 20.00
Longiflorum Lilies	20.00@ 40.00
Violets	2.00@ 2.50
Marguerites	4.00@ 6.00
Calendulas, per doz.,	.75@1.00
Callas	30.00@ 50.00
Snapdragons, per doz.,	3.00@4.00
Adiantum	1.50
Asparagus Strings, per doz.	9.00
Asparagus bunches, each	.50

BUFFALO, Feb. 11. Per 100

Roses, Beauty, Special	75.00@100.00
" Fancy	50.00@ 60.00
" Extra	20.00@ 25.00
" 1st	15.00@ 25.00
" Killarney	10.00@ 20.00
" My Maryland	10.00@ 20.00
" White Killarney	10.00@ 30.00
" Sunburst	10.00@ 30.00
" Ward	8.00@ 15.00
" Columbia	20.00@ 40.00
" Ophelia	10.00@ 30.00
" Russell	15.00@ 25.00
" Shawyer	8.00@ 20.00
" Bon Silene	5.00@ 8.00
Cattleyas	150.00@200.00
Daisies	1.00@ 3.00
Valley	12.00@ 15.00
Violets	1.50@ 2.00
Calla Lilies	25.00@ 35.00
Japan Lilies	8.00@ 10.00
Easter Lily	25.00@ 35.00
Paper Whites	6.00@ 7.00
Carnations	8.00@ 12.00
Mignonette	6.00@ 10.00
Snapdragons	8.00@ 15.00
Sweet Peas	2.00@ 4.00
Asparagus Sprengeri	.35@ .50
Ferns, per 1000	3.50
Calendulas	3.50@ 5.00
Smilax	25.00
Stevia	2.00
Golden Spur	12.00
French Trumpet	10.00
Fressia	6.00@ 8.00

Write For Our

Price List

On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Carnations, Violets, Stevia.

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

CINCINNATI, Feb. 11. Per 100

Roses, Premier	12.00@ 50.00
" Columbia	12.00@ 50.00
" Butterfly	12.00@ 35.00
" Golden Rule	12.00@ 35.00
" White Killarney	8.00@ 30.00
" Pink Killarney	8.00@ 30.00
" Sunburst	10.00@ 35.00
" Mrs. Aaron Ward	8.00@ 25.00
" Ophelia	8.00@ 25.00
" Baby Doll	4.00
Carnations	8.00@ 15.00
Calendulas	4.00@ 5.00
Paper White Narcissus	6.00@ 8.00
Sweet Peas	2.00@ 4.00
Freesia	4.00@ 8.00
Violets (California)	.75
Princess Wales	1.50@ 2.00
Ferns, per 1,000	3.00@ 3.50
Leucothoe, per 1,000	6.00
Galax, per 1,000	1.50@ 2.00
Mexican Ivy, per 1,000	6.00
Smilax, per string	.15@ .20
Plumosus (south.) per bch.	.25@ .35

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Fancy Chiffons

(About 35 to 40 yards to bolt.)	Per yd.
Dotted effect, 4 in. wide	$0.10
Lily of the Valley effect, 4 in. wide	.10
"Blue" Valley, cut edge, 6 in. wide	.09
Dotted effect, 6 in. wide	.13
Lace effect, 6 in. wide	.13
Lily of the Valley effect, 6 in. wide	.13
"Gold" Valley effect, 6 in. wide	.14
Silk, with Satin Borders, 6 in. wide	.15
Silk, with Satin Borders, 8 in. wide	.20
Maline, 27 in. wide	.30
Silk Gauze (or netting), 6 in. wide	.13
Silk Gauze (or netting), 14 in. wide	.23

Special list of many other useful items sent free.

Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

houses for a distance of about 150 feet. It is a great loss to the company, as the stock was looking fine, the new growth made since Christmas being well set with buds. The damage is estimated to be at least $10,000.

J. P. Berris & Son, Limekiln pike, had a severe loss from weight of the snow, which crushed in the roof of a house 35 x 150 feet. The entire length fell, opening up all one side of a range, of which it was the outside house. Blankets, carpets and other like material were immediately used to make a temporary wall, which were replaced with boards the next day. Arrangements have been made to rebuild the house at once. It was filled with Killarney roses, which were just coming into crop. The ground has been covered with manure, and so protected it is hoped to get a crop in the spring.

Wm. Leonard, Lansdowne, lost about $200 worth of glass from weight of snow on the roof of his rose houses. Joseph Goetter also had trouble, but managed to get supports under the roof of one of his houses in time to save it.

NOTES.

The Pennsylvania Horticultural Society announces an illustrated lecture at the New Century Club, 124 South 12th street, February 17, at 3:30 p. m., at which time J. Franklin Meehan, of Mt. Airy, will talk on "Landscape Work with Special Reference to the Suburban Garden." An exhibition of flowering plants and cut flowers will be held at 2 p. m., prizes being offered for cyclamens, Primula chinensis, antirrhinum, cinerarias, roses, carnations and mixed flowers, open to gardeners and amateurs.

The epidemic of grippe, or light influenza, with which many of the trade

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

Wholesale Flower Markets

PHILADELPHIA, Feb. 11. Per 100

Roses, Beauty, special	90.00@100.00
" " fancy	50.00@ 75.00
" Mrs. Chas. Russell	25.00@ 60.00
" Killarney	15.00@ 25.00
" Hadley	25.00@ 75.00
" Sunburst	15.00@ 25.00
" Wards	15.00@ 20.00
" Ophelia	20.00@ 30.00
" Columbia	15.00@ 30.00
" Premier	25.00@ 50.00
Cattleyas	.75@ 1.00
Lilac, bunch	2.00@ 2.50
Narcissus	8.00@ 10.00
Mignonette	10.00@ 12.00
Gardenias, doz., 9.00@12.00	
Cypridediums	35.00@ 50.00
Carnations	12.00@ 18.00
Carnation Laddie	20.00@ 25.00
Snapdragons, per doz.	2.00@ 3.00
Callas	25.00@ 35.00
Easter Lilies	35.00
Violets	1.00@ 1.50
Calendulas	6.00@ 8.00
Adiantum	1.50@ 2.00
Smilax	.25
Asparagus Strings	.50@ .75
Freesia	6.00@ 10.00

PITTSBURGH, Feb. 11. Per 100

Roses, Beauty, spl., per doz.	12.00
" " fcy., per doz.	10.00
" " ex., per doz.	7.50
" " No. 1, per doz.	4.00
" Hadley	20.00@ 50.00
" Killarney	10.00@ 35.00
" Maryland	10.00@ 35.00
" Scott Key	20.00@ 75.00
" Sunburst	12.00@ 35.00
" Mrs. Aaron Ward	12.00@ 35.00
" Russell	15.00@ 75.00
" Columbia	15.00@ 60.00
" Ophelia	15.00@ 35.00
" Hilda	10.00@ 25.00
" Premier	20.00@ 75.00
Carnations	10.00@ 12.00
Cattleyas, each	1.50
Ferns, per 1,000	3.50
Sweet Peas	3.00@ 6.00
Daisies	4.00@ 6.00
Galax, per 1,000	2.00
Plumosus, per bunch	.40
Sprengeri per bunch	.50
Smilax, per doz.	3.00
Calendulas	4.00@ 8.00
Narcissus, white	8.00
Lilacs, per bunch	2.50
Tulips	8.00
Mignonette	15.00
Snapdragons, per doz.	2.50@ 4.00
Calla Lilies, per doz., 3.00@5.00	
Freesia	8.00@ 10.00

MILWAUKEE, Feb. 11. Per 100

Rose, Killarney, W. Kill'n'y	10.00@ 25.00
" Ward	8.00@ 15.00
" Mrs. Charles Russell	15.00@ 35.00
" Ophelia	10.00@ 25.00
" Columbia	15.00@ 40.00
" Hoosier Beauty	12.00@ 35.00
Carnations, assorted	12.00@ 15.00
Cattleyas, per doz.	9.00@ 12.00
Paper Whites	8.00@ 10.00
Violets	3.00@ 4.00
Callas, per doz.	3.00@ 4.00
Rubrums, per doz.	1.50

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.
Mention the American Florist when writing

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
Mention the American Florist when writing

ST. LOUIS, Feb. 11. Per 100

Roses, Hadley	15.00@ 30.00
" Premier	10.00@ 40.00
" Killarney	8.00@ 20.00
" White Killarney	8.00@ 25.00
" Hoosier Beauty	10.00@ 30.00
" Russell, doz.	6.00@ 15.00
" Ward	6.00@ 10.00
" Sunburst	10.00@ 25.00
Ferns	3.50
Carnations, Laddie	25.00
Carnations, Specials	20.00
Orchids, doz.	1.00@ 1.50
Sweet peas	2.50@ 6.00
Narcissus	6.00@ 8.00
Calendulas	5.00@ 6.00
Calla	15.00@ 40.00
Mignonette, doz.	1.50
Violets	1.00 1.50
Galax, per 1,000	1.50
Leucothoe per 1,000	7.50
Boxwood, per lb.	.25
Lily of the Valley	15.00
Freesia	10.00
Jonquils	12.50@ 15.00

have had unpleasant experiences the past week, still continues. Miss Scott, of Berger's, is home with the grippe. George Aeugle has also been laid up for the past week. Martin Gannon is back on the job again after a three days' attack. Carl Corts spent all last week in bed, but resumed work again on Monday.

Chas. H. Campbell has just finished the building of 20 individual auto garages on a lot 52x80 feet, in the rear of his Germantown avenue store. All were rented at once, except the two reserved for his own cars. Business has been very good, notwithstanding the high price of cut flowers.

Henry F. Michell and family are spending a winter vacation in North Carolina. Frederick Michell and wife started, February 9, for St. Petersburg, Florida, where sunshine and flowers are a great contrast to Pennsylvania's snow clad fields

Charles Brimmer, the Frankford avenue retailer, attended the recent automobile exhibition, where an Essex touring car took his fancy, and this pleasure vehicle is now safely stored in his garage.

James Thoirs, Camden, N. J., finds that funeral sprays made of daffodils and freesia are very satisfactory when used in place of the more expensive roses and carnations.

Wm. Gibson was in town last week. He has resigned his position with H. C. Vansant, Newport News, Va., and joined the forces of F. L. Wertz, Roanoke, Va.

W. K. Harris finds a good demand for Teddy Jr. and Scottii ferns, which are used in many stores in decorative effects and also find a ready sale.

Edward Habermehl, of J. J. Habermehl's Sons, is seriously ill with influenza, which has turned to pneumonia.

C. U. Liggit reports a great demand for Primula malacoides for St. Valentine's day. K.

New York.

SEVERE STORM CRIPPLES BUSINESS.

The florist business of this city was practically snowbound throughout February 5, and at this writing, the end of the blockade is not in sight, as there are indications of more snow with hard freezing. Snow began to fall on the afternoon of February 4 and continued with little, if any intermission through the night. It is probable that if there was any place that it was on the level, there was about eight inches, but a strong wind piled it up in many places to a depth of four to six feet. The rose stocks that usually arrived from Madison, Chatham, Summit and Murray Hill, N. J., about 8 a. m. did not reach the market till the evening of February 5, if they arrived at all. The Long Island stock met the same fate, it being even some job to get in from Flatbush. Most of this stock has of late been coming in by auto express, and it has been found that the old fashioned railroad has some advantages over an automobile, in a snowstorm. But the stock was not so greatly missed as it otherwise might have been, as the city was generally engaged in digging itself out, and had little time to worry about flowers. The tube, the subways and the elevated lines gave fair service, but surface lines and all street traffic was badly impeded. To add to the misery, an unusually high tide flooded some of the ferry houses and stopped the boats from running; also, causing washouts on the shore line railroads running south. On February 2, from the viewpoint of all branches of the trade, the situation seemed to have improved. More stock was arriving, and prices were easier, but the storm created another condition of uncertainty. After two days of storm, and practically a paralysis of business, the weather cleared on the morning of February 7, with a moderate temperature. The wholesale stores were well supplied with stock as they found the accumulations of two days delayed shipments on their hands. The retailers had little or no business during the storm, but as a matter of necessity, had to do some buying to help over Sunday. The worst problem that the city faces is in its transportation. The main thoroughfares, such as Fifth avenue and Broadway, while in bad condition, with snow piled up between traffic and the sidewalks, are passable. The cross streets and others less frequented are a wallow of snow. Disabled automobiles are seen at many points. Mayor Hylan has issued a proclamation, asking the owners of pleasure cars to keep them off the street until the blockade can in a measure be raised. He has also called on commercial concerns to loan their trucks to the city, and all able bodied men to assist as shovelers.

February 9.—Under normal conditions there would be a fair amount of business today, but things are far from normal. The streets are in a bad condition and for the day an embargo has been declared on all trucking except that necessary in the interest of public health. Thus it is with the greatest difficulty that stock can be removed from any of the railroad stations.

NOTES.

President Miller, of the Society of American Florists, was found in the seed trade district, February 4, busily stocking up for spring planting and sowing. Although he spends much time attending conventions, exhibitions and various meetings, being a man of great energy, he always finds time to attend to his own business. Speaking of his recent enjoyable visit to the carnation convention and exhibition at Chicago, he mentioned a "mysterious disappearance" that occurred. A prominent and kindly Chicago seedsman gave him a flask—no, a bottle—of rare medicine warranted by some, as a sure preventative of influenza. Being solicitous for the health of Treasurer Hess, he passed the the flask—another mistake—the bottle—on to him—and it disappeared. As the president is not a believer in occult manifestations, he thinks that the treasurer, in a fit of abstraction must have transferred it to his own pocket.

A part of the roof of one of the greenhouses of the J. M. Keller Co., Whitestone, caved in, February 6, from the weight of snow and ice. The "oldest inhabitant" hereabouts, can remember storms when as much or more snow fell, but none when it fell so wet, and froze as it fell, causing widespread blockade and damage.

John Lavik, at one time a College Point florist, died in St. Anthony's Home for the Aged, located in Woodhaven, February 6. He was 80 years old and had been an inmate of the home for 10 years.

M. Matheron, of Baldwin, L. I., came to the market on February 9, with a lot of carnations, his first since the storm. A. F. F.

SWEET PEAS, ROSES, Carnations, Violets.

Joseph S. Fenrich, 51 West 28th Street, NEW YORK
Telephones: 420-421-422 Watkins.

FUTTERMAN BROS.

Wholesale Florists, 102 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

HENTZ & NASH INC. N.Y. WHOLESALE COMMISION FLORISTS GROWER AGENT 55 and 57 West 26th St.

C. Lecakes & Co.

Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Leucothoe Sprays, and Moss, Our Specialties.
116 W. 28th St., New York
Telephone Watkins 2315
No connection with any other concern.
Prompt and careful attention to Mail, Telegraph and Telephone Orders.

Mention the American Florist when writing

Traveling Wholesale Florist
INC.
133 W. 28th St., NEW YORK
Telephone 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Watkins

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone: 759 Watkins

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Watkins 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments Solicited.

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
133 West 28th St., NEW YORK
Established 1887
West of 6th Ave. Open 6 a. m. every morning.

Wholesale Flower Markets

NEW YORK, Feb. 11. Per 100

Roses, Beauty, Specials	100.00@	125.00
" extra and fancy	50.00@	75.00
" Hadley	20.00@	60.00
" Hoosier Beauty	20.00@	50.00
" Francis Scott Key	20.00@	40.00
" Columbia	12.00@	40.00
" Prima Donna	10.00@	30.00
" Dble Wht. Killarney	12.00@	35.00
" White Killarney	15.00@	30.00
" Aaron Ward	15.00@	35.00
" Ophelia	12.00@	35.00
" Sunburst	15.00@	35.00
" J. L. Mock	12.00@	35.00
" Mrs. Chas. Russell	15.00@	40.00
" Premier	20.00@	50.00
Cattleya orchids, special	50.00@	100.00
Carnations	10.00@	15.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Asp. Plumosus, doz. bchs.	3.00@	4.00
Smilax, doz. strings	1.50@	2.50
Bouvardia, per doz.	1.50@	2.00
Lilies, white		40.00
Gardenias, per doz.	4.00@	6.00
Callas, per doz.	4.00@	7.00
Paper White Narcissus, doz	1.00@	1.25
Lilies, Rubrums		15.00
Sweet Peas	2.50@	6.00
Lily of the Valley	8.00@	10.00
Violets	.75@	1.00
Calendulas, per doz.	1.00@	1.50
Yellow Narcissus, per doz.	.75@	1.25
Snapdragons, per doz.	1.00@	2.50
Cypripediums	25.00@	60.00
Mignonette, per doz.	1.50@	2.50
Iris, per doz.		9.00
Wallflowers	.75@	1.25
Lilac, per bunch		2.50
Freesia	6.00@	10.00
Primulas, cut, per doz.		.50
Tulips, per doz., 1.00@1.50		

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED.

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
115 West 28th Street, New York

Telephones {4422 / 4423} Watkins D. J. Pappas, Pres
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE {2335 / 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
101 West 28th Street, NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R. I.
Summer Season.

KANSAS CITY, MISSOURI.
ROCK'S FLOWERS
Members Florists' Telegraph Delivery Ass'n

Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

HARTFORD, CONN.
George G. McClunie
165 MAIN STREET
Right in the Hospital District—Hartford, Charter Oak, Williams, Insane, St. Francis and Memorial Hospitals within two blocks of Flower Shop.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.
J. G. Papadem Co.
(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

New York.
A. B. CAZAN
FLOWERS OF QUALITY
2751 Broadway
Member of Florists' Telegraph Delivery.

New York.
The Aphrodite Co.
THE ARTISTIC FLORISTS
Floral Decorations for All Occasions.
2703 Broadway, Phone Academy 2479

"Where Roses and Lilies and Violets Meet."
GUIDO, Inc.
FLORIST
595 Lexington Ave., cor 52nd St.,
Phones: Plaza 7570
Night Call, South 1125
NEW YORK
Members of Florists' Telegraph Delivery.

ESTABLISHED 1847
F. T. D.
Thos. F. Galvin INC.
THE NAME PROTECTS YOU
BOSTON
1 PARK STREET
799 BOYLSTON STREET
Steamers are Again Sailing on Schedule
Deliveries made on board
NEW YORK
561 FIFTH AVENUE

Mention the American Florist when writing

BRANCHES:
RITZ-CARLTON and VANDERBILT HOTELS
KOTTMILLER
426 Madison Ave., NEW YORK

Mention the American Florist when writing

ROANOKE, VA.
FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.
Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

C. H. FREY
Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Mention the American Florist when writing

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO.
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co. Ltd.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

C. Frauenfelder FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

Mention the American Florist when writing

For St. Louis.
WIRE
Grimm & Gorly

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

A. LANGE

77-79 E. Madison St., **CHICAGO**

Member of F. T. D.

Mention the American Florist when writing

New York DARDS

Member of Florists' Telegraph Delivery.

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction Nearly 50 Years.

Let Us Fill Your Steamer Orders. **Regular European Sailings Now Established.**

Mention the American Florist when writing

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place

L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

SHERIDAN, WYO.

SHERIDAN GREENHOUSE CO.
Plants and Flowers

FROM NEW YORK EXCEPT AS NOTED

February 13.

FROM PHILADELPHIA, Regina, I. M. M. Lines (Liverpool).

February 14.

FROM SAVANNAH, GA., Themisto, Holland-America (Rotterdam).
Rochambeau, French Lines (Havre).
New York, I. M. M. Lines (Southampton).
Adriatic, I. M. M. Lines (Southampton).
West Grove, I. M. M. Lines (Manchester).
West Pool, I. M. M. Lines (Antwerp).
Saxonia, Cunard-Anchor Line (London).
FROM PORTLAND, ME., Inkula, Cunard-Anchor Line (London).
Golden Gate, Norwegian-America Line (Norway).

February 15.

Chicago, French Line (Bordeaux).
Jacques Cartier, French Line (Havre).

February 17.

FROM PORTLAND, ME., Dominion, I. M.
FROM BALTIMORE, Mississippi, I. M. M. Lines (London).
M. Lines (Liverpool).
FROM PHILADELPHIA, Mackinaw, I. M. M. Lines (London.)
Aledo, I. M. M. Line (Antwerp).
FROM PHILADELPHIA, West Gimbo, I. M. M. Line (Antwerp).
Ardgowan, Cunard-Anchor (London).

February 18.

Eclipse, I. M. M. Lines (Liverpool).
FROM PORTLAND, ORE., Cabatia, Cunard-Anchor (Glasgow).

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

930 PROSPECT AVE., Erie Building. **CLEVELAND**

Mention the American Florist when writing

New York.

Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus.

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

MEMBER FTD

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists

Correspondence Solicited.

48 Willoughby St., Brooklyn, N. Y.

Wilkes-Barre and near-by Pennsylvania Towns

Member F. T. D.

14 N. Main St. A.W.B. EVANS

Astoria Florist

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

NEW YORK CITY

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Brooklyn, N. Y.—The Long Island Floral Co.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—Fleischman, Railway Exchange Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., 35 Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Hartford, Conn.—Geo. G. McClunie.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Philips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, 413 Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—N. Christatos, 1028 Sixth Ave.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—John D. Flessas, 665 Columbus Ave.
New York—Henry Hart, Inc.
New York—Guido, Inc., 595 Lexington Ave.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—A. B. Cazan.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphai, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
Sheridan, Wyo.—Sheridan Greenhouse Co.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Member of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Best Flowers
Best Service

ROSES Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
NINE STORES.
Main Store— **334 Lewis Ave.**
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506. Long Dist. Bell ph. 2189
Members of Florists' Telegraph Delivery.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Kansas City, Mo.
W. J. Barnes FLORIST, K.C.Mo.
Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890.

Mention the American Florist when writing

J. W. RODGERS
Elks' Building,
4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.

Mention the American Florist when writing

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to
Schiller The FLORIST
2221-2223 W. Madison St. CHICAGO.
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Washington, D. C.
Louise Flower Shop
Connecticut Ave at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Member of Florists' Telegraph Delivery.

Albany, N. Y.
EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

Hession
Madison Ave. and 76 St.
NEW YORK
Quality Flowers
TWO GREENHOUSES
ON PREMISES
Plant Specialists Phones { 107 / 420 / 775 } Lenox
Member of Florists' Telegraph Delivery.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.
Mention the American Florist when writing

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.
Mention the American Florist when writing

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270 271 Main.
Mention the American Florist when writing

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, Sheboygan, Wisconsin.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.
200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior Wis.
DULUTH, MINN.

TERRE HAUTE, IND.
THINK OF HEINL'S

ORDERS IN OR AROUND PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.
Mention the American Florist when writing

Name Index to Retail Florists Filling Telegraph Orders.

Alpha Floral Co., 146 S. Wabash Ave., Chicago.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Aphrodite Co., The, New York.
Astoria Florist, 2188 Broadway, New York.
Avenue Floral Co., The, New Orleans, La.
Baer, Julius, Cincinnati, O.
Barnes, W. J., Kansas City, Mo.
Baumer, August R., Louisville, Ky.
Bergerow's, 746 Broad St., Newark, N. J.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Buckbee, H. W., Rockford, Ill.
Bunyard, A. T., 413 Madison Ave., New York.
Burns, H. H., 509 Madison Ave., New York.
California Florist, Tacoma, Wash.
Central Floral Co., 132 N. State St., Chicago.
Central Floral Co., 35 Broadway, Detroit, Mich.
Clarke's Sons, David, New York.
Cooke, Geo. H., Conn. Ave. and L., Washington.
Danker's, Albany, N. Y.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., The, Montreal, Que., Can.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eble, Chas., New Orleans, La.
Evans, A. W. B., Wilkes-Barre, Pa.
Eyres, 106 State St., Albany, N. Y.
Fallon, Florist, Roanoke, Va.
Fleischman, Chicago.
Fox, J. M. & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., 1133 O St., Lincoln, Neb.
Frey & Frey, 1338 O St., Lincoln, Neb.
Friedman, 522 S. Michigan Blvd., Chicago.
Galvin, Thos. F., Inc., New York and Boston.
Gasser Co., J. M., Cleveland, O.
Grakelow, Charles H., Philadelphia, Pa.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Guido, Inc., 595 Lexington Ave., New York.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., 1000 Madison Ave., N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison Ave. and 76th St., New York.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Idlewild Greenhouses, Memphis, Tenn.
Jahn, Hugo H., Brooklyn, N. Y.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. R., Rochester, N. Y.
Kottmiller, 426 Madison Ave., New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 77-79 E. Madison St., Chicago.
Littlefield Florist, Worcester, Mass.
Long Island Floral Co., Brooklyn, N. Y.
Louise Flower Shop, Washington, D. C.
McClunie, Geo. G., Hartford, Conn.
Malandre Bros., New York.
Mangel, 17 E. Monroe St., Chicago.
Matthews, The Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
Metairie Ridge Nursery Co., New Orleans, La.
Miller Floral Co., Salt Lake City, Utah.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
New York Floral Co., Yonkers, N. Y.
Papadem, J. G. Co., 2953 Broadway, New York.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Philips Bros., 938 Broad St., Newark, N. J.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Rodgers, J. W., Dayton, O.
Rosery Floral Co., The, Newark, N. J.
Rossia Bros., Seattle, Wash.
Saake, O. C., Los Angeles, Cal.
Salzer Seed Co., John A., La Crosse, Wis.
Schiller, The Florist, 2221 W. Madison, Chicago.
Schling, Max, 785 Fifth Ave., New York.
Sceery, Edward, Passaic, N. Y.
Sceery, Edward, Paterson, N. J.
Schlatter, Wm. & Son, Springfield, Mass.
Schmidt, Chas. L., Harrisburg, Pa.
Shaffer, Geo. C., Washington, D. C.
Sheppard, Henry W., Cincinnati, O.
Sheridan Greenhouse Co., Sheridan, Wyo.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St. Louis, Mo.
Weir, James, Inc., Brooklyn, N. Y.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wittbold Co., G., 745 Buckingham Pl., Chgo.
Wolfskill Bros. & M. Goldenson, Los Angeles.

Albany, N. Y.
Danker
FLORIST
The Best Service
MEMBER F. T. D.
Mention the American Florist when writing

Kansas City, Mo.
A. Newell
FLORIST
Established over 30 years.
1122 Grand Avenue.
Mention the American Florist when writing

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Rockford, Ill.
H. W. BUCKBEE.
Mention the American Florist when writing

LITTLEFIELD, Florist
WORCESTER, MASS.
Mention the American Florist when writing

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

"SAY IT WITH FLOWERS"
Max Schling Flowers
Schling Service Nothing Better
785 Fifth Avenue
NEW YORK CITY

Mention the American Florist when writing

Yonkers, N. Y.
New York Floral Co.
Cor. Manor House Square and North Broadway
Mention the American Florist when writing

Friedman
FLOWERS
522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO
Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.
Mention the American Florist when writing

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City.
Mention the American Florist when writing

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.
Mention the American Florist when writing

CHICAGO
Central Floral Co.
Best service in both cities and adjoining territory.
DETROIT
132 N. State St., CHICAGO
35 Broadway, DETROIT
Member of Florists' Telegraph Delivery
Mention the American Florist when writing

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET
Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street
Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grand Avenue
Mail or telegraphic orders promptly and most carefully executed.
Mention the American Florist when writing

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

New York
Malandre Brothers
2077 Broadway, near 72nd St.
'Phone, Columbus 6883
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Mention the American Florist when writing

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.
Mention the American Florist when writing

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark.
Telephone Market 494
Mention the American Florist when writing

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season
Mention the American Florist when writing

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

CHICAGO
Mangel
The Palmer House Florist
17 E. MONROE ST.
Member of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

IN Poland, potatoes are used instead of paper money.

THE price of bags at Chicago, February 11, was $60.

IMPORTS of red clover during January were unusually large.

CALIFORNIA rains have been far too light to date to suit the seed growers.

J. C. VAUGHAN, Chicago, left February 7, for Miami, Fla., to join Mrs. Vaughan there.

MIAMI, FLA.—Lem W. Bowen, of D. M. Ferry & Co., Detroit, Mich., and wife, are at the Royal Palm hotel.

ONION SETS.—Onion sets in the Chicago district are in good demand at $3.50 for colors and $4.00 for whites, carlots.

THE death of Mrs. Walter P. Stokes, widow of the late Walter P. Stokes, of Philadelphia, Pa., is announced in our obituary column this week.

MILWAUKEE, WIS.—William Currie has been on the sick list and Adam Currie has been in the hospital several weeks with a broken shoulder.

HOWARD M. EARL, of the Jerome B. Rice Seed Co., Cambridge, N. Y., according to latest advices, expected to sail from France for home, February 7.

L. W. WHEELER, of the Pieters-Wheeler Seed Co., Gilroy, Calif., who is now in the east with Mrs. Wheeler, has had another slight attack of influenza.

MORE than half a dozen Memphis seedsmen run big advertisements in the Sunday papers, while the trade is not represented in the Jacksonville Sunday papers.

VISITED CHICAGO: John C. Bodger, of John Bodger & Sons Co., Los Angeles, Calif., returning home to recuperate after his recent attack of influenza in the east.

NEW YORK.—S. D. Woodruff & Sons say the jobbing demand for seeds in January is less than that of 1919 by about 30 per cent. In view of weather and other conditions, they think this business will come later.

MANAGER HARRY BUCKMAN, of Burpee's Floradale Seed Farms at Lompoc, Calif., has the sympathy of the trade in the death of his wife. Mrs. Buckman died at Doylestown, Pa., February 9, while visiting friends there.

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade, February 11, were as follows: Timothy, $10.00 to $14.00 per 100 pounds; $14.50 bid for March and offered for $14.55; red clover, $45.00 to $56.00 per 100 pounds.

ALBERT KOEHLER, of the American Bulb Co., Chicago, A. G. Pruysser, National Bulb Co., Benton Harbor, Mich., and C. L. Frericks, Hillegom, Holland, have secured passage on the S. S. New Amsterdam, scheduled to sail from New York, February 21.

TOLEDO, O.—Clover was weak February 9, opening 20 cents lower than the closing price the previous day, with cash offered at $35.50, a drop of 55 cents during the week. Timothy was also weaker with cash, 1919, at $6.60, March $6.60, April $6.60, and May $6.50.

VICE-PRESIDENT GOODWIN, of the W. W. Barnard Co., Chicago, predicts a good spring business. He reports that Mr. Barnard, now in California, finds the weather conditions delightful, though good accommodations are as scarce as along Broadway or Michigan avenue.

SIOUX CITY, IA.—J. S. Michael, of the Sioux City Seed Co., has returned from a successful contracting trip. Mr. Michael says that farm seeds are now in active demand, and is looking forward to a big run on home garden seeds, compelled by the high prices of vegetables, due in part to the labor difficulties of market gardeners.

Free Seeds Again.

The advocates of free seed won their annual fight as usual in the house, February 9, by defeating 130 to 71, a motion to eliminate from the agricultural bill an appropriation of $239,416 for seed distribution to their constituents at government expense. This, however, is a decrease of something like $116,000 as compared with the 1919 appropriation.

Seed Legislation Pending.

There has been filed in the New York legislature, now in session, two seed bills—Senate 31 and Assembly 54—to amend the existing seed law of New York, which is admitted by all persons to be unsatisfactory. The two bills mentioned are identical in wording and are similar to the Witter seed bill, which was passed by the New York legislature last year, but vetoed by the governor on the request of the seedsmen, for the reason that by a clerical error, the word "approximate" preceding "percentages" of purity and germination, was omitted. The pending bills correct that error. It is hoped by the seedsmen that the pending bills may also be amended to authorize the state experiment station at Geneva, under the charge of Analyst Munn, to test seeds sent in by the seed dealers of New York state. It seems unfair to require seed dealers, under heavy penalties, to sell seeds accurately labeled as to purity and germination and weed contents, etc., and not provide them an official laboratory wherein this information may be obtained. While the larger dealers may be able to afford the expense of a private laboratory and competent analysts, the smaller dealers, very many in number, would have no means of testing their seeds, as of course it is inconceivable and in some cases contrary to law, for the official laboratories of other states to test seeds for non-citizens, and the government testing station at Washington cannot be expected to handle the tests for all parts of the country and in unlimited quantities. If the state of New York is unable to handle this expense of testing commercial seeds, it is possible to cover this expense by charging a reasonable fee for these commercial tests.

Another modification of the pending New York seed bill desired by seedsmen is to eliminate the imperfect definition of the word "approximate" in the bill, for the reason that the definition applies to large and small seeds with equal force, limiting the margin of tolerance to an arbitrary two-tenths of one per cent, plus 20 per cent of the lesser part. It is desired to eliminate this definition and provide in the bill, as is found in the uniform state seed bill, approved by the Seed Analysts' Association and American Seed Trade Association, a provision permitting the official administrator of the law to promulgate reasonable regulations carrying out the provisions of the act. Under this mandate, the administrator could provide for this interpretation of "approximate." This practice has been followed in other states where the uniform law has been adopted.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
— Growers Exclusively of —
Sweet Corn Seed

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA

We are headquarters for the **BEST OF EVERYTHING** in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Yokohama Nursery Co.
LTD.
Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

These matters will be considered before the assembly committee on agriculture (Hon. Daniel P. Witter, chairman) at the capitol at Albany, N. Y., February 18, at which hearing interested New York seedsmen will have an opportunity to express their convictions on the pending bill, with special reference to the amendments above suggested.

Telegraphic advice has been received of the introduction in the Mississippi legislature of House bill 316. As the contents of this bill are not known at the time of writing, those interested in selling seeds in Mississippi or to Mississippi customers, are advied to ask for a copy of this bill of Hon. William Aylmer Winter, chairman of the house committee on agriculture, Jackson, Miss.

MISSISSIPPI HOUSE BILL 316.

This bill, filed January 28, by Mr. Gipson and referred to the house committee on agriculture, is a close copy of the Texas seed law, approved July 28, 1919, with, however, some most unhappy alterations. The bill affects both agricultural and garden seeds. The label required of agricultural seeds is hardly possible because of its indefinite provisions and unreasonable requirements. The label is only required to be attached to field seeds in wholesale lots, without any definition as to what constitutes "wholesale lots," contrary to the well-established principle in these seed laws of limiting the labeling to amounts of 10 pounds or more, and found in the Texas law from which this bill is taken. It requires the correct weight in pounds and ounces and the year grown. It seems an unreasonable duty to state the year grown, because the Mississippi retailer has no means of ascertaining this fact, as he does not grow the seed himself. The duty is unnecessary because the germinating quality of the seed, which this requirement is supposed to indi-

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.
4013 Milwaukee Ave., (Near Irving Park Blvd.) **CHICAGO**

Salvia or Scarlet Sage

We have just completed harvesting our own Bloomsdale Farm Grown, crop 1919, Salvia or Scarlet Sage. We offer you this exceptionally good strain, and high vitality seed, of the following varieties:

Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30.00 per lb.; 5 lbs. and over, $25.00 per lb.

Net, 60 days, 2% off 10, f. o. b. Bristol, Pa., if unsold on receipt of order, as we did not have a large crop.

D. Landreth Seed Company, Business Established 1784 **Bristol, Pa.**

Mention the American Florist when writing

C. C. MORSE & CO. Seed Growers San Francisco, Calif.

GROWERS OF SELECTED STOCKS OF

Onion, Lettuce, Radish, Carrot, Sweet Peas, Etc.

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, **FREMONT, NEB.** Growing Station, **ROCKY FORD, COLO.**

Bolgiano's "Big Crop" Seeds

"Tested and Trusted" Over a Century.

Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLGIANO & SON, Baltimore, Md.

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO.
Contract growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

cate, is taken care of under the provision requiring the percentage of germination and the date and year when tested. The bill omits the exemption of prosecution on account of labeling as to germination, as provided in the uniform bill. Two separate provisions require stating the approximate percentage of weed seeds or other foreign matter. This confusion of weed seeds and foreign matter is unfortunate and acts as a distinct disadvantage to the purchaser, because he cannot ascertain from this percentage what are weed seeds and what is foreign matter. The words "or foreign matter" should be stricken out from this provision for this reason, and for the further reason that it is completely taken care of by the provision requiring the percentage of purity, which defines "purity," and expressly refers to foreign matter.

Section 11 contains the most serious objections, for it is so indefinite that it is somewhat difficult to understand the meaning of the law. It requires, among other things, that all seeds, whether garden or field seeds, sold in papers or packages, shall show the kind of seed, the year grown, name of the state grown in, or otherwise to be marked "Unknown," and approximate percentage of germination, except that this shall not apply to retail merchants who retail seed that was properly labeled. So far as packeted seeds are concerned, this is practically prohibitive of their sale for under the perfectly proper methods of packeting seeds it would be impossible to state this information and moreover the mechanical difficulties in the way of such labeling would make it unprofitable to packet seeds for Mississippi customers. As this provision would affect even small five-cent packets, concerning which there is no complaint, and the amount of any possible natural deterioration is too small, it is fair to ask that these small packets be eliminated from consideration in the law. It is equally reasonable to ask that the entire section be stricken out, for it is bad judgment to require the labeling of garden seeds in the same fashion as that in respect to field seeds, for reasons very well known to those acquainted with the difference in character of the seeds, their planting, cultivation and harvesting of crops.

CURTIS NYE SMITH.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution, January 31, 1920, as given by the Government Market Reporter of February 7, 1920:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$15.00	$28.00	$19.00	$57.50
Baltimore	15.00	26.00	20.00	56.00
Richmond	15.25	28.00	20.50	60.00
Buffalo	15.00	28.00	20.00	59.00
Toledo	15.00	31.00	21.00	59.90
Louisville	15.00	30.00	22.00	62.00
Chicago	14.35	29.00	18.50	58.00
Minneapolis	14.60	31.00	22.00	60.00
St. Louis	15.00	31.00	21.00	60.00
Kansas City	15.00	30.00	21.00	60.00
Denver	15.00	29.00	23.00	58.00
Salt Lake City	14.00	30.00	.....	60.00
Seattle	17.00	35.00	25.00	60.00
Memphis	15.00	.....	23.50	61.00
Average for the United States same date.				
1919	$10.75	$22.75	$14.25	$42.00

Wait for KELWAY'S Wholesale
SEED CATALOGUE FOR 1920
before placing your order.
The most favorable prices of the year. If not received wire or write
KELWAY & SON, Wholesale Seed Growers, Langport, England

R. C. McGILL & CO.
WHOLESALE SEED GROWERS
SPECIALTIES IN VARIETY
ONION-CARROT-BEET-RADISH-PARSNIP
CONTRACT PRICES MAILED ON REQUEST
SAN FRANCISCO CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO CALIFORNIA

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

R. & M. GODINEAU
SEED GROWERS
Angers, - - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.
Mention the American Florist when writing

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS
Mention the American Florist when writing

An experience of half a century in producing high grade
GARDEN SEEDS
at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.
S. D. WOODRUFF & SONS
ORANGE, CONN., and NEW YORK CITY

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

For SEEDS
Flower, Vegetable and Farm
Send your inquiries to
HURST & SON
152 Houndsditch
LONDON, - - ENGLAND
The Premier British Wholesale and Exporting Seed House.
75 YEARS UNRIVALLED REPUTATION

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

SEEDS
Flower, Vegetable and Farm.
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

Glad's-Cannas

And other Bulbs and Roots

GLADIOLUS

The finest bulbs produced the past summer.

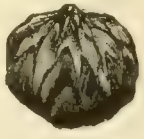
We are large growers and in addition to the following can offer many other named kinds. Write us.

	Per 1000
Mrs. Francis King, First size	$25.00
Mrs. Francis King, Medium size	20.00
Chicago White, First size	33.00
Chicago White, Medium size	30.00
Augusta, First size	35.00
Augusta, Medium size	30.00
America, First size	27.00
America, Medium size	22.00
Halley, First size	35.00
Halley, Medium size	30.00
Europe, First size	65.00
Europe, Medium size	60.00
Niagara, First size	$50.00
Niagara, Medium size	45 00
Peace, First size	45.00
Panama, First size	47.00
Panama, Medium size	38.00
Mrs. Frank Pendleton, First size	47.00
Mrs. Frank Pendleton, Medium size	43.00
Schwaben, First size	55.00
Schwaben, Medium size	50.00
Primulinus Sunbeam, First size	60.00
War, First size	60.00

CALADIUMS

With sound center shoots.

Sizes	Doz.	100	1000
5 to 7 in. circum	$1.25	$ 8.00	$ 75.00
7 to 9 in. circum	1.80	12.00	110.00
9 to 11 in. circum	2.35	15.00	140.00
11 to 12 in. circum. (scarce)	4.25	30.00	.....
12 in. and upwards, very large (scarce)	each, 40c		



Lilium Giganteum

From Ice Storage.

7- 9 in. (300 to case)	Per Case
8- 9 in. (260 to case)	
8-10 in. (225 to case)	
9-10 in. (200 to case)	$52.00

TUBEROSES

Well cured Bulbs. Free from rot.

	100	1000
Dwarf Excelsior Pearl, second size, 3-4 inch	$3.25	$27.50
Dwarf Excelsior Pearl, First size, 4-6 inch	5.00	45.00
Variegated Leaved, single	4.00	35.00
Albino, early single white	4.00	35.00
Armstrong's Ever Blooming	4.00	35.00
Mexican	3.00	25.00

CALADIUM.

CANNAS

Stored in our special moist cellars, not dried and stunted.

	100	1000
Chas. Henderson	$ 4.00	$35.00
David Harum	5.00	40.00
Eureka	8.00	75.00
Florence Vaughan	4.00	35.00
Firebird	10.00	90.00
Gustav Gompper	5.00	40.00
Hungaria	7.50	70.00
King Humbert	5.50	50.00
Long Branch	8.00	75.00
Mad. Crozy	4.00	35.00
Meteor	6.50	55.00
Orange Bedder	6.00	50.00
Yellow Humbert	6.00	50.00
Queen Charlotte	5.00	40.00
Souv. Antoine Crozy	5.00	40.00
The Express	6.00	55.00
Mrs. A. Conard	12.00	100.00
Venus	4.00	35.00
Wintzer's Colossa	4.00	35.00
Wyoming	4.00	35.00

WRITE FOR OUR "SPRING BOOK FOR FLORISTS"

NEW YORK **Vaughan's Seed Store** CHICAGO

TUBEROSE.

BULBS AND ROOTS

For Immediate Shipment

T. R. Begonia Bulbs

	Per 1000
Single mixed, 1¼-2½ in. diameter	$124.00
Single mixed, ¾-1 in. diameter	90.00
Single, in following separate colors: Scarlet, Pink, Salmon, Orange, Crimson, ¾-1 in. diameter	95.00

VALLEY PIPS

Berlin forcing type, per 1000, $27 50
2500 per case, case lots only.

LILIUM GIGANTEUM

F. O. B. New York

Size	Per case	Per case
7-9	300	$49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49.50
11-12	130	47.50

F. O. B. Denver

6-8	400	42.00
7-9	300	49.50
8-10	250	47.50
9-10	200	50.00

F. O. B. Chicago

7-9	300	49.50
10-11	150	49.50

F. O. B. London (Ont.)

7-9	300	49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49.50

TERMS 60 days net, 2% cash 10 days from invoice date, cash with order unless your credit is established with us.

Write for prices on **HARDY LILY BULBS, DRACAENA CANES, PALM SEEDS, RAFFIA, BAMBOO CANES, Etc.**

Established 1902. **"Reliability"** is our motto. We occupy our own building, a city block through, and give prompt, efficient, courteous service.

McHutchison & Co.
95 Chambers St., NEW YORK

Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS SEED
GREENHOUSE GROWN

1000 seeds	$ 3.50	10,000 seeds	$30.00
5000 seeds	16.25	25,000 seeds	68.75

ASPARAGUS SPRENGERI SEED

1000 seeds	$0.75	10,000 seeds	$ 5.50
5000 seeds	3.00	25,000 seeds	12.50

ASTER SEED

Our Asters are grown for us by specialists and we can recommend our stock with the utmost confidence to produce the best results.

	Tr. Pkt.	Oz.
ASTERMUM		
White	$0.40	$2.25
Rose Pink	.40	2.25
Lavender	.40	2.25
Mixed	.40	2.00
ASTER, CREGO		
White	.40	2.00
Shell Pink	.40	2.00
Rose Pink	.40	2.00
Purple	.40	2.00
Lavender	.40	2.00
Mixed	.30	1.50
ASTER, EARLY ROYAL BRANCHING		
Lavender	.40	2.25
Purple	.40	2.25
Rose Pink	.40	2.25
Shell Pink	.40	2.25
White	.40	2.25
Mixed	.40	2.00

	Tr. Pkt.	Oz.
ASTER, QUEEN OF THE MARKET		
White	$0.25	$1.00
Rose Pink	.25	1.00
Blush Pink	.25	1.00
Dark Blue	.25	1.00
Light Blue	.25	1.00
Crimson	.25	1.00
Mixed	.20	.75
ASTER, MICHELL'S IMPROVED SEMPLE'S BRANCHING		
White	.30	1.50
Shell Pink	.30	1.50
Rose Pink	.30	1.50
Lavender	.30	1.50
Purple	.30	1.50
Crimson	.30	1.50
Mixed	.30	1.50

Also all other Seasonable Seeds, Bulbs and Supplies.
Send for Our Wholesale Price List if you do not receive a copy.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

Mention the American Florist when writing

CANNAS

Buy Cannas now. There is no surplus of Canna Roots this season. We divide from clumps same day order is received, insuring fresh plump roots, with two or three eyes.

	Per 100	Per 1000
Alphonse Bouvier, deep cardinal, 5 to 6 ft.	$ 3.50	$30.00
Beaute Poitevine, bright crimson scarlet, 3½ to 4 ft	3.50	30.00
City of Portland, deep glowing pink, 3½ ft.	10.00	90.00
Crimson Bedder, dazzling scarlet, 3½ ft.	3.50	30.00
David Harum, bright scarlet, flower, bronze, foliage, 4 ft.	3.50	30.00
Duke of Marlborough, rich crimson maroon, 5 ft.	3.50	30.00
Florence Vaughan, yellow dotted red, 4 ft.	3.50	30.00
Gustave Gumpfer, clear lemon yellow, 4½ ft.	4.50	40.00
Hungaria, clear rose pink, 3½ to 4 ft.	6.00	50.00
Julius Koch, blood red, 3 ft.	4.50	40.00
Long Branch, crimson bordered yellow, 5 ft.	5.00	45.00
Mad. Crozy, rosy scarlet, gilt edge, 3½ ft.	4.00	35.00
Meteor, the one best red, large flower, 4 ft.	4.50	40.00
Mrs. Alfred Conard, silvery pink, 4 ft.	12.00	100.00
Mrs. Kate Gray, orange shaded carmine, 6 ft.	4.00	35.00
Orange Bedder, "Tango tints" (orange and tan) 4 to 5 ft.	5.00	40.00
Papa Nardy, deep carmine rose, 4 ft.	5.00	40.00
Prince Wild, rich crimson, 4 ft.	4.00	35.00
Queen Charlotte, scarlet bordered yellow, 3½ ft.	5.00	45.00
Richard Wallace, canary yellow, 5 ft.	4.50	40.00

THE STORRS & HARRISON CO., Painesville, Ohio

Mention the American Florist when writing

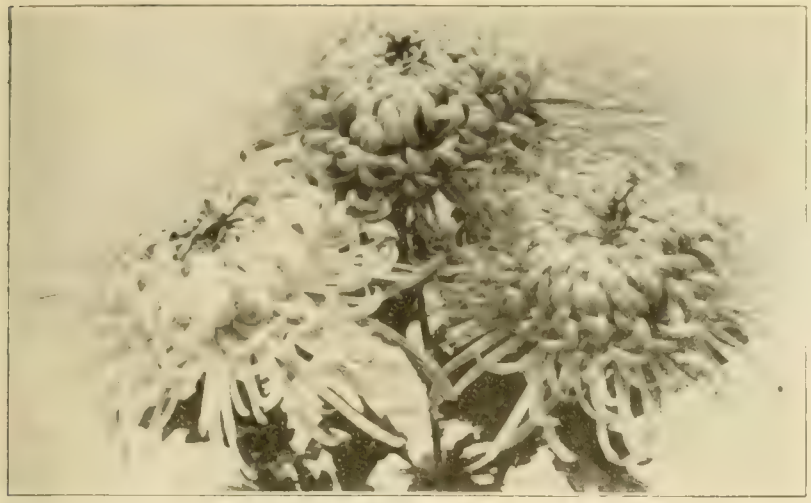
Lily of the Valley Pips

Finest Quality

Ready for immediate delivery. For prices write

Van Meeuwen & Tegelaar, 1133 Broadway, NEW YORK (Corner 26th Street)

Mention the American Florist when writing



"Hamburg Late Pink" Chrysanthemum

Picture was taken Dec. 28, 1919, and will give a good idea of what "Hamburg Late Pink" looks like when grown to single stems and planted six inches each way.

"Hamburg Late Pink" is an improved late pink Maud Dean, having more petals, and if grown for late will hardly ever show an open center.

The average grower of chrysanthemums must have varieties which are easy to handle, and from which he can cut as near 100% of perfect blooms as possible. "Hamburg Late Pink" has been grown for the last four years, and produces a very high proportion of good flowers. It is not an exhibition variety, but, for late pink, one of the best for commercial purposes. It can be had in bloom the latter part of November by taking an early bud, but some of the flowers will show open centers; but by selecting late buds, after October 1st, most of the flowers are cut during December, and would advise to select late buds, as the later buds will hardly ever show an open center, and some flowers can be had even in January.

Keeping qualities are excellent, and where a graceful pink flower is wanted, "Hamburg Late Pink" cannot be surpassed.

"Hamburg Late Pink" will be disseminated in the spring of 1920. Plants will be ready March 1st, 1920, and all orders will be filled in rotation.

	Per 100	Per 1000
Rooted Cuttings (by parcel post)	$16.00	$150.00
2-inch pots (by express)	18.00	160.00

WILLIAM F. KASTING COMPANY
568-570 Washington St., BUFFALO, N. Y.

Primula Obconica Gigantea Rosea

Dwarf habit, light and dark shades of pink Select strain. All fresh seed.

Sample of flower produced, sent on request.

Packet of 1500 seeds for $1.50. Cash.

Ernest Oechslin
Madison and Gale Sts., River Forest, Ill.

Mention the American Florist when writi

Lily of the Valley

Best Holland Pips	per 1000, $25.00
Bruns' Special Early Forcing	per 1000, 35.00
Bruns' Celebrated Chicago Market Brand	per 1000, 45.00

H. N. BRUNS, 3040 W. Madison St., Chicago

Mention the American Florist when writing

LILIUM FORMOSUM

7 to 9 and 9 to 10 in.

Lilium Multiflorum, 7 to 9 and 9 to 10 in.
Lilium Multiflorum Giganteum, 7 to 9 in.

LILY OF THE VALLEY PIPS

Begonia Gracilis Luminosa.
Dracaena Indivisa.
Salvia Zurich.
Smilax Seed.

Prices on application.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

Rooted Cuttings

ALTERNANTHERA, red and yellow, per 1,000	$ 8.00
BEGONIA, Chatelaine, 2¼-in., per 100	5.00
BRILLIANTISSIMA, per 1,000	10.00
CUPHEA, Ageratum, Guernsey and Blue Star, per 100	.90
FEVERFEW, Gem; GENISTA, VINCA VAR	1.50
DAISIES, Mrs. Saunders, Single White, Boston Yellow, 2-in., per 100	3.00
ALYSSUM, Giant Double, 2-in.	2.00
SMILAX and PRIMULA, Malacoides, 2-in.	3.00
GERMAN IVY, R. C., per 100	1.50
SALVIA, R. C., Splendens and Bonfire, per 100	1.25

Cash.

BYER BROS., CHAMBERSBURG, PA.

Mention the American Florist when writing

Gladiolus for Forcing

Strictly first size bulbs.

1½ inch and up.	Per 100	1000
America, pink	$3.50	$30.00
Autumn Queen, light yellow, red throat	4.00	35.00
Brenchleyensis, scarlet.	2.75	25.00
Chicago White	3.75	35.00
Francis King, scarlet	3.25	28.00
Halley, salmon	4.00	35.00
Mrs. Frank Pendleton	7.00	60.00
Myrtle	7.50	70.00
Niagara, yellow	5.00	45.00
Peace, white	5.00	45.00
Schwaben, yellow	7.00	65.00
Princeps, red	6.50	60.00

A. Henderson & Co.
166 N. Wabash Ave., CHICAGO

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOG ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

BOUVARDIA

There is always a shortage in Bouvardias. Why not order now? Single white, single pink, single red

	Per 100	Per 1000
2 inch pots	$7.50	$65.00
2½ inch pots	8.00	70.00

April delivery.

C. U. LIGGIT, 325 Bulletin Building, PHILADELPHIA, PA.

Mention the American Florist when writing

EDGAR F. HURFF
SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

If you are interested in

POINSETTIAS

and four and five inch

BOSTON FERNS

for immediate delivery, write

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Loui ville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

THE selection of Henry M. Dunlap, of Champaign county, Illinois, as chairman of the state constitutional convention, is regarded as a distinct victory for the farmers, as he has a thorough underlstanding of agricultural problems.

Potato Spraying Profitable.

Several potato-spraying demonstrations have been conducted by farm-bureau members in Carbon County, Pa. One demonstration, in which the cost of spraying was $15.60 an acre, gave the following results: Sprayed, 252 bushels per acre; unsprayed, 182¾ bushels per acre, an increase per acre of 69¼ bushels. With potatoes worth $1.50 per bushel, the net profit was $88.25 per acre.

Prices of Indoor Fruits and Vegetables.

Chicago, February 10.—Cucumbers, 2-dozen box, $4.00 to $6.00; celery, Michigan, square box, $2.50 to $3.00; leaf lettuce, per tomato box, 27½ to 30 cents; radishes, per dozen bunches, 70 to 85 cents; tomatoes, per pound, 15 to 40 cents.

New York, February 9.—Celery, per crate, $3.00 to $9.00; cucumbers, per dozen $2.00 to $2.50; mushrooms, 75 cents to $2.00 per three pound basket; tomatoes, per pound, 5 to 40 cents; lettuce, per dozen, 50 cents to $1.00; radishes, per 100 bunches, $2.00 to $4.00.

Onions in Wisconsin.

"Racine, Kenosha and Milwaukee counties are the principal onion producing counties in Wisconsin," says R. E. Vaughn, of the plant pathology department of the University of Wisconsin. It is not uncommon for onion growers in Racine county to get as high as 600 bushels to the acre. "Most of the onions grown in Wisconsin for commercial purposes are 'Red Weathersfield.' Wisconsin produced 130,000 bushels in 1919. Brown and Outagamie counties are rapidly pushing to the front as truck growing sections, and they promise to become big factors in the onion industry. A future development in onions is also seen in the area in central Wisconsin where marsh soils are being reclaimed and put under the plow."

Manure—Fresh Versus Rotted.

Manure loses much of its plant food in the process of rotting. Its mechanical condition, however, is much improved, because there is a great deal of the coarse organic matter broken down. Much of this will be lost through decay, and the percentage of mineral plant food remaining may be greater per ton of manure in the rotted than in the fresh condition. These facts make rotted manure preferable for truck crops, where quick results are desired, and where a large amount of manure is used, says F. L. Duley of the University of Missouri College of Agriculture. Too heavy applications of fresh manure may often burn plants, especially during dry seasons. The coarse organic material keeps the soil open and reduces its capacity to retain moisture. On the average farm, however, there is too much loss of plant food in the rotting process, and it is always advisable to apply the manure to the land as soon as possible. The proper methods of handling farm manure are discussed in Bulletin 166, which may be had free by addressing the College of Agriculture, Columbia, Mo.

Vegetable Markets.

Reports to the bureau of markets of the United States department of agriculture for the period February 1-7 indicate a generally weak tone. In potato markets an uncertain feeling prevailed at shipping points, many growers holding for higher prices and buyers hesitating. Prices show further declines. Michigan, Minnesota and Wisconsin round whites closed at $3.95-$4.10 per 100 pounds, sacked f. o. b. shipping points, compared with $4.30-$4.45 a week ago. This stock sold about 15 cents lower in middlewestern distributing markets, closing at $4.25-$4.85. Chicago carlot market quoted $4.00-$4.30, compared with $4.65-$4.75. Colorado Rurals and Pearls declined about 25 cents to $3.75 per 100 pounds, wagonloads cash to growers. Idaho Rurals and Russets were lower, Rurals closing at $3.25-$3.50 per 100 pounds, wagonloads cash to growers and Russets at $3.40-$3.65. New York round whites closed at $3.95-$4.10 f. o. b. shipping points compared with $4.00-$4.27 last week. A few middlewestern consuming markets quoted this stock at $4.45-$4.65. Maine Green Mountains ranged $3.50-$3.70 bulk per 100 pounds at shipping points—a decline of about 10 cents. This stock closed on the New York jobbing market at $4.20-$4.60 bulk per 100 pounds. The general trend of cabbage prices was downward and considerable losses were made. Demand was slow and movement draggy at western New York shipping points. Danish seed stock closed at $70.00-$85.00 per ton, bulk, f. o. b., compared with $75.00-$95.00 last week. This stock closed in consuming markets at mostly $90.00-$120.00 per ton, bulk, compared with $110.00-$120.00 a week ago. New Florida Wakefields closed about 50 cents lower than last week at $2.25-$2.75 per 1½ bushel hamper and sold around $1.25 f. o. b. cash track in producing sections. Western New York shipping points reported the onion movement draggy, but prices showed little change at $5.25-$5.65 per 100 pounds f. o. b. sacked. Consuming markets were still slow, dull and slightly weaker, ranging generally $5.50-$6.25, compared with $5.50-$6.50 last week. Middle western yellow varieties closed at mostly $5.25-$6.25 in terminal markets. California Australian Browns held at $5.50-$5.75 in Chicago.

YOUR GARDEN IS WORTHY OF THE

Best Seeds

you can procure. We are plant breeders, specializing in the production of seeds of the highest quality. Try the following superior varieties: **Walbert's Tomato,** a new red variety which will not dissapoint you; **Golden Bantam Sweet Corn,** a highly improved strain; **Walbert's Muskmelon.** exceedingly delicious; **Jumbo Pumpkin,** best for pies. 20c per packet; all four 60c.

Write for circular.

THE WALBERT SEED CO.
Sta. D, R. 3, MILWAUKEE, WIS

ARE YOU PROGRESSIVE?

Why grow wicked, thorny berries when the Best Berry in the World is absolutely thornless?

NEW THORNLESS MAMMOTH BLACKBERRY

Cory's New Thornless Mammoth Blackberry will be the Great Money Maker of the future. It is the last word in Blackberries.

Unsurpassed in size, productiveness quality—Almost seedless and coreless—Sweet and delicious—Hardy as an oak and smooth as a grapevine.

Delivered by mail postpaid to any address, one strong plant 60 cents, 2 for $1.00, $5.00 per dozen. Catalogue of other sterling novelties and specialties free.

ISAAC F. TILLINGHAST
Seed and Plant Grower SANTA ROSA, CALIF

Seasonable Stock

READY NOW

Asparagus Plumosus—2½-in., $5.00 per 100; $45 per 1,000.

Asparagus Sprengeri, 2½-in., $4.50 per 100; $40 per 1,000.

Fern Dish Ferns—2¼-in. Pteris Magnifica, Wimsetti, Critica Alba, Lineata and Mayi-Adiatum Cuneatum, and Aspidium Tsussimense, $6.00 per 100; $50.00 per 1,000.

Achyranthus Herbsti, 2¼-in., brightest red, $4.50 per 100.

Alternanthera Brilliantissima, 2¼-in. (bright red), $4.00 per 100.

Fuchsia, Mrs. E. G. Hill, 2¼-in. (Best white), $5.00 per 100.

Lantanas, Dwarf, 2¼-in. Splendid stock, distinct sorts, $5.00 per 100; $45.00 per 1,000.

Palms—Clean young stock, Kentia Belmoreana, 2½-in., $15.00 per 100; heavy 3-in., $25.00 per 100; heavy 4-in., $50.00 per 100.

Snapdragon (Keystone), 2¼-in., once pinched stock, in splendid shape, at $5.00 per 100; $45.00 per 1,000.

The Storrs & Harrison Co.
Painesville, Ohio

ABUNDANCE OF STOCK

	Per 100	Per 1000
2¼-inch Smilax plants	$ 2.75	$25.00
2¼-inch Snapdragons, white, pink and yellow	5.00	48.00
4-inch Marguerites, white and yellow	15.00	
25,000 Vincas, field grown	8.00	75.00

10,000 Bench Ferns, 5 varieties, $25.00 and $30.00 per 100.

Packing free of charge. Liberal extras.

Alonzo J. Bryan
Wholesale Florist
Washington, New Jersey

A. F. LONGREN
4249 W. Monroe Street
CHICAGO, ILLINOIS

Geraniums Standard Sorts, labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings. From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA.
From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

CHAS. H. TOTTY
MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty

Geraniums Rooted Cuttings.
Everything sold until latter part of March.
S. A. Nutt and Buchner....$20.00 per 1000
Ricard and Poitevine..... 25.00 per 1000
Orders for Ricard alone, at 30.00 per 1000

ALBERT M. HERR, LANCASTER, PA.

Robert Craig Co...
High Class **PALMS**
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

WM. K. HARRIS
55th St. and Springfield Ave.
W. PHILADELPHIA, PA.
SCOTTII and TEDDY, Jr. FERNS, 4 in., 35c; 6 in., $1.10; 8 in., $2.00; 10 in., $3.00 each.
HOLLY FERNS, 4 in., 30c each.
Packing charged at cost. All goods travel at purchasers' risk and expense.

CARNATIONS
F. Dorner & Sons Co.
Lafayette, Ind.

When Buying **HOLLAND BULBS**
for next season BUY THE BEST. Order from
Segers Brothers, Ltd., WHOLESALE BULB GROWERS **Lisse, Holland**
WRITE OUR
Mr. A. Schravendeel, 116 Broad St., New York, for prices.

Mention the American Florist when writing

CHRYSANTHEMUM NOVELTIES
Distinct and Meritorious
THE BEST OF STANDARD KINDS
Either Large-Flowering or Pompons
OUR TRADE LISTS have been mailed. Those failing to receive a copy will be supplied upon request.
ELMER D. SMITH & CO., Adrian, Mich.

Mention the American Florist when writing

Van Meeuwen & Tegelaar
Wholesale Dutch Bulb Growers
LISSE, HOLLAND
Write us for Prices on Finest Quality DUTCH BULBS.
New York Office: 1133 Broadway (cor. 26th St.)

Mention the American Florist when writing

Hogewoning & Sons, Inc.
Wholesale Bulb Growers and Importers
32 Broadway, New York

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

ROCHESTER, N. Y.—Glen Bros. Co. advertise 8-year-old apple trees at $7 each.

GENEVA, N. Y.—Meadow mice are reported to have done much damage to nursery stock in this vicinity.

YORK, NEB.—E. H. Smith, secretary of the Harrison Nursery Co., has been elected president of the Nebraska Horticultural Society.

MANITOWOC, WIS.—The Co-operative Orchard Co. has filed an amendment to its incorporation, increasing the capital stock from $100,000 to $700,000.

FITCHBURG, MASS.—Thirty thousand young pines will be planted in Coggshall Park as a reforestation measure by the park commission this spring.

ELIZABETH, N. J.—E. P. Beebe, introducer of the Niagara grape, and one of the founders of the New Jersey Horticultural Society, died at his home in this city, January 15.

THE New England Nurserymen's Association will appoint a committee to co-operate with the American Association of Nurserymen in working out a suitable emblem and slogan.

AT the recent convention of the New England Nurserymen's Association at Boston, President C. R. Burr cautioned against overproduction, and urged that in these times of high costs, great care should be taken to secure prices that were remunerative.

THE quarantine upon the shipment into Minnesota of all five leaf pine, currant and gooseberry bushes on account of white pine blister rust has been amended to permit entry into the state of all currant and gooseberry bushes stripped of leaves, except the cultivated black currant, Ribes nigrum.

"SHIPPING DAYS" are illegal and any shipper can insist upon railroads accepting shipments on any date, forwarding to be made as soon thereafter as possible. Admission of this fact by railroads was reported by Charles Adams, Springfield, Mass., chairman of the transportation committee of the New England Nurserymen's Association at its recent annual meeting at Boston, Mass.

Refrigerator Cars.

RAILROADS NEED NOT FURNISH THEM.

The United States supreme court has decided that when shippers of perishable stocks, ordinarily requiring refrigerator cars, and usually shipped under Option 2 by which the railroad assumes the risk of loss, do, because of said shortage of refrigerators, accept and use ordinary box cars under Option 1, they cannot recover from the railroad company loss or damage, and that railroads cannot be compelled to furnish shippers such refrigerator cars for use under Option 2 if said cars are not available. Claims amounting to $500,000 were brought by Yakima, Wash., shippers in the case on trial against the Northern Pacific Railway Co.

Ibolium THE NEW HYBRID Hardy Privet

(L. Ibota x Ovalifolium)

Now sent out for the first time. Inquire for further information. One-year field-grown plants, $5.00 each. Summer rooted, frame-grown, $3.00 each. Plants in storage for immediate shipment.

Introducers of **Box-Barberry,** well rooted summer frame cuttings, $65.00 per 1000.

The Elm City Nursery Co., Woodmont Nurseries, Inc.
NEW HAVEN, CONN.

Ibolium Privet, Natural Habit. Ibolium Privet, When Trimmed

Ampelopsis Veitchii

From 2¼ inch pots, $8.00 per 100; $75.00 per 1000.

JACKSON & PERKINS COMPANY, Newark, New York

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

VIBURNUM PLICATUM

Also **Berberis Thunbergii, Hydrangea Paniculata, Weigelia, Spireas, Etc.**

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO WEST GROVE PENN'A.

Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Miscellaneous Plants

Boston Ivy
Clematis Paniculata
Shrubs
Raspberries, Blackberries
Evergreens
Ornamental Trees
Perennials
California Privet Hedge
Japan Barberry

Prices on request.

Peter Bohlender & Sons
Tippecanoe City, Ohio

Mention the American Florist when writing

Brunswick, Ga.

Cloudy weather the first week of February retarded the planting of bulbs and potatoes. Paper Whites, only grown outdoors here, are about over. Trumpet Majors commence blooming about February 15.

The Tait Brothers Co. is planting gladiolus bulbs at the rate of two acres per week and expect to have about 25 acres planted before April 1.

R. V. Crine, formerly with the Monmouth Seed Co., has bought 30 acres of land near here and will grow lettuce on a very extensive scale.

The Brunswick Floral Co. has been cutting some fine roses and carnations recently, M. Baumgartner knowing all the tricks in the production of these in fine shape.

Thermometers.

The detonation was loud and sharp, like a tire blowing out, except that it sounded as though it was right in the door of the drug store. "What was that?" we exclaimed to the soda fountain boy. "Aw, just the inner tube of the thermometer blowed out. That's the third one this week. This is sure a hard winter on thermometers—so much friction, you know."—Kansas City Star.

Removing Care.

Some genius has invented a gasoline plow that will move around in a circle and control itself, while the farmer naps in the shade. If some other genius will devise a government bond that will clip off its own coupons and cash them, the farmer's life will be relieved of another great hardship.—Wheeling Intelligencer.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price $2.00.

American Florist Co.
440 S. Dearborn St., CHICAGO

HARRISONS' NURSERIES

Fruit Trees Budded from Bearing Orchards. Peach, apple, pear, plum, cherry, quince, grape-vines, strawberry plants, raspberries, blackberries, evergreens and shade trees. Catalog free.

Harrisons' Nurseries, Box 39, Berlin, Md.

Mention the American Florist when writing

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

Ready Reference Section.

12 CENTS, NET, PER LINE.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

Alysaum, Double Giant, 2-in., $2.00 per 100; $18.00 per 1,000. Byer Bros., Chambersburg, Pa.

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii, 2¼-in., $8 per 100, $75 per 1,000. Jackson & Perkins Co., Newark, New York.

ASPARAGUS.

Asparagus plumosus, 2¼-in. pots, $3.50 per 100; 3-in. pots, $5.00 per 100. Strong, husky plants, sure to please. Cash please. LOOMIS GREENHOUSES, Loomis, Calif.

Asparagus Sprengeri, 2½-in., $4.00 per 100. Byer Bros., Chambersburg, Pa.

BEGONIAS.

Begonias, tuberous rooted, single, in separate colors, scarlet, orange, yellow, rose and white, $15 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Begonias, Luminosa, Prima Donna and Erfordii; strong, transplanted seedlings, $2.50 per 100. Cash. Brill Celery Gardens, Kalamazoo, Mich.

BOXWOOD.

CHOICE BOXWOOD SPRAYS

Write us today for prices on Fall and Winter deliveries. Best merchantable fancy tips, Dwarf variety. Quality guaranteed. Satisfactory delivery assured to all parts of U. S. A. and Canada.

PITTSBURGH CUT FLOWER CO.,
116-118 Seventh St. Pittsburgh, Pa.

BULBS.

Dutch Bulbs. Single and double tulips, hyacinths. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. T. R. Begonia. Single mixed and in separate colors. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers St., New York.

Bulbs. Single and double hyacinths. Darwin and single tulips. For prices see display advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Tulips and Lilium Giganteum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

Bulbs. Lilium Giganteum, 7-9-in. (300 to case), $52.00 per case. Vaughan's Seed Store, Chicago and New York.

CALADIUMS.

Caladiums. With sound center shoots. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CALCEOLARIA.

Calceolaria Hybrida, choicest mixed, fine plants, 2-in., ready for 4-in., $9.00 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

CALENDULAS.

Calendulas Orange King, 2-in., $2.00 per 100. Seedlings, $1.00 per 100. Byer Bros., Chambersburg, Pa.

CANNAS.

Cannas. Good strong divisions.

	Per 100
King Humbert	$5.00
Crimson Bedder	4.00

THE REESER PLANT COMPANY
Springfield, Ohio.

Cannas. Stored in our special moist cellars; not dried and stunted, but all first-class stock. For list of varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cannas. Select 2 to 3 eyes. The very finest stock. For varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

15,000 KING HUMBERT

2 to 4 eyes, $4.50 per 100; $40.00 per 1,000. Cash.

BUSHY FLOWER GARDEN
Bushy, Va.

CARNATIONS.

ROOTED CARNATION CUTTINGS

Fine Healthy Stock.

Grown Right!

Packed Right!

Priced Right!

Sure to Please You

Ready Now.

	100	1000
White:		
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
White Wonder	5.00	45.00
Pink:		
Pink Enchantress	4.50	40.00
Miss Theo	5.00	45.00
Enchantress Supreme	6.50	60.00
Rose Pink Enchantress	4.50	40.00
Ward	5.00	50.00
Nancy	5.00	45.00
Alice	5.00	45.00
Roper	4.50	40.00
Rosette	5.00	45.00
Red:		
Aviator	4.50	40.00
Thenanthos	4.50	40.00
Herald	5.00	45.00
Merry Christmas	5.00	45.00

Buy the Best! It Pays!

Order Promptly

Big Demand

M. C. GUNTERBERG,
Wholesale Florist
159 N. State St. Chicago

CARNATIONS.

ROOTED CARNATION CUTTINGS.

Large supply of fine, well-rooted, healthy and strong carnation cuttings in the following varieties, ready for immediate delivery:

	100	1,000
Rose Pink Enchantress	$4.50	$40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.50	40.00
C. W. Ward	4.50	40.00
Aviator	4.50	40.00
Thenanthos	4.50	40.00

PETER REINBERG,
Wholesale Florist
30 E. Randolph St. Chicago

SEND FOR 1920 FLORISTS AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago.

CHRYSANTHEMUMS.

Chrysanthemum Hamburg Late Pink, Rooted cuttings, $16 per 100, $150 per 1000; 2-in. pots, $18 per 100, $160 per 1000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIA.

Cinerarias. Vaughan's Columbian, mixed, fine plants, 2-in., ready for 4-in., $4.00 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

CYCLAMEN.

CYCLAMEN—Strong, transplanted seedlings for January and February delivery; all leading varieties. $6.50 per 100; $60.00 per 1,000. PETER PEARSON, 5732 Gunnison St., Chicago.

DAHLIAS.

DAHLIAS FOR CUT FLOWERS.

Mixed colors and types, $3.00 per 100. Mixed types in separate shades, red, white, pink and yellow, $5.00 per 100. Good, strong, field-grown divisions. Cash with order or one-fourth deposit for reservations. Stillman's dahlias are world known. GEO. L. STILLMAN, Dahlia Specialist, Box A-20, Westerly, Rhode Island.

DAISIES.

Bellis Daisies. Longfellow and Snowball. Fine strong plants, 2½-in. pots, $5.00 per 100. Shasta Daisies. 3-in. pots, strong plants, $5.00 per 100. LOOMIS GREENHOUSES, Loomis, Calif.

FERNS.

SEND FOR 1920 FLORISTS AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

FERNS.

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Boston ferns out of the bench ready for 6 and 8-inch pots. Come and see the stock and for prices. J. H. FIESSER, North Bergen, N. J.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums. Rooted cuttings. S. A. Nutt and Buchner, $20 per 1,000; Ricard and Poitevine, $25 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLI.

GLADIOLI FOR FORCING.
First size 1½-in. and up.

	per 100	per 1000
America	$3.50	$30.00
Chicago White	3.75	35.00
Mrs. Francis King	3.25	28.00
Peace	4.25	38.00
Princeps	6.50	60.00
Prince of Wales	8.00	75.00
Mrs. Frank Pendleton	5.50	50.00
Primulinus Hybrids	2.75	25.00
Brenchleyensis	3.50	30.00
Empress of India	4.50	40.00
Ida Van	4.50	40.00
Myrtle	8.00	75.00
Principine	4.50	40.00
Willy Wigman	5.00	45.00

THE W. W. BARNARD CO.,
231-235 W. Madison St., Chicago

GLADIOLI

Reports from all over the world state that DIENER'S new Gladioli are the largest, finest and most wonderful ever produced. Our new catalog showing eight of our new varieties in natural colored plates will be sent free on request.
RICHARD DIENER COMPANY
Kentfield. California

Gladiolus Bulbs. Standard and new and scarce varieties. For list of varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Gladiolus bulbs. First-class stock from our Michigan farms. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus for forcing. Strictly first size bulbs. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

LILIES

LILIES.

Lilium Giganteum	$55.00 per case
Rubrum, 8 to 9 inch	20.00 per 100
Album, 9 to 11 inch	30.00 per 100
Auratum, 8 to 9 inch	20.00 per 100

THE W. W. BARNARD CO.
231-235 W. Madison St., Chicago.

LILY OF THE VALLEY.

Lily of the Valley. Best Holland Pips, $25; Bruns' Special Early Forcing, $35; Bruns' Celebrated Chicago Market Brand, $45 per 1000. H. N. Bruns, 3040 W. Madison St., Chicago.

Lily of the Valley Pips. German and Holland. For prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

Valley Pips. Berlin forcing type, per 1,000, $27.50; 2,500 per case; case lots only. McHutchison & Co., 95 Chambers St., New York.

Lily of the Valley pips. Finest quality; ready for immediate delivery. Van Meeuwen & Tagelaar, 1133 Broadway, N. Y.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas. Laellio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANSIES.

Pansies, 200,000 fine plants, Giant strain $3.00 per 1,000. Byer Bros., Chambersburg, Pa.

Pansy seedlings, Giant Trimardeau, mixed, large flowering and choice colors, $4.00 per 1,000, $15.00 per 5,000, prepaid by mail. F. DANLEY, Macomb, Ill.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants.

You can quickly turn such surpluses into cash by advertising here.

PETUNIAS.

PETUNIAS

Diener's Ruffled Monsters, single, largest and finest in existence. Quickest and surest money-makers of the day; sell at sight. Seed in separate colors, red, pink, white, purple, flesh pink, frilled, variegated and mixed colors, 50c per trade package. Our new catalog with natural colored plates free on request.
RICHARD DIENER COMPANY,
Kentfield, California.

PRIMULAS.

Primula Obconicas. Rosea, Apple Blossom, Kermesina. Good, strong stock from 2¼-in. pots at $6.00 per 100; $55.00 per 1000. J. H. FIESSER, North Bergen, N. J.

PRIVET.

Privet. Box-Barberry, well rooted summer frame cuttings, $65.00 per 1000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

PUSSY WILLOWS.

Pussy Willows. Good quality stock for forcing. 15 to 30-in., $4 per 1000; 2 to 4-ft., $7 per 1,000. Cash with order; packing free. Minneapolis Nursery, 4117 So. Aldrich Ave., Minneapolis, Minn.

ROSES.

ROSES FIELD GROWN
DORMANT PLANTS FOR IMMEDIATE DELIVERY

	No. 1 Per 100	No. 2 Per 100
DOROTHY PERKINS	$20.00	$12.00
CRIMSON RAMBLER	22.00	12.00
EXCELSA	20.00	12.00
PHILA. RAMBLER	20.00	12.00
MAD. PLANTIER	25.00	15.00
RUSSELL'S COTTAGE	25.00	15.00
EMPRESS OF CHINA	25.00	15.00
SEVEN SISTERS	25.00	15.00

Write for our list of own root roses from 2¼-inch and 4-inch pots.
THE AMERICAN ROSE & PLANT CO.
Springfield Ohio

ROSE PLANTS.

Rose plants, last fall propagation. Dormant all winter. Now in 3-inch pots. Ready in about three weeks. Fine stock. Best in market.

	100	1,000
Richmond	$10.00	$ 90.00
Sunburst	11.00	100.00
Killarney Brilliant	11.00	100.00
Pink Killarney	10.00	90.00
Pink Ophelia	10.00	

WIETOR BROS.
L. D. Phone Randolph 2081
30 E. Randolph St. Chicago.

ROSE STOCK

	Rooted Cuttings Per 100	Per 1000	2½-inch Plants Per 100	Per 1000
Russell	$12.00	$100.00	$15.00	$130.00
Ophelia	8.00	70.00	10.00	90.00
Sunburst	8.00	70.00	10.00	90.00
White Killarney	8.00	70.00	10.00	90.00

Bench Plants
Ophelia ....$12.00 per 100; $100.00 per 1000
Pink Killarney ..... 10.00 per 100; 90.00 per 1000
Good Stock—Ready Now
GEORGE REINBERG,
162 North Wabash Ave., Chicago.

ROSES READY FOR IMMEDIATE SHIPMENT

COLUMBIA, 2½-in. own root, $15 per 100; $125 per 1,000.
CHARLES H. TOTTY COMPANY,
Madison, New Jersey

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

List of 2¼ and 4-in. Roses ready, on request. Leedle Co., Expert Rose Growers, Springfield, O.

SEEDS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee, Ave., Chicago.

Seed. Primula Obconica Gigantea Rosea. Dwarf habit, light and dark shades of pink. Select strain; fresh seeds. Packet of 1500 seeds. $1.50. Cash. Ernest Oechslin, River Forest, Ill.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices, Kelway & Son, Langport, Eng.

Seeds. Michell's Flower. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

SEEDS.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorssinera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds, specialists: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds, Aster. For description, varieties and prices see display advertisement elsewhere in this issue. W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea, and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Growers of selected stocks of onion, lettuce, radish, carrot, sweet peas, etc. C. C. Morse & Co., San Francisco, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

SEEDS.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Sweet corn seed. Grown exclusively by the W. C. Pressing Seed Co., Norwalk, Ohio.

SMILAX.

Smilax. Strong, thrifty plants from 3-in. pots, $3.00 per 100, $25.00 per 1000. Will exchange for ferns or other useful greenhouse stock. RUSSELL KILBOURN, Clinton, N. Y.

Smilax. Extra good, strong, well-rooted plants. From 2-in. pots, $2.00 per 100; $18.00 per 1000. Elmer Rawlings, Allegany, N. Y.

TUBEROSES

We have a number of Tuberose bulbs to offer for shipments in February at $15.00 per 1,000. IMPERIAL MERCANTILE CO., Sugar Land, Tex.

VEGETABLE PLANTS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail
EVERETTE R. PEACOCK CO.
4013 Milwaukee Ave. Chicago.

Grand Rapids lettuce seedings, $1.50 per 1,000; transplanted $3.00 per 1,000. Postpaid. ODOR GREENHOUSES, Iola, Kan.

MISCELLANEOUS.

For results use "Master Brand" prepared conecntrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Spiral Air-Circulating Radiators for greenhouse heating; save coal and stimulate plant growth. Made for steam or hot-water. SPIRAL BOILER & RADIATOR CO., St. Paul, Minn.

MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works, Lowell, Mass.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., W. Philadelphia, Pa.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00 Good stock. Cash, please. Gorham Printery Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices, Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; $50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 52 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL.

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FERTILIZERS

Sheep Manure, per ton.....$37.00
" " 1,000 lbs. 20.00
Horn Shavings, 100 lbs..... 7.00
Hardwood Ashes, per ton..... 28.00
THE W. W. BARNARD CO.
231-235 W. Madison St., Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 998 Blackhawk St., Chicago.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braum Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber, Adam Schillo Lumber Co., 1506 Kingsbury St., Chicago.

Greenhouse glass, plants and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

ALL AN

ADVANCE

machine needs is a chance. It proves to you its superior advantages.

Something else that will interest you is our big line of **Greenhouse Fittings.** They answer all purposes.

You will find our Catalog to be the real ready reference. Write today and it will be mailed tomorrow.

ADVANCE CO., Richmond, Ind.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

TRACTION EQUIPMENT

GIANT GRIP
TRACTION EQUIPMENT

Makes trucks 100% efficient. Write for Free booklet, "Truck Time Insurance." Contains facts that will interest EVERY truck owner.

CHALLONER CO., Dept.—Oshkosh, Wis.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Fenrich, Joseph H., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuhl, Geo. A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburg, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
N. Y. Cut Flower Exchange, New York.
Miller & Musser, Chicago.

Bailey's New Standard Cyclopedia of Horticulture

SIX SPENDID VOLUMES.

Price, $6.00 Per Volume.

American Florist Co.
440 S. Dearborn St., Chicago.

WHOLESALE CUT FLOWERS.

Neidlinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Williams, New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

You Can't See

15% to 25% moisture in air dried manures but it is there in nearly every bag. Paper lined bags sound mighty nice but that excess moisture will pay for paper liners and leave a good profit beside. You foot the bill.

WIZARD BRAND
TRADE MARK

PULVERIZED SHEEP—PULVERIZED CATTLE
SHREDDED CATTLE

MANURE

Is dried in high temperature direct heat rotary dryers and every bag is practically bone dry. They are sterilized too and that means cleaner beds with less weeds and grasses to pull by hand and no chance of fungus or disease that may cost your whole crop.

Order by name—WIZARD BRAND—for nearly fifteen years the standard of quality and service in concentrated manures.

Your supply house can ship WIZARD BRAND if you insist or we will quote on any quantity from a bag to a carload with freight rate promptly.

THE PULVERIZED MANURE CO., No. 32 Union Stock Yards, **Chicago, Ill.**

Mention the American Florist when writing

Dreer's Peerless Glazing Points
For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

Mention the American Florist when writing

In the Erection of

FOLEY GREENHOUSES

Only the Best of Material Is Used.

In designing your house, we always consider the use for which the house is intended—thereby assuring you of proper design and bench arrangement—not forgetting the importance of an efficient heating system.

THE FOLEY GREENHOUSE MFG. CO.

Designer Builders Heating Engineers

Main Office and Factory 3100 S. Spaulding Ave. **Chicago, Ill.** Downtown Office State-Lake Bldg.

1,000 Letterheads, 1,000 Envelopes } $7.00

Bond Stock—Send cash with order. No samples sent. All work is guaranteed. Proofs furnished of work before printing, so that any changes necessary may be made.

GORHAM PRINTERY, INC.
542 South Dearborn Street, CHICAGO, ILL.
We Print Everything

Mention the American Florist when writing

John C. Moninger Co.

GREENHOUSES

Designers - Manufacturers - Builders.
We sell the complete house or any part.

908 Blackhawk St., CHICAGO, ILL.

Split Carnations

Easily Mended with Pillsbury's Carnation Staples.

"They are indispensable to the careful florist. Increase the value at least 50%." Fifth Ave. Floral Co.

1000, 35c; 3000 for $1.00, postpaid

I. L. Pillsbury, Galesburg, Ill.

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 40c; 25 yds. at 39½c; 50 yds. at 39c; 100 yds. at 38½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices. Try it out now and be convinced.

TURNER BROS., Bladen, Neb.

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

Wired Toothpicks

10,000, $2.50; 50,000, $11.00. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For Sale by Dealers.

Mention the American Florist when writing

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

GIBLIN & CO., UTICA, N. Y.

REED & KELLER,

122 W. 25th St., NEW YORK

Florists' Supplies

We manufacture all our Metal Designs, Baskets, Wire Work and Novelties, and are dealers in Glassware, Pottery, Decorative Greens and Florists' Requisites.

Index to Advertisers.

Advance Co.....242
Allen J K.....223
Alpha Floral Co.....227
American Bulb Co.I 210
American Greenhouse Mfg Co.....IV
Amling E C Co.....219
Anderson S A 227
Angermueller G H Co.....221
Aphine Mfg Co.....III
Aphrodite Co.....224
Astoria Florist.....226
Avenue Floral Co...228
Baer Julius.....227
Barnard W W Co ...242
Barnes W J.....227
Bassett&Washburn.212
Baumer Aug 229
Baur Window Glass Co.....IV
Bayersdorfer H&Co.221
Begerow's.....226
Berger Bros.....220
Berning H G.....220
Blackistone Inc.....229
Bodger J & Sons Co.231
Boblender P & Sons .238
Bolgiano J & Son...231
Bramley & Son 229
Braslan Seed Growers Co.....230
Breitmeyer's J Sons.226
Brenner Edward 223
Broadway Florist ..227
Brown A J Seed Co..230
Brown Bag Filling Machine Co.....235
Bruns H N.....235
Bryan Alonzo J.....237
Buckbee H W..... 228
Budlong Co J A.....217
Bunyard.....224
Burpee W A Co.....209
Byer Bros.....235
California Florists.. 227
Cazan A B 224
Central Floral Co ...219
Central Refrigerator & Equipment Co..219
Chicago Feed & Fertilizer Co.....244
Chicago Flower Growers Assn.....213
Clark E B Seed Co .232
Clarke's Sons D.....225
Clay & Son 244
Clipper Lawn Mower Co.....244
Coan J J 223
Conard & Jones Co..238
Cooke Geo H.....229
Cowee W J.....243
Coy H C Seed Co....232
Craig Robt Co.....237
Danker Fred A.....228
Dards Chas.....225
Dietsch A & Co IV
Dominion FloralCo .226
Dorner F & Sons Co.237
Dreer H A..... III 243
Duluth Floral Co...228
Dunlop John H 226
Dwelle-Kaiser Co...III
Eble Charles.....225
Edwards Fold'g Box.243
Elm City Nurs Co...238
Erne & Co.....218
Evans A W B.....226
Evres H G.....227
Fallon Florist.....224
Fenrich Jos S.....222
Fleischman.....227
Florist Specialty Co.III
Foerster Co Joseph.214
Foley Greenhouse Mfg Co.....243
Ford M C 223
Ford William P.....223
Fox J M & Son Inc. 227
Frauenfelder C.....224
Freeman Mrs J B ...227
Frey C H 224
Frey & Frey 228
Friedman 229
Froment H E 223
Futterman Bros.... 222
Galvin Thos F 224
Gasser J M Co 226
Giblin & Co.....243
Gnatt Ove Co The...208
Godineau R & M....232
Goldstein I.....223
Gorham Printery Inc.243
Grakelow Chas H...226
Grand Rapids FloCo.224
Grimm & Gorly.....224
Gude Bros 225
Guido Inc 224
Habermehl'sSons JJ 228
Hammond's Paint & Slug Shot Works..244
Hardesty & Co.....227
Harrison'sNurseries.238
Harris Wm K.....237
Hart George B.....223
Hart Henry.....226
Haven Seed Co The 232
Heinl John G & Son.228
Henderson A&Co.I 235
Henderson Lewis....226
Henry Co The John.218
Henshaw Floral Co.223
Hentz & Nash.....222
Herr Albert M 237
Hess & Swoboda....226
Hession 227
Hews & Co A H. ..III
Hill D Nursery Co 238
Hogewoning& Sons 237
Hollywood Gardens.226
Holm & Olson.....226
Holton & HunkelCo 221
Hort Trade Journal..III
Hurff Edgar F. 235
Hurst & Son 232
Ickes-Braun Mill Co.IV
Idlewild Greenhs....229
Jackson & Perkins Co.....238
Jahn Hugo.....226
Jones Percy 215
Joy Floral Co 225
Kahler Pottery Co ..III
Kasting W F Co..I 235
Keller Pott'y Co Geo III
Keller Sons J B.....227
Kelway & Son'.....232
Kennicott Bros Co. 212
Kervan Co The.....223
Kessler Wm.....223
Kottmiller A..... 224
Kroeschell Bros Co.III
Kruchten John 219
Kuhl Geo A.....235
Lager & Hurrell 238
Landreth Seed Co.. 231
Lang Flo & NursCo.228
Lange A..... 225
Lecakes C & Co.... 222
Liggit C U 235
Lindley Flower Box Co.....208
Littlefield Florist....218
Long Island Flo Co.226
Longren A F 237
Louise FlowerShop 227
McCallum Co.....221
McClunie Geo G....224
McGill R C & Co....232
McHutchison & Co..234
Mackie William.....223
Malandre Bros.... .229
Mangel.....229
Matthews theFlo'st .224
Matthewson J E.....228
Meconi Paul.....223
Metaire Ridge Nurs 224
Meyer John C Florist Thread Works. ...217
Michell Henry FCo..234
Michigan Cut Flower Exchange 219
Millang Joseph A. .222
Miller Floral Co 228
Miller & Musser 219
Minneapolis Nurs.. 208
Moninger J C Co....243
Morse C C & Co.....231
Murray Samuel..... 229
Nat'l Florists' Board of Trade IV
Neidinger Jos G Co. 221
Newell A.....228
N Y Cut Flower Ex.223
N Y Floral Co . 229
Niessen Leo Co 220
Oechslin Ernest 235
Oriental Goldfish & Supply Co.....218
Papadem J G Co....224
Park Floral Co 227
Peacock E R Co 231
Pearson E W.....227
Pedrick G R & Son,.232
Penn the Florist 229
Peters& Reed Potty.III
Philips Bros 224
Pierce F O Co..... IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co. 230
Pikes Peak Flo Co..227
Pillsbury I L 243
Pittsb'rgh Cut Flo Co.208
Podesta & Baldocchi.229
Poehlmann Bros Co II
Pollworth C C Co...221
Polykranas Geo J ...223
Potter Floral Co 228
Pressing Seed Co W C.....230
Proto-Feed & Guano Co..... ..244
Pulverized Manure Co The.....243
Pyfer A T & Co.....215
Raedlein Basket Co 219
Randall A L Co 219
Randall's Flo Shop..229
Randolph & McClements.....228
Rawlings Elmer 237
Ready Reference....239
Reed & Keller 243
Regan Ptg House ...244
Reid Edw.....220
Reinberg Geo..... 219
Reinberg Peter.....213
Rice Bros 221
Rice Jerome B Seed Co.....231
RobinsonJCSeedCo 232
Rock WmL Flo Co,.224
Rodgers J W 227
Rohnert Waldo 232
Rosaia Bros.....224
Rosery Floral Co ...229
Routzahn Seed Co..235
Rusch G & Co 221
Saake O C..... 229
SalzerSeedCo JnoA 229
Sceery Edw 227
Schiller the Florist. 227
Schillo A Lum Co...IV
Schlatter W & Son..244
Schling Max.....229
Schmidt Chas L.....229
Segers Bros Ltd... .237
Shaffer Geo C 229
SharpPartridge&Co 244
Sheppard H W..... 229
heridan Grhs Co ..225
Sheridan Walter F..223
Siebrecht George C..223
Simon & Son I N....232
Situations & Wants.207
SkidelskySS& Co.... I
Smith A W & Co....226
Smith & Co E D 237
Smith & Fetters Co 225
Smith Henry.....228
Storrs & Harrison... .....234 236
Stumpp G E M..... 226
Thorburn J M & Co..235
Tillinghast Isaac F..236
Tonner O A & L A..215
Totty Chas H .... .237
Traendly& Schenck.223
Traveling Wholesale Florist.....222
Trepel Joseph.....227
Turner Bros.....243
United Cut Flo Co..223
Van Meeuven & Tegelaar 234 237
Vaughan A L Co ...215
Vaughan's Seed Store ....I 233
Vick's Sons Jas..... 211
Vincent R Jr & Sons Co..... I
Walbert Seed Co....236
Walker F Co.....225
Weber F H. 228
Weiland & Risch ...219
Weir James.....228
Western Seed & Irrigation Co.....231
Wietor Bros.....214
Williams Mrs E A...229
Winterson Co E F...218
Wittbold G Co.....225
Wolfskill Bros & Morris Goldenson.227
Wonder Plant Irrigator Co.....218
Woodruff SD& Sons.232
Yokohama Nurs Co.231
Young A L & Co....222
Young John & Co...223
Zech & Mann...216 219

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.

809 Exchange Ave., U. S. Yards, Chicago

"Master Soil Builders"

Send for prices on **Master Brand Vine and Plant Manure**—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.

4121 S. La Salle St., CHICAGO

The Regan Printing House

LARGE RUNS OF

CATALOGUES

OUR SPECIALTY

WRITE FOR PRICES

523 Plymouth Ct., Chicago

No loss if you mend your split carnations with

Superior Carnation STAPLES

35c per 1000; 3,000 for $1.00. Postpaid.

Wm. Schlatter & Son

Before After

422 Main Street, Springfield, Mass

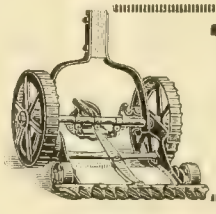
SLUG SHOT

Used from Ocean to Ocean for 35 Years

Sold by Seed Dealers of America

Saves Currants, Potatoes, Cabbage, Melons, Flowers, Trees and Shrubs from Insects. Put up in popular packages at popular prices. Write for free pamphlet on Bugs and Blights, etc., to B. HAMMOND, Beacon, New York.

Mention the American Florist when writing



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plaintain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER CO., Dixon, Ill.

Mention the American Florist when writing

THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

GREENHOUSE

GLASS

BEST BRANDS

SHARP, PARTRIDGE & CO.

2263 LUMBER ST. CHICAGO, ILL.

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LIV. CHICAGO AND NEW YORK, FEBRUARY 21, 1920. No. 1655

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company.

Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,

440 S. Dearborn St., Chicago.

Long Distance Phone: Harrison 7465.

Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treas. The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next annual convention and exhibition, Washington, D. C., November 1920. OFFICERS: THOMAS W. HEAD, Lake Forest, Ill., President; Z. D. BLACKISTONE, Washington, D. C., Vice-President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary; CHAS. H. TOTTY, Madison, N. J., Treas.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Washington, D. C., January, 1921. OFFICERS: C. W. JOHNSON, Chicago, President; D. G. GRILLBORTZER, Washington, D. C., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa., President; F. L. ATKINS, Rutherford, N.J., Vice-President; E. A. WHITE, Cornell University, Ithaca, N.Y., Secretary; HARRY O. MAY, Summit, N. J., Treasurer.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition, Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Antirrhinums.

The grower of antirrhinums has an opportunity now to select the best plants from which to propagate the stock for another year, as the plants are now producing fine spikes and it is possible to select the best types. Those that have fine large flowers set closely together on the stem, and yet not close enough to crowd, are to be preferred. The earliness of blooming is another matter to take into consideration. It will be found in raising these plants from seed that there is little difference in their time of blooming, and for winter flowering the earliest that there are of good type should be chosen. There are plenty of good cuttings to be obtained now, for the laterals which grow from the axil of each leaf make the best cuttings and the flower is enlarged by their removal. Plants that are in bloom will be benefited greatly from now on by feeding either with liquid manure or a strong mulch, and the next growth thinned to eight or ten shoots, which will insure a much better crop for spring cutting than to allow all the small shoots to grow. Keep the plants tied erect all the time, for it takes but a few hours' sun to draw the tip up from a stem that leans away from the center, with the result that a crooked stem is formed, which greatly impairs its appearance. These spikes of bloom should be handled very carefully, especially the long sprays, for they are very brittle and break easily. It is better not to cut too many at once. When cutting hold them with the heads hanging down, and when there are as many as can be easily held in the hand, cut, take them at once to the flower room, trim off all surplus growth and tie the stems a dozen in a bunch, then loosely tie strings around the center and toward the top of the bunch, and place the stem in a deep jar of water. This prevents crooked stems so often seen, for the plant continues its growth after being cut, and if allowed to hang away from the jar the blooms grow crooked.

Verbenas.

The verbena makes a very satisfactory bedding plant if properly grown, but the thin, spindly plants produced from late grown seed and planted in flats and baskets as closely together as is possible in order that they may be sold at a cheap price, seldom make any showing in the beds until very late in summer. The seeds should be sown early enough that the plants may be stopped and branched and grown in pots, and one plant so grown will make more showing during the season than half a dozen of the poor plants so freely offered at the spring sales. It is really better to buy the rooted cuttings of selected varieties that are advertised at this time than to sow seed after the middle of February. Seed sown up to this date, however, can be grown on to make fine plants. Care must be exercised in the germination of the seed, which is often blamed for the carelessness or lack of knowledge of the grower, for the seed damps off very easily when its germinates, being very sensitive to any change in temperature and moisture. Until they begin to make growth, the plants should be watched carefully, never allowed to become dry, or exposed to any draughts.

Pelargoniums.

While all the plants so well known as geraniums are pelargoniums, yet it is the show of fancy type called by many Lady Washington geraniums that are generally known under this name. The plants that are wanted in bloom in April and May will now be in their blooming pots and beginning to show their blooming growths, but for June and July flowering the plants

should now be shifted to the blooming pots, five or six-inch as the plants may require, except large specimens, of which few are now seen. They like a turfy, coarse loam, to which may be added one-fourth well rotted manure, and if the soil is heavy a liberal amount of sharp sand to keep it open, and the plants should be potted very firmly. A cool, well-ventilated house should be selected for growing them, and until the days grow warmer and brighter, they should be watered sparingly. In early spring, when they are well covered with foliage and the blooming shoots begin to grow, more water will be needed. A little stopping may be necessary if the plants send forth strong, long growths, to make the plant shapely, but care and judgment should be used in this operation, which should cease upon the appearance of the bud shoots, which are easily distinguished by the different manner of growth. Do not attempt to take any cuttings at this time, for after the plants are through blooming is the best time for propagation, and any cuttings taken now are pretty sure to rob the plants of the bloom. These plants are very subject to attacks of both red spider and green fly, and should be fumigated or sprayed regularly. As the extremely hot, dry days of summer approach a slight shade will be found very beneficial to both the plants and flowers.

Genistas.

The plants of genistas should now be making their flowering growth and no further pinching will be necessary except in the case of long, strong growths which sometimes break from the stem and thereby spoil the symmetry of the plant, and these should be cut back as soon as they grow beyond the other flowering shoots. They can now be bloomed in succession by moving some into a warmer house, but those that are wanted at Easter are still better left in a cool house, one with a temperature of 45 degrees being the one that will produce the best results. These plants are never partial to great heat, reveling in a cool atmosphere, and often when taken into the warm living rooms where the air is extremely dry will soon drop their leaves. Those that are being grown to certain shapes, such as the balls, pyramids or baskets, will doubtless require some pinching back yet, but this should be done with great care or the flowering buds will be removed. A close examination of the tip of the shoot will clearly show whether the buds are forming and when this occurs all pinching must be immediately stopped. Any blind wood or extra strong growths that are cut out may be made into cuttings and young stock obtained. These will root much better in a cool propagating bench than in one where the bottom heat is confined. When the plants are full of bloom they will require heavy watering, and do not place them in a dry warm location for any great length of time.

TUCSON, ARIZ.—G. W. Phillips, formerly with the Hollywood Gardens, Seattle, Wash., is now with the Tucson Seed & Floral Co.

MANITOWOC, WIS.—The Madson Seed Co. has placed an order with the American Greenhouse Manufacturing Co., of Chicago, for three houses, each 36 x 125 feet, representing an investment of about $14,000.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

Now that the last mid-winter holiday is past, it is high time to attend to the preliminaries for Easter. It comes very early this year, and no time should be lost in making plant selections, or engaging the popular items of stock, of which there is hardly ever enough to go around.

Lilies will be lilies this year; there will be a scarcity of bulbous stock, very few Belgian azaleas, rhododendrons or spiræas.

Make up your mind to pay the increased prices, and charge accordingly; there will be a great demand, and the man that has the stock and makes a bid for business, will get it.

In the meantime, the daily transactions go on, with, it is to be hoped, an ever increasing demand, which as flowers become more plentiful, is almost sure to follow. Every effort should be made to make the store and windows as attractive as possible so as to interest new buyers. There must be, in any business, a steady gain of new customers, without which things would come to a standstill. As soon as any perceptable stagnation appears, efforts should at once be made to break it up. There are a hundred different ways to start something when things get dull, but if a sharp lookout is kept all the time, there will be a smart, up-to-date appearance about everything that is bound to keep the stock moving.

The return of the influenza has increased the demand for funeral flowers, which at the present high prices, need very careful manipulation. A good stock of full round and crescent wreaths made of prepared magnolia leaves should always be kept made up ready for instant use. The fresh green magnolia also make a splendid wreath, as of course do the green and bronze galax. The last three then made up will have to be kept in the ice box or cold cellar, well protected from the air, as they soon dry out. All of the above can be more or less decorated with flowers, which with a little ribbon, can be made to go much further than when used in any other way. Wreaths of tasseled ferns will also hold for several days and make beautiful designs when decorated with a few choice flowers.

Always keep a little stock ahead, so that roses for instance, shall be pretty well open; two dozen open roses give a better effect when made up, than three dozen in bud or only partially blown. Comparatively few of the trade appear to realize that flowers for funerals, particularly those which are to last but a few hours, should be at their very best when delivered. It is the effect produced that counts, not the quantity of flowers used. It is a good rule never to put any piece together until the cost of the flowers to be used is ascertained. Hundreds of dollars are lost annually in many shops from disregard of this rule, as flowers are stemmed and stuck in until the piece looks good enough, regardless of its cost.

Sweet peas are now at their best. They are the loveliest of flowers, and in their great variety of color, are desirable either as loose cut flowers or for all sorts of floral combinations, such

GENISTA RACEMOSA. BUSH FORM.

as wedding bouquets, lunch and dinner tables, and designs of all kinds.

The dainty Acacia pubescens, with its delightful fragrance, is now available. It has no superior as a spray for the decoration of the dinner or tea table.

All kinds of flowering plants should be featured from now on until Easter. Plant baskets of foliage and flowering stock will be found good sellers, often being taken in preference to cut flowers.

Retailers should study the art of decorating flowering plants. So much can be done to enhance the beauty of a pot plant, with just a piece of white paper, a few sprigs of pussy willow and a little chiffon or fibre ribbon. The willows stuck in the pot at either side, and tied over the top of the plant to form an arched or square handle and decorated with the chiffon or ribbon, at once gives the appearance of a basket. All this will cost but a few cents. Plants can be featured in many ways, and at small expense, made much more salable.

The 1920 publicity campaign is now under way. So far, results have been splendid. Raise your ante this year. Send your check in right away, and encourage the committee to do even greater things.

Emergency Preparedness.

It is comparatively easy to carry on, when things are moving quietly along, or when just a little more speed or hustle gets out the orders in good time. How different it is, however, when one is suddenly up against it in the multitue of obstacles that so often arise at the last minute and require quick thinking and action to surmount. The order for a large pillow, double spray, or standing design, to be shipped out of town, may be ready for packing, when it is found there is no box large enough to hold it. At once, the effort is made to put two together. At times, this works very well, particularly for a spray, but a large mossed frame design will require something more substantial. This can be hurriedly put together by the aid of a few wooden frames of the same size, making a skeleton box, which, reinforced on the bottom, can then be covered with sheets of the corrugated board from the largest boxes on hand and make a safe express package. Crated boxes, such as are used for plants, can also be made to serve the purpose, the top portion being covered with heavy, stiff paper.

It may be found at the last minute, that this or that frame is not in stock but this should not trouble the handy man. One of the best shaped broken columns the writer ever saw, was made on a broom stick, stuck through two boxes for a foundation. When mossed, it was correct in proportion and easy to fill. Many a large, flat cross frame is composed of two lath-like sticks, which can also be made into a standing design, when properly braced to a wooden base. The broken wreath is made by cutting a section out of the full wreath frame of the required size. The form for an outlined heart is often made by bending a wreath frame into the desired shape. Every store should have good sized, round-point and flat pliers, also wire cutters, together with a few coils of stout wire in several sizes to be used in cases of emergency.

Letters missing for an inscription can be made out of others; an "R" can be made with an addition to the letter "P"; "E" from an "L"; two "VS" will make a "W"; "B" can be made from two "Ps" and other combinations are possible. Letters that do not stick well, should be sewed on with a purple thread. A needle full of this, in the ribbon case, will often come in handy.

GENISTA RACEMOSA. STANDARD FORM

It is very embarrassing when certain flowers ordered are delayed in transit, or on account of weather conditions, are difficult to procure. The utmost diplomacy must be used at such times, the difficulty explained, and a good substitute offered, which may prove even more desirable.

When mistakes occur, there should be immediate correction, or if too late, an explanation and apology. When customers in complaint, calling over the phone or at the store in person, are somewhat violent in their manner, it is best not to interrupt, but let them "run down' and "get it out of their systems." Then a diplomatic, "We are very sorry; we will look into the matter at once," or "what would you have us do?" is so conciliatory that the incident can generally be closed agreeably.

At holiday seasons, orders are frequently received from out of town, too late to be filled with good stock, or probably for so low a price as to be impossible to fill and give the flowers desired. It is much better to let the matter go over a day and write the recipient, stating that the order arrived so late it could not be filled satisfactorily, and asking them to name the day they would like to receive them, when they can then be delivered satisfactorily to all concerned.

The best method of handling emergencies, is to guard against them, in so far as it is possible with the stock and facilities of the store. The moment an order is received, any doubtful items should at once be looked up and secured, or made ready if on hand for use. Articles may be secured today without trouble that tomorrow will entail additional phone calls or messenger or special trip for the car, adding expense and using up valuable time.

An emergency heater for the car, when it is found the fuel bricks are all out, is made with a half dozen short candles, stuck into a pan of earth. These will give heat enough, as long as they are burning, to keep the ordinary car free from frost in the coldest weather. The bottom of a car should always be covered in winter with several thicknesses of corrugated paper lining, topped with linoleum or other hard, smooth, water-proof surface.

National Publicity for Flowers.

In sending a cheque for a yearly subscription to the publicity campaign fund, G. F. Eskil, of Iron Mountain, Mich., writes: "Sending this money gives me more pleasure than anything else I can think of—unless it were a greater cheque."

This is the proper feeling. Mr. Eskil knows that the campaign is a wonderful asset to the florists' trade, and he writes just as he feels. It is to be regretted that more do not appreciate the increased demand for flowers, everywhere, which has come as a result of our publicity movement. Every florist in the land is interested in the successful issue of our campaign, and is benefited by it, yet how few are willing to help themselves by helping along the campaign. So far, our results are due to the support forthcoming from less than 10 per cent of the trade, men who have subscribed for the benefit of our industry generally, but who are more than satisfied with results as they see them, and particularly as they have noticed them in their own surroundings. And it is these men who are in greater part bearing the expense of our work this year, as far as our publicity committee has been able to carry it.

Here are a few questions for non-subscribers to consider, and they should consider them deeply, for surely they are sufficiently interesting from a business point of view:

Are you not prepared to admit that publicity for flowers has been instrumental in increasing the general demand for them?

Are you not conscious of the fact that our slogan, "Say it With Flowers," is exerting a tremendous influence among people who hitherto have not looked upon our products as a medium for the conveyance of sentiment?

Are you not aware that through individual display, through our magazine announcements, and in various other ways, our slogan meets the eyes of millions of people each and every day?

Could you for one moment think that a great deal of business does not result from this continuous flashing of a message, whose appeal is not to any particular class, but to every man and woman, young or old, in a country of considerably over a hundred millions in population?

Do you realize that this publicity costs money, but very little when the returns are taken into account, and you are only asked to contribute a mere trifle toward the expense?

Is it impossible for you to determine that you will send in this "mite" the committee needs so much in order to increase and perpetuate the good already obtained? A tenth of one per cent of your profits would, perhaps, make a very respectable contribution. If every florist making a living from our industry would contribute even this small fraction of his income, our committee would not have to be continually appealing to those, who in the circumstances should need no appeal, and who should really be most anxious to keep going and extend a movement productive of so much good to them in a business way.

Do not be afraid to contribute because yours may be but a small mite—there is nothing to prevent you adding to it at any time. A five dollar contribution is accepted in the spirit in which it is given. Many who originally sent in this amount, increased it as their interest deepened. When you once make a subscription, you are apt to take a broader view of our work, and you no longer look upon your support in the way of a donation—you believe it to be a mighty good investment, and that's what it really is.

JOHN YOUNG, Sec'y.

New York Spring Show.

MARCH 15-21, 1920.

At this time, three weeks before the opening of the New York flower show in the Grand Central Palace, all arrangements are practically completed.

The arrangement of the exhibition will show some differences in comparison with the lay-out of previous shows, but they will be to the advantage of the general display. The rose garden feature promises to be on a larger scale than ever, and the big cut rose display is this year to be doubled. The American Rose Society is taking much interest in the rose exhibits, which will include the society's annual exhibition, and its officers have secured several special prizes for rose exhibits. Rock gardens and border plantings will be featured lavishly, and the bulb garden display is expected this year to excell any attempt heretofore made in this direction.

The trade exhibits bid fair to exceed in number, space occupied, and general interest, all previous showings at any similar exhibition. An especial feature in the assemblage of exhibits will be in those devoted to the display of garden tractors. In these days of labor shortage, tractors adapted to garden use, will undoubtedly be objects of interest to all whose garden operations are conducted on a liberal scale. Many will miss the handsome display of garden pottery, statuary and furniture which has characterized other exhibitions, but the committee has been unable to secure this feature for this show. Also, probably will be missed the usual extensive display of rustic furniture for gardens and parks, an exhibit which has always appealed to the public, whose ideas generally connect summer houses and benches with the gardens of their dreams. Seventy-four trade exhibitors have had space reserved for them, and this number will very likely be increased, but only to the extent of space available. It will seem rather strange that the list of exhibitors does not include any firm, able to stage an exhibit of garden tools; that is, spades, forks, garden baskets, shears, flower cutters, trowels, markers and the hundred and one things adapted to the use of gardeners of both sexes.

Among the exhibitors in the trade section not already mentioned in the trade papers are: Stumpp & Walter Co., New York; L. J. Reuter Co., Boston, Mass.; Niagara Sprayer Co., Middleport, N. Y.; W. F. Kasting Co., Buffalo, N. Y.; McCallum Co., Pittsburgh, Pa.; Woman's National Farm & Garden Association, and the National Farm Equipment Co., New York.

The tea garden this year will be managed by the Allied Loyalty League, and the ladies who were instrumental in making this feature of the show such a success in past years, will again be in charge of it. The garden will be located on the second floor, in much the same position as formerly.

The general price of admission will be $1, necessitated by the increased expense attaching to the show. Trade tickets will be furnished as usual, but the price this year is 40 cents each, in lots of 100 or more, 50 cents each in lots of less than 100, with the privilege of redemption for unused tickets.

JOHN YOUNG, Sec'y.

Quarantine Affecting Garden Plants.

GLADIOLUS AND DAHLIA BULBS EXEMPT.

The federal horticultural board, Washington, D. C., has issued notice of a public hearing to be held in Room 11 at the Department of Agriculture, February 24, at 10 o'clock a. m., to consider the advisability of quarantining the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York and Pennsylvania on account of the European corn borer. The communication, dated January 30, is as follows:

"The secretary of agriculture has information that the European corn borer (Pyrausta nubilalis), a dangerous insect not heretofore widely prevalent or distributed within and throughout the United States, and on account of which, Notice of Quarantine No. 36, which became effective October 1, 1918, was issued, is now known to occur in portions of the counties of Essex, Middlesex, Suffolk, Norfolk, Plymouth and Barnstable, Massachusetts; Rockingham, New Hampshire; Saratoga, Fulton, Montgomery, Schenectady, Albany, Rensselaer, Erie Cattaraugus, and Chautauqua, New York; and Erie, Pennsylvania.

"Since the promulgation of Quarantine No. 36, further investigation of the European corn borer has developed the fact, that in addition to corn and broom corn, including all parts of the stalk, this insect breeds in and may be transported by celery, green or string beans in the pod, beets with tops, spinach, rhubarb, oat and rye straw as such, or when used as packing, cut flowers or entire plants of chrysanthemums, aster, cosmos, zinnia, hollyhock, also cut flowers or entire plants of gladiolus and dahlia, excepting the bulbs thereof, without stems, and many other herbaceous plants; and further, that such products from infested districts have been moving throughout the period of corn borer infestation, with only minor restrictions, into the other New England states of Maine, Vermont, Rhode Island, and Connecticut.

"It appears necessary, therefore, to consider the advisability of quarantining the states above named, in accordance with the Plant Quarantine Act of August 20, 1912 (37 Stat. 315), as amended by Act of Congress approved March 4, 1917 (39 Stat. 1134, 1165), and of restricting or prohibiting the movement from these states, or from any infested districts determined therein, of corn and broom corn, including all parts of the stalk, celery, green or string beans in the pod, beets with tops, spinach, rhubarb, oat and rye straw as such or when used as packing, cut flowers or entire plants of chrysanthemums, aster, cosmos, zinnia, hollyhock, also cut flowers or entire plants of gladiolus and dahlia, excepting the bulbs thereof, without stems, and other herbaceous plants.

"Any person interested in the proposed quarantine may appear at the above time and be heard either in person or by attorney."

Brooklyn Botanic Garden Lectures.

The Brooklyn botanic garden has announced its spring course of lectures, which will be given at the garden. On Thursday afternoons, from February 19 to March 4, Professor Free will speak on "Plants in the home; how to grow them; practice in potting; mixing soils, making cuttings, etc." On Friday afternoons, from March 11 to April 1, he

will have as his subject, "Planning the Garden," with suggestions as to the arrangement of flowers to secure continuous bloom; color schemes; planting of trees, shrubs and plants to best advantage; cropping plans to provide a succession of vegetables throughout the year.

On Thursday afternoons from April 8 to May 6, Professor Gundersen will lecture on the "Flower Garden; How to Make the Most of It." Among the points discussed will be, improvement of the soil to get best results from planting; old-fashioned flowers; annuals; summer bedding; vines for screening unsightly objects; rose and shrub growing, and lawn making. On Friday afternoons from March 5 to March 26, he will deliver four lectures on "Plant Families," treating of the classification of the higher plants.

On Saturday mornings from February 14 to March 27, Dr. Olive will devote eight periods to lectures and demonstrations of "Bacteria in the Home."

Morning lectures will begin at 11 o'clock, afternoon sessions at 4 o'clock.

Edison on Short Hours.

Requested to make a statement, on his seventy-third birthday, February 11, Thomas A. Edison wrote his own interview in his "spare time," which in part is as follows:

"Today I am wondering what would have happened to me by now if 50 years ago, some fluent talker had converted me to the theory of the eight-hour day, and convinced me that it was not fair to my fellow workers to put forth my best efforts in my work.

"I am glad that the eight-hour day had not been invented when I was a young man. If my life had been made up of eight-hour days, I do not believe I could have accomplished a great deal.

"I am not against the eight-hour day, or any other thing that protects labor from exploitation at the hands of ruthless employers, but it makes me sad to see young Americans shackle their abilities by blindly conforming to rules which force the industrious men to keep in step with the shirker. If these rules are carried to their logical conclusion, it would seem that they are likely to establish a rigid system of vocational classes which will make it difficult for a working man to improve his condition and station in life by his own efforts.

"I have always felt that one of the principal reasons for American progress in the past has been that every man had a chance to become whatever he wanted to be. It used to be fashionable to be ambitious. The employe planned to become an employer, the unskilled man sought to become more skillful. A young man was not well thought of if he was not striving for a higher place in life.

"There appears to have been a change in recent years. The present disposition is seemingly to say, in effect: 'I am what I am and so I shall remain. I aspire to nothing better than my present job. I ask for nothing except larger wages and shorter hours.'

"I wonder if the time will ever come when the unions generally will teach their members how to be better workmen, and train the ablest and most ambitious to become bosses and employers? In other words, will the trade union grasp its opportunity to become a school of industrial and commercial training for its members—the poor man's college and a friendly rival of our technical institutes and schools of commerce? If that time ever does arrive, trade unionism will be one of the world's greatest forces in social progress, and I think there will be a much better understanding between capital and labor.

"I hope I may have enough birthdays to enable me to witness something of that kind." New York Evening Mail.

Pittsburgh, Pa.

VALENTINE DAY VIES WITH CHRISTMAS.

The past week was the largest in volume of business that this district ever had with the exception of a Christmas or Easter, and some report it as large as Christmas week. The St. Valentine's day demand, added to the regular call for funerals, will make it a week long to be remembered. Some of the large retail stores were working every night till midnight so as to be able to keep up with their orders. With the exception of roses and carnations, there was a large increase in the supply that allowed the wholesale houses to take care of all their customers in fair shape, although there were no orders filled in full, and at least twice as much could have been handled without affecting prices. The call from out-of-town florists has been larger than ever, but it has been impossible for the wholesalers to book any new customers. American Beauties are off the market entirely, with the exception of a few poor shorts. Columbia, Premiers and Russell are arriving in the longer grades, but are not of as good quality as usual. The supply of short and medium roses of all varieties is very small, which makes it hard in making up funeral work. Carnations are improving slowly, and with a few bright days, the supply should double. Sweet peas have been the backbone of the market and have been arriving in large quantities, and while on the subject of sweet peas, let me say that the quality could not be improved upon. Paper White, jonquil and tulip receipts were heavy and helped out in filling orders. This market never used so many cut baby primroses as it did the past week; they came in by the thousands, but never had a chance to get into water, being sent out on orders at once. Easter lilies and callas are still in short supply and mean big money. White lilac and snapdragons are of fine quality and sell at sight. Other seasonable flowers arriving include orchids, mignonette, yellow daisies, freesia, calendulas and forget-me-nots. Violets were the only flowers that were in oversupply for St. Valentine's day.

NOTES.

Mrs. E. A. Williams had one of the prettiest valentine windows in town. It included combinations of spring flowers with fancy heart boxes and large bows of ribbon.

It was impossible for the McCallum Company to fill all orders booked for Primula malacoides, which they have been handling for one of their eastern growers.

The A. W. Smith Flower Stores Co. has been working every night till twelve and one o'clock to enable the force to keep up with orders in funeral work.

The Pittsburgh Cut Flower Co. reports heavy cuts of roses and carnations, but the supply still runs far short of the demand.

Randolph & McClements report funeral work so heavy that they did not have the time to work on St. Valentine's day novelties.

The McCallum Co. has opened a branch at 34-38 West Elizabeth street, Detroit, Mich., with Henry L. Blend in charge.

The G. P. Weaklen Company reports great difficulty in obtaining enough stock to fill all their orders.

John C. Harris, of Harris Brothers, is back on the job after two weeks' illness.

M.

Boston, Mass.

BUSINESS SETS HIGH MARK.

St. Valentine's day business was a record breaker, all stores reporting good sales with a heavy call for colonial bouquets, violets, Mignon roses, sweet peas and pansies. There was also a heavy call for spring flowers and pot plants as well as pans of tulips, hyacinths and jonquils. Lilacs and azaleas sold well. Business for the past week has been good with a heavy call for funeral designs and flowers.

NOTES.

H. B. Ruppert, traveling representative for Philip L. Carbone, has returned from a successful trip and will leave soon to call on the trade in the middle west.

At the store of Penn, the Florist, St. Valentine's day was the busiest in their history with a heavy call for violets, sweet peas and roses.

William Nicholson has been laid up for four weeks with influenza. His stock is being handled in the meantime by William Hastings.

John J. O'Brion is confined to his home with influenza and the store is being ably looked after by his manager, John T. Cooke.

S. Gerard Smith has returned to the Carbone force, after a three-year campaign with the British army in India.

Harry Ward is back at the market after an illness of two weeks.

S. K. G.

Buffalo, N. Y.

ACTIVE DEMAND WITH LIMITED SUPPLY.

The past week has been one of continuous change in weather which has made it hard to handle business properly. Trade has been very active with a scarcity of flowers. Funeral work has been more than brisk. St. Valentine's day business was far in excess of last year. Bulbous stock, violets and carnations were the best sellers. Plants and arrangements were also popular. This occasion is now one that has to be considered in the same class with the Saturday before Easter. As the stormy weather made deliveries difficult, automobiles and extra boys were used to counteract as far as possible delays caused by bad roads and street car service.

NOTES.

Edward Slattery, of W. J. Palmer's staff, was in Ithaca last week attending the farmers' meeting at Cornell University.

Nearly all of the stores are handicapped by having one or more of the employes laid up with the influenza.

BISON.

Baltimore.

The monthly meeting of the florists' club was held February 9. President William F. Ekas gave an interesting summary of the meeting of the directors of the Society of American Florists, this being the first at which this city was represented on the national board. The feature of the evening followed, when Dr. David Griffiths, of the United States department of agriculture, Washington, D. C., delivered an address on "Lily Culture in the United States." During the evening cigars were enjoyed by those present.

Mrs. Charles Held has retired from business at 32 South Eutaw street and has taken up her residence at Round Bay on the Severn river, post office address, Earleigh Heights, Anne Arundel county, Md.

NEW ORLEANS, LA.—T. D. Long, representing Vaughan's Seed Store, Chicago, was a recent visitor, and reports greatly extended use of gladioli all through the south.

San Francisco.

GOOD ROSES VERY SCARCE.

The scarcity of roses of all kinds still continues, with prices ruling high. There seems to be a shortage of high grade stock of all varieties with the possible exception of American Beauties. A great deal of the stock is being cut very tight to keep pace with the demand. There is a great surplus of daffodils, and only the best varieties and highest quality are bringing anything like remunerative returns. Freesias are now in large supply and are in great demand for funeral work, which is unusually heavy. Carnations are now in full crop, and a very heavy supply is being received. They are selling out in great shape and are taking the place of roses to a great extent. Small lots of tulips are coming in, principally yellow. They meet with ready favor. There are violets and then some. Sweet peas are quite plentiful and of excellent quality. Orchids, principally cattleyas, are in large supply. The steady demand keeps prices firm. Fruit blossoms are beginning to arrive and are in great favor. There is a good supply of pot cyclamens of the very finest quality. Cinerarias and primulas about complete the list of flowering plants with now and then a few white azaleas thrown in.

NOTES.

Eric James is sending in a fine lot of pot grown cyclamens from his greenhouses at Elmhurst. His houses of pot grown roses for Easter all look to be in excellent condition and fully up to their usual high standard.

H. Plath, of the Ferneries, says the plant trade this Easter promises to be a banner one. From the advance orders coming in, Boston ferns are going to be largely handled by the retailers.

Louis Coputo says the MacRorie-McLaren Company has been busy with decorative and funeral work. Plant trade with this firm in their landscape department is said to be excellent.

P. Vincent Matraia and Joseph Scatena, of the Art Floral Company, paid a visit to the various plant growers across the bay and placed many large orders for Easter plants this week.

Albert O. Stein is very busy this week. He has several large decorations booked before Lent opens, which will require large quantities of flowers and plants.

Chas. C. Navlet says that among all the newer roses, he finds Mme. Edward Herriott and Los Angeles, the best sellers. He says funeral work is quite heavy.

J. A. Axell is handling a heavy supply of daffodils from his growers. The shipping demand is said to be strong for this flower from outside points.

Luther Burbank's birthday celebration, which occurs this month, will be observed in Santa Rosa, his home town, on an elaborate scale this year.

JAMES T. LYNCH.

Seattle, Wash.

INCREASE IN SPRING FLOWERS WELCOMED.

There is still a notable scarcity in general lines of stock, but the increase in spring flowers is to a great degree counteracting this, and the supply is about equal to the demand. Prices are being maintained on all lines. Buyers have been active in lining themselves up with California shippers, and figure that they will probably need more stock than will be available. Most local greenhouses report carnations and Ophelia roses off crop, so that really fine lots easily command a premium. This has been especially true of Aviator carnations coming from Spokane, and Laddie, which several Portland growers are shipping. A few Ward roses, all of good quality, are reported, also some fine sweet peas and lily of the valley. The supply of orchids has been fairly heavy, with more than enough demand to care for any stock that might be available. Tulips and daffodils from local growers make a fine showing when compared with the southern shipments, and it is safe to predict that the middle of this month will see the outside buying stopped. Pot offerings are still good sellers, and there is reason to believe that this type of sales will hold up to late heavy totals. The larger varieties of ferns have been in good call lately. Prumulas have not been holding up well of late, and retailers have been showing greater caution in purchasing large stocks of this flower.

NOTES.

One of the most elaborate funeral pieces turned out in some time, was prepared last week by the Woodlawn Flower Shop. Easter lilies, pink Seidewitz chrysanthemums, freesias, cattleyas and asparagus were used on the base and arms of a cross standing more than seven feet from the floor.

A number of shops had been forced to work short handed of late as the result of complaints ranging from bad colds to light attacks of influenza. Among those kept at home were George Rosaia and P. J. Case, from Rosaia Bros., and Fred J. Rowe, of McCoy's.

Rosaia Bros. have been featuring their own Ophelia roses of late, and this was easily the best stock in the city. A few good Wards and Columbias also came in from the same greenhouses.

Fancy baskets of vari-colored tulips have been used largely in the window displays of the Woodland Park Floral Company of late, and these have made an effective customer magnet.

"Bob" Newcomb, representing the Burlington Willowware Company, called on the trade during the past week. He reports good business all along the Pacific coast.

H. P. Anderson, of the University Floral Company, reports the largest business in corsages for the past week for some months.

Kenney's Home of Flowers shows a steadily increasing transient business.

H. M.

Albany, N. Y.

CLUB MEETING.

On account of a heavy snowfall and generally disagreeable weather the February meeting of the florists' club was postponed one week. At the meeting, which took place on the night of February 12, President Edward P. Tracey named a flower show committee for the year as follows: E. P. Tracey, chairman, ex-officio; William Maver, Albert Jenkins, John A. Murnane, Jr., William Newport, Frederick A. Danker, Walter Olmstead, and Samuel Hanson. The club will have an Easter show on the night of March 26, to which growers and others in this section will be asked to send exhibits for the benefit of the trade. Secretary Louis H. Schaefer was instructed to seek the co-operation of the growers and dealers to make the show a success. The club voted to subscribe $25 from the treasury to the national publicity fund of the Society of American Florists. One of the S. A. F. signboards, with the legend, "Say it With Flowers," has been ordered by the club. It may be set up at the nursery of Fred A. Danker, which is on the much-traveled state highway between Albany and Schenectady, and in the tourist season will be seen by thousands of automobiles. Two applications received will be voted upon at the March meeting.

In preparing plans for the remodeling of the Directory hotel for a store and office building at Broadway and Steuben street, the architect, Walter H. Van Guysling, has been instructed to provide for a florist's shop at Steuben and James streets. The work will be begun March 1, and an effort made to have the work completed May 1.

R. D.

Milwaukee, Wis.

VALENTINE DAY MAKES GOOD SHOWING.

The first event for the florists since New Year, namely St. Valentine's day, is past, and from report it came up to expectations with most of the trade. Owing to the mild weather since February 1, many of the cut flowers, due some time ago, came in and made a creditable showing, especially in sweet peas, violets, calendulas and some of the bulbous stock, although the supply of roses and carnations did not come up to the demand. Extensive publicity in the daily press by the local florists' advertising association, plus elaborate window decorations, caused an early clean-up of cut flowers and flowering plants. The demand for stock for funeral work continued as brisk as the week previous, thus keeping the counters at the wholesalers cleaned up all the time, with orders for more on file. The mild spell as noted above, which began about February 1, came to an abrupt end St. Valentine's day, when the mercury dropped to eight below zero, thus banishing hopes that the winter weather was practically over.

FLORISTS' ADVERTISING ASS'N.

The second annual meeting of the above organization, called for February 16, at the Republican House, was held but due to the severe weather, many of the growers and retailers could not attend, thus causing a lack of quorum. Nevertheless, the annual reports of the secretary and treasurer were read, and showed that the receipts, through the two per cent for buyers and one per cent from consignors, totaled nearly $11,500 for the past eleven months prior to February 1, 1920. Secretary Seal's report showed that overhead expense amounted to eight per cent, thus giving the members 92 per cent of the receipts for advertising. Mr. Candee, advertising manager of the local National Enamel & Stamping Co., gave a very interesting and instructive talk on advertising which embodied creative force, service, courtesy, and the duty to keep going in the off or dull season, as the demand for the different holidays naturally takes care of itself. Officers who served in 1919, will hold over during 1920. A supper preceded the meeting. Thus far, the Miuwaukee plan of advertising has proven more satisfactory than most members expected, when they met in October, 1918, to organize the association.

NOTES.

The night watchman, aged 65 years, at the Humboldt avenue place of the Holton & Hunkel Co., was found dead with his hands grasping the handles of a wheelbarrow early on the morning of February 12. Death was due to a hemorrhage, according to the coroner. From the position in which the body was found, it was evident that he stuck to his duties until he bled to death.

Wm. C. Smith, of St. Louis, Mo., came to visit his sick mother, February 7, who is staying with her daughter, Mrs. H. V. Hunkel. Having worked here, he called on several of his former friends and acquaintances before leaving for home.

The C. C. Pollworth Co. says that total sales for the week ending February 14 were the best thus far this year, due to increased amount of stock moved at the prevailing high prices.

Guy French, representing the American Bulb Co., Chicago, called on the trade, February 11. E. H. Mazey, of Minneapolis, Minn., was in town, February 13.

Gust Rusch & Co. report exceptionally good business for St. Valentine's day with a fair supply.

E. O.

Tri-City Florists' Club.

William Knees, Sr., and wife delightfully entertained the Tri-City Florists' club at their home in Moline, Ill., on the occasion of its February meeting. The majority of members were present and the gathering was an unusually pleasant and instructive one. The club is becoming a veritable "booster" and new members are admitted at each meeting. The discussion for the evening was on "Peonies," conducted by R. M. Rohlf, of Davenport, Ia., and left nothing to be added. Additional interest was given by the talks of two out-of-town guests, C. C. Pollworth, of Milwaukee, Wis., and Mr. Lambrecht, representing the Ove Gnatt Co., of La Porte, Ind.

Officers for the ensuing year were nominated. L. Stapp and William Goos, as delegates of the club, submitted a report of their endeavors at Des Moines to secure for Davenport the next annual Iowa state floral and horticultural show, and informed the club that Council Bluffs had secured the event.

M. De Lascalle, of Davenport, has invited the members and their ladies to convene with him for the March meeting at the Davenport Outing Club.

At the close of the evening, an appetizing supper was served, interspersed with general and happy conversation.

WM. KNEES, JR., Sec'y.

Nashville, Tenn.

ST. VALENTINE'S DAY DEMAND TAKES ALL.

The splendid demand for flowers which characterized St. Valentine's day was limited only by the supply available. Buying began early in the day and the dealers soon saw that they would have all the business they could care for. Cut flowers were the favorites and as soon as the supply was depleted the call began for plants. These were fairly plentiful, but they cleaned up easily. While prices ruled high, there were very good roses, especially Russell and Columbia, varying from $6 to $10 per dozen and moving freely at those figures. While there were quite a few carnations, red were in limited supply. There were violets for which the local trade is indebted to the Chicago market. Sweet peas, local grown, were great favorites. Lily of the valley was limited but the price was so high that little of it was used. There was the usual call for funeral work. The first and only real snowstorm of the season came February 14, but this was followed by bright sunshine, which will help the flowering plants. Hyacinths and jonquils are now coming through their three-inch covering of snow and the early shrubbery is putting out its under leaves.

M. C. D.

Fredericton, N. B.

This city has been visited by the most severe storm in 50 years. Greenhouse glass is covered with ice and snow almost a foot thick, which renders the interiors almost totally dark. The snow which fell for two days and two nights was followed by sleet which formed an 18-inch mass upon which a man could walk without breaking through but upon which it was practically impossible for horses to move about. As to flowers, the prohibitive prices are having a noticeable effect in the shortening demand. Collections are also slow. Life's necessities have also reached an unusually high level. Notwithstanding several weeks of unusually severe weather, the coldest on record, and the recent storm, greenhouse stock was never in better condition, cinerarias, primroses, cyclamens, azaleas and narcissi all showing fine form. Trade has been very dull, but the florists are an optimistic lot.

J. B.

OBITUARY.

Edward William Habermehl.

In the years that have passed, the Philadelphia, Pa., trade has lost many who have been an honor to the profession, most of whom have been taken away after a long life of usefulness. The sudden death of Edward William Habermehl, however, in the midst of his activities, at the age of only 52, while in the prime of life, came as a great shock. In the midst of the busiest season his firm had ever experienced, he was taken ill with influenza, considered at first a light attack, but which later developed into pneumonia, which, despite the best medical care, resulted in his death, February 10, after an illness of seven days. On account of health regulations, the funeral, Saturday, February 14, was private, but attended by many in the trade who also sent beautiful tokens of flowers which completely filled the room.

The Late Edward William Habermehl.

Mr. Habermehl was born to the business, being with his brothers, as most florists' sons are, a help to their father, J. J. Habermehl, who had quite a large greenhouse establishment at their present location, to which, on his death, they succeeded and founded the present firm of J. J. Habermehl's Sons, consisting of John and Edward Habermehl. As the business grew, they opened a branch store in the Bellevue-Stratford hotel, and later, another in the Ritz-Carlton. They made a specialty of large decorations, which department was under the management of Edward, while John conducted the store. The business, under their careful management, has assumed great proportions, until it is now the largest of its kind in the country, the firm having nearly all the large fashionable balls and other social affairs of Philadelphia and neighboring cities.

Edward Habermehl is survived by two brothers, John and Joseph, two sisters, Mrs. Chas. J. Clark and Mrs. John E. Marsden, and four daughters, Mrs. Clifford Shipley, Mrs. J. W. Dennis, and the Misses Eleanor and Mary Habermehl. The loss of his only son by drowning, and the death of his wife a few years ago, were great blows to Mr. Habermehl. He was held in the highest esteem by all his business associates, a few expressions from whom follow:

Mark Mills said—"In the death of Edward Habermehl, the trade has lost a valuable member, one of its best informed and skilled florists, an aggressive and progressive man who thoroughly understood his business and was beloved by all who knew him."

C. U. Liggit.—"I feel that the florist trade has lost one of its brightest exponents, a man who knew values and quality, shrewd, and yet absolutely fair in all his dealings. He had a most thorough knowledge of the business, and was a man of fine character."

Robert Craig.—"Mr. Habermehl was the best judge and buyer of pot plants that I ever knew. He acquired a knowledge of the business from his father, to which he was continually adding in his larger experience. He was an excellent judge of the market and believed in the expediency of placing orders early. He was a most genial gentleman, and taken as he was in the prime of life, will be greatly missed by all who knew him."

Edward Reid.—"Mr. Habermehl's death was a great shock to the trade. He was a credit to the profession, absolutely fair, and a man of the highest integrity. We would always exert ourselves to the utmost to get anything Ed. wanted. His place will be hard to fill."

S. S. Pennock.—"Mr. Habermehl's sudden death in the prime of life is a great loss to the business. He was a man above the average. A close buyer, but always conscientious and fair, he knew plants and flowers and was an excellent judge of market conditions. We would always go out of our way to get scarce things for Habremehl's."

A. M. Campbell.—"I believe Mr. Habermehl to have been the best all around florist in America, as his experience from grower to decorator had given him such excellent opportunities. He was a splendid business man, a good buyer, always fair, and a gentleman in every sense of the word."

Harry I. Faust—"All my dealings with Mr. Habermehl have been of the most pleasant character. He was a very intelligent buyer, knew values and was quick to make up his mind. The trade can ill afford to lose such well-versed men as Mr. Habermehl."

K.

F. A. Haenselman.

F. A. Haenselman, a well known florist of Boulder, Colo., proprietor of the Boulder Greenhouses in that city, passed away February 5. He was held in esteem in the community of which he had been a resident for a number of years. His son, Carl F. Haenselman, has been appointed administrator of the estate and will continue the business under the name, Haenselman's U. of C. Flower Shop.

TEWKSBURY, MASS.—Harold A. Patten, of Patten & Co., has announced his candidacy for tax collector at the March election.

HAMILTON, MONT.—Benjamin Kress, of this city, has been elected president of the Montana State Hosticultural Society for 1920.

MT. VERNON, ILL.—Frank Heiderman, who for many years was engaged in the florist business in this city, died February 5, age 48 years.

RUSTON, LA.—Mrs. C. W. Perkins, well-known florist of this place, has the sympathy of a large circle of friends in the death of her only daughter, after an illness of one year.

OMAHA, NEB.—George Richey and J. D. Creel, having disposed of their interests in the Kahler Pottery Co., the headquarters of the concern have been removed from this city to Louisville, Neb.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

Suggestions for plant growers....245
—Antirrhinums....245
—Verbenas....245
—Pelargoniums....245
—Genistas (illus.)....246
The retail trade....246
—Next week in the flower shop....246
—Emergency preparedness....247
National publicity for flowers....248
New York spring show....248
Quarantine affecting garden plants....248
Brooklyn Botanic Garden lectures....249
Edison on short hours....249
Pittsburgh....249
Buffalo....249
Baltimore....249
San Francisco....250
Seattle....250
Milwaukee....250
Albany....250
Nashville....251
Tri-City Florists' Club....251
Fredericton, N. B....251
Obituary....251
—Edward William Habermehl....251
—F. A. Haenselman....251
Ammann resigns state secretaryship....252
St. Valentine's day trade....252
Plant prohibition spells bankruptcy....252
Work only preventive of world crash....252
Club meetings next week....252
Coming exhibitions....252
Kansas City....256
Chicago....258
Allied Floral Association....262
Detroit....263
Cincinnati....264
Cleveland....264
Miami, Fla....264
Philadelphia....266
New York....268
The seed trade....276
—California rainfall....276
—Bean tariff proposed....276
—Catalogues received....278
—Sack ownership ruling....278
—Grass and clover seed prices....278
Columbus....282
Wichita, Kan....282
Market gardeners....284
—Prices of indoor fruits aand vegetables 284
—Hotbeds and cold frames....284
—Cabbage yellows....284
—Vegetable markets....284
—Seed potato crop in Wisconsin....284
The nursery trade....286
—"Manual of American Grape-Growing" 286
—Park superintendents' official journal.286
—Memorial tree plantings registration..286

GERMAN potash prices are six times those of 1915.

TINFOIL will be higher, the price of lead having advanced to 8¾ cents.

ENGLISH estates, says the New York Sun, are rapidly breaking up and English gentry disappearing under war taxation. Vast tracts of land are being offered at auction in both England and Scotland by titled persons.

A CONNECTING railroad to cost $20,000,000 to act as a clearing house for the freight cars of the half a dozen roads entering or passing through New York is proposed by the New York and New Jersey port commission to facilitate the handling of commerce to Boston, Philadelphia and southern ports.

THE Federal Horticultural Board proposes to quarantine certain garden plants and flowers in New York, Pennsylvania and New England, exempting dahlia and gladiolus bulbs. The Illinois quarantine includes gladiolus bulbs, and we are wondering why the scientists differ on this point.

RAILROADS say the strike, if any, will lop off superfluous hands employed under government control.

Ammann Resigns State Secretaryship.

J. F. Ammann, Edwardsville, Ill., in view of the great amount of work involved in his position as secretary of the recently organized National Growers' Association, after careful consideration, has tendered his resignation as secretary of the Illinois State Florists' Association to President William J. Hembreiker, the same being accepted. President Hembreiker has named as Mr. Ammann's successor as secretary of the state organization, A. T. Hey, Maywood, who has accepted the appointment. The officers of the association will meet shortly after Easter and formulate plans for the coming year.

St. Valentine's Day Trade.

From all reports, St. Valentine's day business this year was most gratifying, the least enthusiastic saying it was fully as good as in former years, while in one city, at least, it assumed the proportions of a Christmas or Easter rush. In nearly every case, however, there was a noticeable increase in sales as ocmpared with those of 1919, with few complaints over advanced prices. Cut stock being in limited supply, curtailed the volume of business, to the extent of available receipts and undoubtedly stimulated the demand for flowering plants. Most reports indicate a complete cleanup of everything appropriate for the occasion. Advertising, both national and local, played an important part in the general result, and individual effort brought satisfactory returns.

Plant Prohibition Spells Bankruptcy.

February 11, 1920.

ED. AMERICAN FLORIST:

This morning's mail brought a copy of a

"Notice of Public Hearing to Consider the Advisability of Quarantining Asia, Japan, Philippine Islands and Oceania, on Account of Dangerous Plant Diseases and Insect Pests."

Here is a cool announcement of a proposal to quarantine half the world, and the half of the world to which our gardens and greenhouses are principally indebted for their most valuable plants, and, moreover, the half of the world to which we may look for a continued increase to our collections. In view of Plant Quarantine No. 37 now in operation one may ask: Will raising the fence a little higher, make any difference? One thing, it means that the lily bulbs of Japan and the Chinese sacred lilies will be banned just as azaleas and other plants are banned under the present quarantine act. The object supposed to be obtained by these quarantine acts is the exclusion of pests dangerous to vegetable growth of all kinds. This object is impossible of accomplishment in its entirety since such pests as are of a bacterial nature and others of fungoid origin may be disseminated by air currents, even as was the germ of the recent influenza epidemic. Those of insect character can travel on material other than living plants. Witness the corn-borer now alarming New England farmers, and the wood-borer found in American packing cases, and about which Australia is just now agitated. The logical end of all such legislation is to cut off all international trade and intercourse. These quarantine acts will not effectively keep out disease. They will accomplish no more in that direction than proper inspection at ports of import would do, and have done in the past.

Panics are everywhere contagious. The effect of the actions of the federal horticultural board is seen in recent hysterical legislation in Illinois. In view of this, and what is threatened in New Jersey, it behooves all those interested in horticulture, both trade and amateur alike, to pause a moment and consider the logical outcome. Following the lead of the F. H. B., state will quarantine against state, then county against county, until finally it will be impossible to move a plant from one's garden to that of a neighbor. The trade has the choice of two things; either to resist this pernicious legislation with all its might, or wind up business while the winding up is possible. The cry of quarantine measures assisting nurserymen and florists is mere camouflage. The bankruptcy court is where it leads to and, worse than this, it means not only the bankruptcy of the horticultural trade, but the bankruptcy of garden art in America.

The same mail brought a notice that the House had appropriated $239,000 for free seeds. Here is the secret of much legislation. Politics, pure and simple. The farmer's vote is necessary to the politician. Maybe the only way of injecting reasonable commonsense into the powers that be, is by bringing them to an appreciation of the value of the votes held by those who love flowers and gardens and cater to their needs.

E. H. WILSON.
Arnold Arboretum, Harvard University,
Jamaica Plain, Mass.

Work Only Preventive of World Crash.

James Henry Thomas, general secretary of the National Union of Railwaymen of England, said recently that the state of the world was such that unless something was done speedily a crash would come in which nobody would suffer more than workers. He stated that British workmen must work one-quarter harder than before the war, French twice harder, and Germans 18 times harder.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, date and place of meetings.]

Buffalo, N. Y., February 24, 8:30 p. m.—Buffalo Florists' Club at General Electric building. William Legg, secretary, 889 West Delavan avenue, Buffalo.

Hartford, Conn., February 27, 8 p. m.—Connecticut Horticultural Society at county building. Alfred Dixon, secretary, Wethersfield.

Newport, R. I., February 26, 8 p. m.—Newport Horticultural Society at Music hall, Thames street. Fred P. Webber, secretary, Nelville.

Seattle, Wash., February 22.—Florists' and Gardeners' Union No. 10,667 at I. O. C. T. hall, Virginia and Bowen streets. E. Popp, secretary, Fort Steilacoom, Wash.

Wilmington, Del., February 23, 8 p. m.—Wilmington Florists' Club at member's place of business. Roy G. Brinton, secretary, Wilmington.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

March 15-22, 1920, New York.—Flower show of the New York Florists' Club at Grand Central Palace. John Young, secretary, 1170 Broadway, New York.

March 24-28, 1920, Boston, Mass.—Exhibition of orchids and other plants of the Massachusetts Horticultural Society at Horticultural hall. William T. Rich, secretary, Horticultural hall, Boston.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By an all around grower, single, 20 years' experience. Address

Key 452, c/o American Florist.

Situation Wanted—Traveling representative with long experience in horticultural lines is open to engagement. State terms. Address

Key 463, Care American Florist.

Situation Wanted—As garden superintendent in private establishment; 18 years' experience in all branches; excellent testimonials; state wages, etc., in first letter. E. Batchelor, 947 Marion Place, Akron, Ohio.

Situation Wanted—As gardener on private place; experienced in all branches; excellent testimonials. When writing state wages, etc. Address

F. A. Steward, 29 Northampton Road, Amherst, Mass.

Situation Wanted—As head gardener or superintendent of private place or institution. Middle aged; Scotch; best of references as to character, habits and ability. Understand all branches of gardening; well up in landscape work. Please state salary; no objections to distance. Address

Key 461, Care American Florist.

Situation Wanted—As superintendent and working foreman in large private country home by middle aged man; at present in position. Four in family. Over 20 years experience in all branches of horticulture, floriculture and landscape gardening. Best of references. Please state salary, etc., in first letter. Address.

Key 465, Care American Florist.

Situation Wanted—As a grower of carnations, chrysanthemums, lilies, cyclamen, begonias, etc., in a first-class florist establishment. Good wages and steady position only. 24 years practical experience in all lines of the trade and fully capable of taking charge; middle aged, single. In answering please state full particulars in regards to wages, etc. Address

Key 462, Care American Florist.

Help Wanted—A practical florist; permanent position. Address

The Riverview Cemetery Co., 33rd and Market Sts, Wilmington, Del.

Help Wanted—Florist for greenhouse and landscaping; new place. Will pay 45c per hour and better. **South Side Nursery,** Henry Gerstenkorn, Mgr., **R. R. 6, Decatur, Ill.**

Help Wanted

Married man who understands growing ornamental nursery stock; also married man for propagating ornamental nursery stock. Opportunity for advancement in either position. State age, experience, salary expected, etc., in first letter.

Key 459, care American Florist.

Help Wanted

Gardener for country place on Fox River near Elgin, Ill.; first-class, all-year position, six-room house, to one who thoroughly understands flowers and vegetables. Address, stating references and experience.

JOHN F. JELKE

759 So. Washtenaw Ave., CHICAGO

SITUATION WANTED

Expert Saleslady, Designer, Etc.,

Is desirous of securing a position in an up-to-date Chicago retail store. Salary expected, $25 per week, with chance for advancement.

Key 458, care American Florist.

Situation Wanted

as traveling representative; 20 years experience in horticultural lines. Correspondence confidential.

Key 460, care American Florist.

Seed Salesman Wanted

For Road Work Exclusively

I have a position with real opportunities for right man. Give full information about yourself in first letter.

WALTER S. SCHELL

Quality Seeds

1307-1309 Market Street, HARRISBURG, PA.

FOR SALE

On account of other interests will sell florist and seed business, established over 20 years, practically for the cost of fixtures; a good opportunity for a live man or lady; in New Jersey, close to New York City. Correspondence solicited. Address

Key 464, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

For Sale

$50,000 buys a modern carnation range near Chicago, including fine residence and several acres of land. Possession now or in the spring. $10,000 cash and balance on easy terms. Address

Key 446, care American Florist.

PLANT STOCK

OF ALL KINDS

Needed Promptly

TO FILL THE

VACANT BENCHES

CLEARED OF CHRYSANTHEMUMS AND HOLIDAY PLANTS

MAIL YOUR AD TODAY

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

Prepared Foliages

The Florists' **"FIRST AID"** when cut flowers are scarce and high priced

GNATT'S PREPARED FOLIAGES have stood the test for years and are now in greater demand than ever before. Send us a trial order and be convinced.

Cycas Leaves

Pliable, Non-Curling

	Per 100		Per 100
8 to 12	$3.80	24 to 28	$ 7.40
12 to 16	4.10	28 to 32	9 80
16 to 20	5.10	32 to 36	10.75
20 to 24	6.25	36 to 40	13 50
		40 to 44	17.00

Magnolia Leaves

GNATT'S "QUEEN QUALITY" BRAND

Non-mouldy—Flexible—Uniform Size

COLORS: BROWN, GREEN, PURPLE

Per carton	$ 1.60 each
10 carton lots	1.50 "
26 carton lots	1.35 "
100 lb cases	20.00 "
50 lb. case	11.00 "
25 lb. case	6.00 "

PREPARED EVERGREEN or LYCOPODIUM, per carton of 10 lbs.....$3.50 each

Ruscus

Grey Tinted—The new soft pliable grade. Only satisfactory substitute for statice. per lb., $1.00; 10 lb. lots 85c per lb.

Dyed Ruscus—Red, purple, blue or green. Finest quality.....per lb., $1.25; 10 lb. lots, $1.15 per lb

Green Painted Ruscus—Soft, pliable, freshly prepared, per lb., 75c; 10 lb. lots, 70c per lb.

THE OVE GNATT CO., Inc.

Preservers of Natural Foliages.
Manufacturers of Baskets and Florists' Supplies.

La Porte, Ind.

Zenke's Compound Plant Insecticide

A Liquid Contact Insecticide for White Fly, Mealy Bug, Scales, Red Spider, Leaf Roller and others.

Also Effective Against Their Eggs and Deposits.

Read What Users Say

PAUL SCHRAMM & SON, Wholesale Growers of Cut Flowers

THE EXCELL LABORATORIES. 115 E. South Water Street, Chicago, Ills : Arlington Heights, Ills., Nov. 13, 1919.

Dear Sirs:—Have used your "Zenke's Compound Plant Insecticide" for Red Spider, which I have been troubled with, and find that it has done wonders. Will advise other florists whom I meet occasionally of its wonderful power in doing away with that pest (Red Spider) and also other insects. Would like to have you send me at once, by express, one gallon of "Zenke's Liquid Fungicide" which I am going to try out for Mildew. Yours very truly, PAUL SCHRAMM & SON.

One Gal. Makes from 20 to 35 Gals. of Spraying Solution. Price, $1.50 per Gal.

The Excell Laboratories, Manufacturers of Horticultural Specialties, 115 East South Water St., Dept. A, **Chicago, Ill.**

ORDER TODAY from following Supply Houses or direct F. O. B. Chicago:

BOSTON, MASS.
Henry M. Robinson & Co., Inc., Wholesale Florists. No. 2 Winthrop Square.

CHICAGO.
Poehlmann Bros. Co., 66-74 E. Randolph St.

CINCINNATI, OHIO.
J. M. McCullough's Sons Co., Seedsmen, 316 Walnut St.

CLEVELAND, OHIO.
Cleveland Plant & Flower Co., 207 High Street.

DALLAS, TEX.
Lang Floral and Nursery Co., 1214 Main St.

DENVER, COLO.
The Colorado Seed Co., Bulbs, Seeds and Supplies, 1515 Champa St.

DETROIT, MICH.
Michigan Cut Fower Exchange, 264-266 Randolph St.

INDIANAPOLIS, IND.
Smith & Young Co., Wholesale Florists. 228 E. Ohio.

KANSAS CITY, MO.
H. Kusik & Co., Wholesale Dealers in Cut Flowers, 1016-18 McGee Street.

MILWAUKEE, WIS.
Holton & Hunkel Co., Wholesalers, 462 Milwaukee St.
C. C. Pollworth Co., Everything in Florists' Supplies.

MINNEAPOLIS, MINN.
Rice Brothers, Wholesale Florists, 218 N. Fifth St.

NEW YORK CITY.
Wm. M. Hunt & Co., Seeds, Bulbs and Garden Supplies, 148 Chambers St.

PHILADELPHIA, PA.
Henry F. Michell Co., Seedsmen 518 Market Street.

PITTSBURGH, PA.
Scoble & Parker Co., Seeds & Implements, 507 Liberty Av.

ST. LOUIS, MO.
St. Louis Wholesale Cut Flower Co., 1410 Pine St.

ST. PAUL, MINN.
O. R. Eckhardt Co., Cut Flowers, 318 Minnesota St.

Large Flowering Cannas

IN THE "BETTER" VARIETIES

Fine 2 to 3 eye, plump, dormant roots, true to name

KING HUMBERT.
Most popular of all. Bronze leaf, orange scarlet flower.
Per 100 $5.00 — Per 1000 $45.00

YELLOW HUMBERT.
Sport of King Humbert, with green foliage, flower yellow, spotted red.
Per 100 $1.50 — Per 1000 $10.00

FIREBIRD.
Very large scarlet flowers borne well above foliage.
Per 100 $8.00 — Per 1000 $75.00

HUNGARIA.
Large trusses of beautiful rose-pink flowers, one of best pink varieties.
Per 100 $4.50 — Per 1000 $40.00

CRIMSON AND SCARLET FLOWERED VARIETIES.

	Doz.	100	1000
A. BOUVIER Rich Velvety Red, green foliage, 5 feet	$0.50	$3.00	$25.00
BEAUTE POITEVINE Crimson, green foliage, 4 feet	.60	3.50	30.00
BLACK PRINCE Velvety Maroon, green foliage, 4½ feet	.60	3.50	30.00
CHAS. HENDERSON Deep Crimson, green foliage, 4½ feet	.50	3.00	25.00
CRIMSON BEDDER Intense Crimson, green foliage, 3½ feet	.50	3.00	25.00
DUKE OF MARLBOROUGH Crimson Maroon, green foliage, 4 feet	.60	3.00	25.00
EXPRESS Scarlet Crimson, green foliage, 2½ feet	.60	3.50	35.00
FIREBIRD Scarlet Red, green foliage, 4 feet	1.15	8.00	75.00
LOUISIANA Bright Scarlet, green foliage, 7 feet	.65	4.00	35.00
METEOR Scarlet, green foliage, 4½ feet	.70	4.50	40.00
PENNSYLVANIA Vermilion Scarlet, green foliage, 5 feet	.60	3.00	25.00
PILLAR OF FIRE Brilliant Red, green foliage, 6 feet	.50	3.00	25.00
WINTZER'S COLOSSAL Bright Scarlet, green foliage, 5 feet	.70	4.50	40.00

PINK FLOWERED VARIETIES

	Doz.	100	1000
HUNGARIA Rich Geranium Pink, green foliage, 3½ feet	$0.70	$4.50	$40.00
MRS. ALFRED CONARD We have the Genuine Variety. Beware of Cheap Substitutes. Salmon Pink, green foliage, 4 feet	1.15	8.00	75.00
ROSEA GIGANTEA Rich Rose Pink, green foliage, 3½ feet	.85.	6.00	55.00
VENUS Rose Pink, green foliage, 4 feet	.65	4.00	35.00

WHITE FLOWERED VARIETY.

	Doz.	100	1000
MONT BLANC Almost White, green foliage, 3½ feet	$0.70	$4.50	$40.00

YELLOW FLOWERED VARIETIES.

	Doz.	100	1000
AUSTRIA Lemon Chrome, spotted red, green foliage, 5 feet	$0.50	$3.00	$25.00
KATE F. DEEMER Oriole Yellow, turkey red at base, 4 feet	.60	3.50	30.00
GLADIATOR Deep Yellow, dotted red, green foliage, 4½ feet	.60	3.50	30.00
GUSTAV GUMPER The Ideal Yellow variety, green foliage, 3½ feet	.60	3.50	30.00
GOLDEN GATE Yellow and Red, green foliage, 4 feet	.60	3.50	30.00
YELLOW KING HUMBERT Golden Yellow, spotted red, green foliage, 4½ feet	.70	4.50	40.00
FLORENCE VAUGHAN Yellow, spotted red, green foliage, 5 feet	.50	3.00	25.00
RICHARD WALLACE Light Yellow, green foliage, 4½ feet	.60	3.50	30.00

RED AND YELLOW FLOWERED VARIETIES.

	Doz.	100	1000
MME. CROZY Scarlet, with Orange Yellow border, green foliage, 3 feet	$0.60	$3.50	$30.00
PANAMA Rich Orange, red bordered, with a broad edge of golden yellow, 5 feet	.75	5.50	50.00
QUEEN CHARLOTTE Rich Pomegranate, red bordered with golden yellow, 3½ feet	.65	4.00	35.00
SOUV. DE A CROZY Crimson, with gold band, 4 feet	.65	4.00	35.00

BRONZE LEAF VARIETIES.

	Doz.	100	1000
EGANDALE Currant Red, bronze foliage, 4 feet	$0.60	$3.50	$30.00
DAVID HARUM Red, dark bronze foliage, 3½ feet	.60	3.50	30.00
KING HUMBERT Scarlet, Bronze foliage, 4½ feet	.75	5.00	45.00
WYOMING Orange Chrome, bronze foliage, 6½ feet	.65	4.00	35.00

Prices on Cannas are subject to 5% discount for **cash with order.**

DAHLIAS

Undivided field clumps for March shipment

Note: The high class varieties offered below have been grown for several years to produce cut flowers for one of our largest markets and are only offered now because of the large increase of roots that have been obtained during that time.

DECORATIVE DAHLIAS.

Delice, Soft Pink.
Lockenkoff, Yellow.
Nymphaea, Shrimp Pink, tinted lighter.
Morning Ray, Deep Bronze, long stems.
Mrs. Winters, Pure White, very large.
Grand Duke Alexis, Pure White.
Souvenir de Gustave Doazon, Orange Red, largest flower grown.
Jeanne Charmet, Pink, lilac edge, white center, yellow margin, long stem.
Helene Chavet, Large Waxy White.
Lyndhurst, Bright Scarlet, very free bloomer.

POMPON DAHLIAS.

Catherine, Bright Yellow, full and fine.
Fascination, Pink and Lavender, sometimes a blotch of white.
Purity, Fine Pure White.
Mars, Scarlet.

SINGLE DAHLIAS.

White Century.
Red Century.
Big Chief, Red.

SHOW AND FANCY DAHLIAS.

Stradella, Deep Purple Crimson, long stems, fine.
Queen of Yellows, Deep Yellow.
Queen Victoria, or Mary D. Hallock, Canary Yellow.
Mrs. Stancomp, Salmon and Pink.
Pink Magento, Extra Free Bloomer.
Wm. Garrett, Cardinal Red.

CACTUS DAHLIAS.

Dainty, Lemon Yellow, tips of petals golden, base rose; should be in every collection.
Delight, Pale Pink, yellow center, large.
Mrs. F. Grinsted, Deep Rich Crimson.
Green's White, Pure White.
Britannia, Soft Salmon Pink.
Libelle, Clear Magenta, an extra fine variety.
Wm. Treseder, White Shaded Pink
Mrs. Murray Ind, Bright Rose.
Genista, Amber, shaded to golden yellow.
Ida, Deep Clear Yellow, very early large.
Fred Cobbold, Bright Crimson, large and free.
Danthe, Salmon.

Prices: Per doz., $2.00; per 100, $16.00; per 1000, $125

Write for full Price list of Spring Bulbs

A. HENDERSON & CO., 166 N. Wabash Ave., CHICAGO

Announcement

WE HAVE JUST OPENED A

Branch Wholesale House

At DETROIT, MICH.

34-38 West Elizabeth St.

For the convenience of our Customers, Wholesaling Cut Flowers, Supplies, and Everything for the Florist.

HENRY L. BLEND, in charge

Consignments of the BEST GRADES of CUT FLOWERS Solicited.

THE McCALLUM CO., PITTSBURGH, PA.

For Florists' Supplies, Baskets, Chiffons and St. Valentine Novelties

PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., **Pittsburgh, Pa.**

Kansas City, Mo.

FIRM PRICES RULE LIMITED SUPPLY.

Stock is none too plentiful, although an increase was noted which helped tide over the demand for St. Valentine's day. Carnations and sweet peas were the most available items. Roses are still short of requirements. Violets are none too good. Jonquils and daffodils were in good supply and were welcome additions. Calendulas are showing better quality than in former years. Freesias are also numerous and are carrying the highest prices ever known. Snapdragons also bring fancy figures. Pot plants are plentiful and are quick sellers.

NOTES.

Samuel Murray had the best St. Valentine's day business on record. Although prices were higher than in any previous year, no complaint was offered, and the large number of orders were easily handled at this establishment.

The Peterson Floral Co. has been having excellent business, to meet which, good sweet peas, carnations, primroses and cyclamens were available.

LINDLEY BOXES
ARNOLD BOXES

Comprising the largest assortment of Florist Boxes obtainable. The Arnold Florist Box stock has been purchased by the Lindley Company, Write us for prices.

GEO. L. HOOPIS, New York Representative, 601 W. 144th St.
A. V. Z. JENNINGS, Chicago Representative, 20 E. Jackson Blvd.

Lindley Flower Box Company, Quality Box Makers, **Marion, Indiana**

Mention the American Florist when writing

A. Newell had the largest St. Valentine's day business in his history, with every order delivered on time. Funeral orders have also been numerous.

The Rosery has been enjoying an excellent trade, especially in corsages, novelty baskets and pot plants.

The Pinehurst Gardens Co., while experiencing a shortage in cut stock, had a good run on pot plants.

W. J. Barnes reports splendid St. Valentine's day sales with a heavy demand for funeral work.

H. Kusik reports a decided shortage in cut flowers, with heavy calls for artificial material.

The W. L. Rock Flower Co. recorded the biggest week of the year.

T. J. Noll & Co. report supply far below thejr needs.

E. J. B.

ATTLEBORO, MASS.—Howard W. Vose, who conducted a florist establishment here for the past eight years, died January 28.

MOLINE, ILL.—Raymond DeRycke has purchased the range of Ekstam Bros., on Tenth avenue, and will conduct it in future under the name of the Sunnyside Greenhouses & Nursery.

DREER'S CANNAS

This season we harvested the finest and largest crop of Cannas that we have evergrown.

KING HUMBERT

And all the other good varieties you should have are included in our list and the roots are heavy and firm.

PRICES. The prices quoted are for dormant roots, which can usually be supplied until about the first of April, after which pot plants will be sent out and in which the advance in price will be as follows: All varieties listed at $7.00 or less per 100 will be supplied in pot plants at $8.00 per 100 or $70.00 per 1000, and on varieties listed above $7.00 per 100 there will be no change in price between dormant roots and pot plants. ALL HAVE GREEN FOLIAGE UNLESS OTHERWISE SPECIFIED.

TWELVE SPECIAL VARIETIES

Carmine Beauty. Deep bright carmine flowers freely produced high above the heavy dark-green foliage which has a narrow red margin 4½ ft., **15 cts.** each; **$1.50** per doz.; **$10.00** per 100; **$90.00** per 1000.

Cheerfulness. No more appropriate name could be given to this brilliant novelty. Its beautiful bright fire-red or deep orange flowers appear early and continue without interruption until frost. Add to the prevailing color a golden border and center with each petal flaked carmine-crimson and you may form some conception of this fascinating variety. 3½ ft. **10 cts.** each; **85 cts.** per doz.; **$6.00** per 100; **$50.00** per 1.000.

City of Portland. A wonderful bright rosy-pink, much deeper in color than Mrs. Alfred Conard or Hungaria; a free-flowering, vigorous grower. 3½ ft. **20 cts.** each; **$2.00** per doz.; **$12.00** per 100; **$100.00** per 1000.

Fairy Queen. The dwarf, compact plants of this distinct novelty are covered with flowers from spring until fall. The plant rarely exceeds 3 feet in height. The flowers, of a clear rose-pink, are of medium size, good substance and borne upright on stout stems in great abundance. Each flower has a distinct cream-colored border. We believe Fairy Queen will become one of the very popular Cannas. **60 cts.** each; **$6.00** per doz.; **$50.00** per 100.

Flag of Truce. A large-flowered, creamy white with faint pink dots on each petal. The general effect is white. Not as white nor as tall as Eureka, but quite distinct and valuable. 4 ft. **35 cts.** each; **$3.50** per doz.; **$20.00** per 100.

Golden Eagle. A wonderful clear golden-yellow of free, upright growth. The flowers are produced in large clusters well above the foliage. 4 ft. **35c.** each; **$3.50** per doz.; **$20.00** per 100.

Harmony. Great clusters of good-sized, well-formed Geranium red flowers are arranged on good stems in such a manner as to give the trusses an almost globular appearance. 3½ ft. **20 cts.** each; **$2.00** per doz.; **$15.00** per 100.

Pocahontas (Bronze-leaved Olympic). Large oriental-red flowers borne on firm upright stems, just high enough above the foliage to show the entire head. The foliage is a dark bronze-green with emerald shadings; the ribs a darker bronze. 4 ft. **20 cts.** each; **$2.00** per doz.; **$15.00** per 100; **$100.00** per 1000.

Poppy. Intense poppy-red. Large perfect florets in good trusses over greenish-bronzy foliage. Rich and effective. 5 ft. **20 cts.** each; **$2.00** per doz.; **$10.00** per 100; **$90.00** per 1000.

Remarkable. This effective bronze-leaved variety stands out boldly among other sorts, not only on account of its height (6 ft.), but because of the beautiful scarlet-carmine trusses of bloom surmounting the rich green-bronze foliage. **20 cts.** each; **$2.00** per doz.; **$10.00** per 100; **$90.00** per 1000.

Surprise. The brightest red Canna we have. It surpasses in brilliancy such popular varieties as Meteor and Lafayette and produces its great trusses with equal freedom. 4 to 5 ft. **35 cts.** each; **$3.50** per doz.; **$25.00** per 100.

The President. When the Canna Firebird was introduced its immense florets and bright red color immediately insured its popularity. In offering The President we may best describe it as possessing all the good qualities of Firebird enhanced by extraordinary vigor and perfect healthy foliage. It grows to a height of 5 ft. and produces its immense trusses of giant florets in great profusion. The most sensational introduction of recent years. **35 cts.** each; **$3.50** per doz.; **$20.00** per 100.

DREER'S SELECT CANNAS

Including many comparatively new varieties, which we can offer in quantity at popular prices.

	Doz.	100	1000
Allemania (Orchid Flowered). Salmon with golden markings; 5 ft.	$0 50	$3 50	$30 00
Alphonse Bouvier. Brilliant crimson; 6 ft.	50	3 50	30 00
Austria (Orchid Flowered). Large, pure canary-yellow with reddish dots in center of upper petals; 5 ft.	50	3 50	30 00
Beacon. Rich cardinal-red 3½ ft.	1 00	7 00	60 00
Brilliant. Rich yellow with 2 red petals; 3½ ft.	50	3 50	30 00
Cloth of Gold (Dreer's). Very free flowering, golden yellow; 3 ft.	60	4 00	30 00
Dazzler. One of the best, deep fire-red, very free; 3½ ft.	1 00	7 00	60 00
Dragon. Very rich dark, ox-blood red; 3 ft.	75	5 00	40 00
Dr. E. Ackerknecht. Carmine lake, suffused with deep carmine, bronze foliage; 4 ft.	50	3 50	30 00
Duke of Marlboro. An attractive deep brilliant crimson; 4 ft.	50	3 50	30 00
Eureka. The best white for massing, very free and of fine habit; 4½ ft.	2 00	15 00	125 00
Fanal. An intense, fiery cinnabar-red, an ideal grower holding its flowers well above the foliage, one of the best bedders; 4 ft.	85	6 00	50 00
Favorite. This is the best red spotted yellow Canna yet introduced. The color is a rich, deep golden-yellow, the flowers are produced on strong stems well above the foliage; 5 ft.	50	3 50	30 00
Feuermeer. Brilliant fiery-scarlet; 4 ft.	85	6 00	50 00
Firebird (Oiseau de Feu). A remarkable variety perfectly formed florets, 7 to 8 inches across, of a brilliant cardinal-red; 4 ft.	1 50	10 00	90 00
Gaiety. Reddish-orange mottled with carmine and edged with yellow. The tongue is yellow and densely spotted with carmine; 4½ ft.	50	3 50	30 00
Garam. Very large bright carmine-red flowers, freely produced; 3½ to 4 feet.	50	3 50	30 00
General Merkel. Scarlet suffused with orange, base and edge of flower marbled with golden-yellow; 4 ft.	50	3 50	30 00
Gladiator. Deep yellow freely dotted with red, a popular bedder; 4½ ft.	50	3 50	30 00
Goethe. Very attractive. Bright deep orange flowers of a very penetrating shade; 4½ ft.	85	6 00	50 00
Goldbird. (Oiseau d'Or.) This is the yellow companion to Firebird; the immense soft canary-yellow flowers are of good substance; 4½ ft.	85	6 00	50 00
Golden Gate. Yellow and red; 4 ft.	60	4 00	30 00
Hungaria. Flowers large, in good-sized trusses freely produced. The color is a beautiful rose-pink; 3½ ft.	85	6 00	50 00
Italia (Orchid Flowered). Bright orange-scarlet with broad golden-yellow border; 6 ft.	50	3 50	30 00
J. D. Eisele. Vermilion scarlet overlaid with orange, good bedder; 4½ ft.	60	4 00	35 00
Jane Addams. Color a deep rich yellow with a touch of red at the throat; a clean, vigorous grower of upright habit; 4½ ft.	75	5 00	40 00
King Humbert (Orchid Flowered). The most popular Canna. Great orange-scarlet flowers surmount the vigorous dark bronze foliage throughout the season; 5 ft.	75	5 00	45 00
Lafayette. In some respects resembles the variety "Meteor" but the flowers are not quite as dark, stands more erect and the plant grows taller; 5 ft.	1 00	7 00	60 00
La France. Deep carmine-pink; 4½ ft.	1 25	8 00	70 00
Lahneck. A free grower. The color is rose with lines and shadings of scarlet carmine hues, a narrow golden border adds to its beauty; 4 ft.	85	6 00	50 00
Louis Reverchon. A splendid bedder, large cochineal-red flowers; 4½ ft.	60	4 00	35 00
Maid of Orleans. Rich cream ground, mottled and shaded soft pink; 4 ft.	60	4 00	30 00
Mrs. Alfred Conard. One of the very best cannas in commerce today. The large exquisite shaded salmon-pink flowers are produced in great abundance on robust upright plants; 4 ft.	$1 75	$12 00	$100 00
Mrs. Karl Kelsey. (Orchid Flowered). Orange-scarlet, suffused and striped with yellow; 5 ft.	50	3 50	30 00
Mrs. Woodrow Wilson. A rich but soft crimson-pink, with very large flowers, a robust grower and free bloomer; 4 ft.	2 00	15 00	
Olympic. Rich Oriental-red, shading lighter to the centre and dappled carmine. The individual florets and trusses are very large and of excellent form. 5 feet.	85	6 00	50 00
Orange Bedder. One of our own introductions and unquestionably the best of its color, a particularly bright orange with just sufficient scarlet infusion to intensify the dazzling mass of color; very free flowering. Awarded a certificate of merit by the S. A. F. & O. H. at New York, August, 1917; 5 ft.	60	5 00	40 00
Panama. The color and markings of this splendid Canna are unusual; the rich orange-red face of the petals is bordered with a broad edge of golden-yellow; 5 ft.	60	4 00	85 00
Pennsylvania. Vermilion-scarlet overlaid with orange; 5 ft.	50	3 50	30 00
Philadelphia. Rich deep red; 4 ft.	60	4 00	35 00
Queen Charlotte. Rich pomegranate red bordered with golden-yellow; 3 ft.	85	6 00	50 00
Rosea Gigantea. Large flowers, borne in such abundance that the mass of color is amazing. A deep rich rose, almost a coral-carmine; 4 ft.	1 25	8 00	70 00
Salmon Queen. Rosy salmon-scarlet; blending to a rosy carmine towards the center, a very effective bedder; 5 ft.	85	6 00	50 00
Scharfenstein. The beautifully formed, large round florets are produced in compact but graceful trusses. The color is a unique light red salmon with orange and carmine suffusions that forms a most attractive addition to the range of colors found in Cannas; 5 ft.	85	6 00	50 00
Schopenhauer. A rich brilliant red with yellow throat. Very free; 3 ft.	75	5 00	40 00
Souv. de F. Langle. Very distinct orange-red color, edged with gold; 4½ ft.	75	5 00	40 00
Superb. Deep salmon, bronze foliage; 4½ ft.	60	4 00	35 00
The Gem. An entirely distinct spotted variety. The immense trusses of flowers are borne on upright branching stems well above the foliage, and are of deep cream or straw-yellow, spotted with deep carmine; 4½ ft.	1 50	10 00	90 00
Uhlberg. Entirely distinct, of a soft rosy-carmine; the throat of the flower is of a creamy-yellow; and the edges of the petals are also pale yellow; 3 ft.	60	4 00	35 00
Venus. Flowers of fair size, of a soft rosy pink with a pretty mottled border of creamy-yellow; 3½ ft.	75	5 00	40 00
West Virginia. Intense rich crimson-scarlet with golden edge; 3 ft.	50	3 50	30 00
Wintzer's Colossal (Orchid Flowered). The largest flowered Canna. The florets often measure eight inches across and are of a bright scarlet; 5 ft.	75	5 00	45 00
William Bates. A splendid free flowering yellow of good size; 5 ft.	1 50	10 00	90 00
Wyoming (Orchid Flowered). Massive orange flowers which make a strong contrast with its rich bronze foliage; 6 ft.	50	3 50	30.00
Yellow King Humbert (Orchid Flowered). A sport from King Humbert in which the foliage is green and the flowers yellow with red spots. Very attractive.	75	5 00	45.00

HENRY A. DREER, 714-716 Chestnut St. Philadelphia, Pa.

The Above Prices Are Intended for the Trade Only.

Increase in Rose Supply

A larger supply of roses is in sight, though the very severe cold wave of the first part of the week set back the cut of roses considerably, still as more moderate weather is experienced, a larger cut is sure to become a certainty. This will result in decreased prices.

We will give our customers the benefit of these reductions as fast as possible. Our regular customers know from experience that they are given promptly the benefit of any drop in prices. It is this square dealing, together with the exceptionally fine quality of our roses, that has built up our immense shipping trade. We invite those who wish to place regular shipping orders direct with the grower to give our stock and service a trial.

Find out by comparison the advantages of buying direct of a large grower. The value of his greenhouses is largely in his ability to satisfy his customers.

A larger supply of miscellaneous flowers, including carnations, are being received. Any flowers which we do not grow ourselves, we will buy for our customers and give them the advantage of the lowest market prices and best quality.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

NOTICE:—We close at 5 o'clock week days. Closed all day Sundays.

Chicago.

BRISK ST. VALENTINE'S DAY TRADE.

The demand for St. Valentine's day was exceptionally heavy, especially from out-of-town points, and stock in all lines cleaned up completely at high prices. The extreme cold weather on St. Valentine's day affected the local demand somewhat but at that everything cleaned up nicely and the retail dealers are more than satisfied with the amount of business that they did. Violets had a heavy call and fancy stock brought high prices, but there was a large quantity of "pickled stock" from the east that had to be sacrificed at exceedingly low figures to move it. American Beauty roses had a heavy call and so did Mrs. Chas. Russell, Premier and Columbia. The other roses also sold up early at high prices. Carnations were in short supply and command high figures. Orchids had a brisk call and there was a strong demand for gardenias and lily of the valley. Sweet peas sold exceptionally well and were sold out quickly. Freesias were in large supply and in good demand, cleaning up well at very satisfactory prices. Tulips, jonquils and narcissus were good property and so were daisies, calendulas, mignonette, pansies, snapdragons and other miscellaneous stock. The demand for St. Valentine's day this year exceeded all expectations and it was impossible for the dealers to fill anywhere near all the orders in full. Some of the dealers are looking forward to a reduction in prices toward the end of this week owing to the opening of Lent and the decreasing death rate, while others were inclined to think that the recent cold wave, when the temperature dropped to 7 degrees below zero, has checked the supply for some time. Business during February so far has been wonderful and exceeded all expectations, the total sales in some in-

WE DO

AS WE SAY

THESE ARE THE DAYS
WHEN OUR SERVICE
MEANS SOMETHING.

Kennicott Bros. Co.
Wholesale Cut Flowers
CHICAGO

YOUR

Protection

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

INCREASING CROPS OF ROSES AND OTHER STOCK POINT TO A GRADUAL REDUCTION IN PRICES.

The extreme cold weather the past week has checked the supply temporarily but the indications are that stock will be more plentiful in the near future.

Owing to the large number of Growers shipping to us we advise buyers in this market to place their orders with us. You will secure the benefit of any drop in prices and at the same time the best protection possible during a short market.

Roses--Carnations--Violets--Orchids--Valley
Sweet Peas-Freesia-Tulips-Jonquils-Stevia
Narcissus-Calendulas-Etc. Greens.

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

ROSES--CARNATIONS

Place your orders with us and they will receive the best possible attention.

Buy Direct from the Grower. **CURRENT PRICE LIST** Subject to Change Without Notice.

	Per 100
MRS. CHAS. RUSSELL	
Extra Special	$40.00 to $50.00
Specials	30.00 to 35.00
Select	25.00
Medium	15.00 to 20.00
Short	12.00 to 15.00
COLUMBIA	
Specials	30.00 to 35.00
Select	25.00
Medium	15.00 to 20.00
Short	12.00
MILADY	
Specials	25.00 to 35.00
Select	20.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

		Per 100
Champ Weiland, Killarney, Killarney Brilliant, White Killarney, My Maryland	Specials	$25.00
	Select	$15.00 to 20.00
	Medium	10.00 to 12.00

	Per 100
SUNBURST, OPHELIA	
Special	$25.00 to $30.00
Select	20.00
Medium	15.00 to 18.00
Short	12.00
PREMIER	
Specials	$30.00 to $35.00
Select	25.00
Medium	15.00 to 20.00
Short	12.00
ROSES, OUR SELECTION	12.00
Carnations	10.00 to 15.00
Sweet Peas	4.00 to 5.00
Adiantum	2.00
Asparagus, per bunch.....50 to 75c	
Boxwood .....per bunch, 35c	
Ferns .....per 1,000, $4.00	
Galax, bronze and green, per 1,000. $2.00	
Leucothoe Sprays	1.00
Smilax.....per doz. strings, $3.00	

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

EXCELLENT CROPS OF

ROSES and CARNATIONS

In All the Leading Varieties

CURRENT PRICE LIST Subject to Change Without Notice.

RUSSELL	Per 100
Select	$50.00
Fancy	40.00
Medium	30.00
Short	20.00

COLUMBIA and RICHMOND.	Per 100
Select	$30.00
Fancy	25.00
Medium	20.00

SUNBURST and OPHELIA, KILLARNEY BRILLIANT	Per 100
Select	$25.00
Fancy	20.00
Medium	15.00
Short	12.00

WHITE and PINK KILLARNEY.	Per 100
Select	$20.00
Fancy	18.00
Medium	15.00
Short	12.00
ROSES, OUR SELECTION	$12.00

CARNATIONS.	Per 100
Fancy stock	$10.00 to $15.00

MISCELLANEOUS.	
Calla Lilies, per doz	$4.00 to $5.00
Ferns, per 1,000	4.00
Smilax, per doz	3.00
Galax, per 1,000	2.00
Sprengeri, bunch	.50

Other Greens at Market Prices.

WIETOR BROS., 30 East Randolph St., L. D. Phone Randolph 2081 **Chicago**

Complete assortment of Cut Flowers and Greens. Join the long list of our satisfied buyers.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

stances being almost as large as those of the same number of days in last December. Lilies have made their appearance in this market in fair sized quantities and are being billed out at prices ranging around the $35 per 100 mark and more. Darwin tulips are also included among the offerings and find ready buyers.

NOTES.

Gardeners' and Florists' Union No. 10615 meets every fourth Wednesday of each month at 180 West Washington street, with branches at Morton Grove, Hinsdale and Bowmanville. Officers for 1920 are as follows: James Lynn, president; Carl Becker, vice-president; Bernard Wahlstedt, secretary; Martin N. Schneider, treasurer; Adrian Vanderpoel, financial secretary; and Fred Strache, sergeant-at-arms. The union has over 400 members.

John Michelsen reports that the E. C. Amling Co.'s sales for St. Valentine's day exceeded all expectations. The total volume for February so far has already passed away beyond the six figure mark.

Zech & Mann were pleased with the demand for cut flowers for St. Valentine's day when everything cleaned up completely at an early hour.

We understand the city coal ordinance, to which we called attention last week, will be amended so as not to include florists.

Tonner

WHOLESALE CUT FLOWERS AND SUPPLIES.

30 East Randolph St. CHICAGO

'Phone Central 6284.

Our Spring Stock
Will Help To Fill Your Orders.
Peas, Jonquils, Calendulas, Mignonette, Daisies, Freesias, Tulips, Violets, Etc.
TONNER'S

BETTER SUPPLY
CUT FLOWERS

Our shipments have been increasing to such an extent the past week that we are now in a position to take on additional customers, besides rendering our old patrons the same efficient service that we did during the long period of extreme scarcity of stock in this market.

WE CAN SUPPLY

Roses-Carnations-Freesias-Tulips-Darwin Tulips-Violets-Stevia Daisies--Sweet Peas--Jonquils--Calendulas--White and Yellow Narcissus--Mignonette--Callas--Lilies--Snapdragons--Stocks--Etc.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572-
161 North Wabash Ave, Chicago

Sweet Peas
Single and Double Violets
Jonquils, Tulips,
Roses, Carnations, Freesia,
Pussy Willows,
Calendulas,
Etc.

A. T. PYFER & COMPANY
164 N. Wabash Ave., L. D. Phone, Central 3373. CHICAGO, ILL.

W. Langhout, western representative of the American Bulb Co., arrived here this week from a business trip to the Pacific coast, and will leave shortly to cover the unfinished territory and wind up the season's business, which is comparing about the same as in other years. He says that several Holland bulb salesmen covered the Pacific coast this season, and the demand is not great for bulbous stock in the west any more.

Schramm & Spandikow, of Crystal Lake, have placed an order with the American Greenhouse Manufacturing Co. for two new large steel houses, 43 x 225 feet.

Fred Krauss, of the E. F. Winterson Co., is confined to his home with the influenza.

Percy Jones
INC.
Wholesale Florists
30 E. Randolph St., CHICAGO, ILL.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECHMAN & ZECHMAN

30 E. Randolph St.

CHICAGO

Long Distance Phones { Central 3283 Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MINIATURE ROSES

Cecile Brunner

CARNATIONS

MISCELLANEOUS

Valley Cattleyas

Jonquils

Paper Whites Violets

Sweet Peas

Mignonette

Tulips Freesia

Calendulas

GREENS.

Plumosus Sprengeri

Galax, bronze. Galax, green

Ferns

Adiantum Smilax

Boxwood

Mention the American Florist when writing

The American Greenhouse Manufacturing Co. will present to the trade in the near future, a two-reel moving picture, showing the manufacture of their greenhouses from the start to the finish. Philip L. McKee, president of the firm, say that, if possible, it will be shown for the first time at the New York spring show. Everett D. Burton, formerly manager of the New York office, has moved here to assume the duties of sales manager.

The J. A. Budlong Co. was fortunate in having a good supply of stock, particularly roses and carnations, all during the period of scarcity, which enabled the firm to take care of all its regular patrons as well as some new ones. Bulbous stock is now quite a factor at this establishment, and the shipments include Darwin tulips.

Peter Duris says that the Central Floral Co. never experienced such a heavy demand for cut flowers for St. Valentine's day, and that if the weather had not turned so exceedingly cold toward noon on Saturday, and below zero the following day, the sales would have been greater than those of Christmas.

Manager Degnan, of A. Henderson & Co., is making extensive preparation and expects a big retail trade this season. Joseph Marks and Simon Dernison, traveling representatives of this firm, have recently returned from their initial trip of the year and report excellent business.

The Chicago Flower Growers' Association enjoyed a brisk St. Valentine's day trade with an early clean-up in stock. Manager Klingsporn is pleased with the sales for February so far, which are running considerably ahead of those of the same period last year.

Poehlmann Bros. Co. is cutting a good supply of lilies, which are in good demand and clean up nicely at satisfactory prices. This firm had a heavy St. Valentine's day trade and disposed of all the cut flowers it had to offer at an early hour.

Mrs. L. M. Jones, of Percy Jones, Inc., has been on the sick list for two weeks with the influenza. She is greatly missed at the store, and her many friends in the trade are hoping for an early and permanent recovery.

A. L. Vaughan & Co. report business brisk, with the sales for St. Valentine's day exceptionally heavy. Bulbous stock is arriving in heavier supply here, among which is included particularly fine freesia.

Vaughan's Greenhouses are featuring cannas, their special damp storage houses keeping the roots in ideal dormant condition. A large quantity will soon be put in sand to start for potting later.

C. L. Washburn, of Bassett & Washburn, is looking forward to a drop in prices on cut flowers, especially roses, which he says are coming in heavier crop.

Erne & Company report a very satisfactory demand for St. Valentine's day, with the sales showing a great increase over last year.

A. T. Pyfer & Co. report the best St. Valentine's day demand ever experienced, with a complete cleanup in stock.

O. A. & L. A. Tonner are featuring a splendid supply of bulbous stock, which is in good demand at present.

Peter Reinberg and wife and N. J. Wieter and wife have returned from Florida.

E. C. Pruner is back from a successful business trip through the southwest.

Visitors: Mike Rocklin, of Rocklin & Lehman, Sioux City, Ia.; R. E. Jones, of the Advance Co., Richmond, Ind.; F. C. W. Brown, Cleveland, O.; Wm. Kolb, Beaver Dam, Wis.; E. H. Mazey, Minneapolis, Minn.

Allied Floral Association.

The Allied Floral Association met at the Hotel Randolph, Monday evening, February 16, at 8 o'clock. There was a good attendance considering the extremely cold weather and considerable business was transacted, including the election of the board of directors, which resulted as follows: For three years, August Poehlmann, George Asmus and John Michelsen; two years, W. J. Smyth, Paul Klingsporn and Otto Amling; one year, Eric Johnson, A. Lange and Peter Pearson. A motion was made that the by-laws should be amended so as to permit the directors to elect the officers and to keep each branch of the trade represented by three members. This will be voted upon at the next meeting.

Hilmer V. Swenson reported much progress was being made, and that so far, about 300 have signed as members, representing over 100 retailers, 150 growers and 13 wholesalers. A special drive is being made this week so as to bring in as many more signatures as possible, for the assessment plan will go into effect March 1. Everyone in the trade, who has not already become a member should do so immediately, for much benefit will be derived by all.

ALLIANCE, O.—Fred Widmer has opened a flower store at 117-121 East Main street.

STAMFORD, CONN.—James Foster, well known in this section as an expert horticulturist, died January 22.

LAKE GENEVA, WIS.—A. Martini, gardener for F. D. Countess, has been elected president of the Wisconsin State Horticultural Society.

BEST QUALITY TO BE HAD IN

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Ward, Weiland, Brilliant,
Double White and Pink Killarney, Sunburst, Hearst, Nesbit and Brunner.
NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

IN GOOD SUPPLY
DARWIN TULIPS--TULIPS--JONQUILS

Choice stock of Valley, Sweet Peas, Daisies, Yellow Narcissus, Freesias, Rainbow Freesias, Calendulas, Violets, Stevia, Mignonette, Hyacinths, Pansies, Callas, Paper Whites, Cyclamen Blooms and all other Seasonable Stock.

Don't Forget Us on GREENS, as We Have Mexican Ivy, Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.
WE ARE CLOSED ALL DAY SUNDAY.

Detroit, Mich.

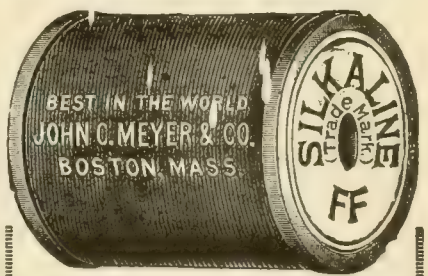
VALENTINE DEMAND DISAPPOINTING.

Conflicting, indeed, are the reports of the retailers on the results of their efforts to promote trade for St. Valentine's day. Many of them advertised the attractions they had to offer in both plants and flowers, and for the past two weeks all florists distributed by mail, and attached to the address labels on deliveries, the red heart stickers provided by the publicity committee. The results, however, seem to have been unsatisfactory with many, who claim that while the volume of business for the day was equal to that of last year, it was made up largely in funeral work at the prevailing high prices; and these prices that the public reluctantly yielded to for what was in a sense a necessity, that of offerings to bereaved families, operated to the disadvantage of the florists when the day came for the exchange of valentines in the form of "Say It With Flowers." Following a period of great scarcity, there was plenty of stock of all seasonable kinds for this occasion, especially in cut flowers. Violets were fine, and the supply far in excess of the demand. Sweet peas and freesia in fine condition, even at reduced prices, moved slowly. Roses, too, were in ample supply, contrasting with the past two weeks' shortage.

CLUB MEETING.

The club meeting, February 9, had a meagre attendance. Routine work and plans for a rousing meeting the early part of March were made. At the next meeting, a publicity campaign will be inaugurated to advance the slogan, "Say It With Flowers." Philip Breitmeyer, as S. A. F. director and F. T. D. president, has announced a special message to the club on this subject, and a large attendance is expected. At this meeting, ex-President Wm. Dilger will read a paper on "Horticultural Education." Resolutions of condolence were adopted and extended to John Warncke, whose mother passed away a short time ago, and to John Breitmeyer, Jr., eldest son of Fred Breitmeyer, who lost his young wife February 7 at Mt. Clemens. Pneumonia caused her death.

F. H. Morris, of the Foley Greenhouse Manufacturing Co., Chicago, gave a short talk to the club members on greenhouse heating. His firm had just completed the heating system of the new range they built for C. H. Plumb.



The Meyer Green Silkaline

size F, fine; FF, medium, and FFF, coarse, is $2.25 per lb., and the green Silkaline is $2.00 per lb., with liberal discounts in case lots of 500 lbs. and upwards. Every spool contains 2 oz. of actual thread, 16 oz. to the lb, not weighing in the wood or boxes. Can be had on 2 oz. spools or 1 lb. tubes at 10c per lb. less. Send your orders direct to the manufacturer.

JOHN C. MEYER FLORIST THREAD WORKS
LOWELL, MASS. Dept. XY.

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Violets. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

NOTES.

The McCallum Co., of Pittsburgh, Pa., has opened a branch store here at 34-38 West Elizabeth street, for the wholesaling of cut flowers, supplies, etc., with Henry L. Blend in charge.

M. Bloy and wife are on an extended trip to Florida. They stopped off at Knoxville, Tenn., to attend the big meeting there of the Tennessee State Florists' Society.

Philip and Mrs. Breitmeyer are making an extended visit with their daughter in Montana, intending to return about the middle of March.

E. A. Fetters left February 8 for a visit to California, where he will remain visiting different points on the coast until Easter. J. F. S.

Cincinnati, O.

BUSINESS REACHES HIGH MARK.

Valentine business proved of record-breaking proportions, and were it not for the bad turn in the weather, no doubt sales would have been still greater. Most of the call, as in former years, confined itself to cut flowers, basket arrangements, corsages or novelties expressly created for the holiday. The wholesalers report business greatly in excess of last year and lament the fact that they did not have more stock to sell. While, in some instances, the prices asked were slightly in excess of those asked last week, as a whole there was little change, roses and violets showing a slight increase. Most of the rose stock is in prime condition, and the way things look now, prices have reached the crest. The continued scarcity of short roses has been cause for much worry to the smaller dealers, but now that bulbous stock is more plentiful, the situation will soon right itself. Short roses are quoted at $15 per 100, while the better grades bring as high as $50. Carnations remain the same. Tulips and daffodils are bringing about $8 per 100. Lily of the valley that is home grown, is good at $12. The retailers report business better than last year, some claiming a 40 per cent increase, while others say about equal. Taken as a whole, no doubt everyone was satisfied. Friday, February 13, turned out to be of mammoth proportions, and the trade looked to Saturday to be a repeater of the day before, but a heavy snowfall that melted as it fell, made transportation as well as walking bad and helped to slow up the business, but many telephone orders were booked. Florists' Telegraph Delivery business was 50 per cent greater than last year, much difficulty, however, arising through faulty spelling, no doubt caused by florists phoning the message to the telegraph offices. The proper way is to typewrite the message. That releases you from blame. One retailer received a message from Cleveland, which was unsigned. Not knowing to whom to charge the flowers ,the telegraph company was asked to trace it back. The manager of the company claimed they delivered many unsigned messages, and no signature was necessary. Only upon betting a cigar that he was wrong in this case, would he act. He lost the cigar.

NOTES.

H. W. Sheppard reports business as 25 per cent better than last year. Many new cupid creations and special valentine corsages were noticed here. Dainty baskets also went big.

Julius Baer, T. W. Hardesty & Co., Robt. Kelly and Edward Forter, all located on Fourth street, did a big business, which ran ahead of last year.

The wholesalers, C. E. Critchell, The Wm. Murphy Co., Cincinnati Florists' Exchange, L. H. Kyrk and E. C. Gillette, all sold out early.

C. C. Miller, of Covington, doing a wholesale and retail business, and being a grower of a general stock, did a big trade.

Edwards Floral Co., of Covington, has had a big season, but the high prices helped to keep the profits down.

Charles Jones, Walnut Hill, and the Avondale Floral Co., were more than satisfied with this year's business. K.

Cleveland.

GOOD MOVEMENT IN ALL LINES.

The cut flower supply continues below requirements. A fine lot of daffodils are being received and move readily at $12 per 100. Paper Whites, while not numerous, have improved in quality. Sweet peas are in good supply and violets are moving freely, both double and single. A few hyacinths are now seen. Freesias, calendulas and carnations, while good, fail to meet all demands. The rose supply continues meager. Many of the florists are now depending to a certain extent upon artificial material.

NOTES.

The Wilson Florist Co. has been reorganized, and will open a retail store at 1119 East 138th street, corner of St. Clair. J. W. Wilson, and son, Kenneth, and Charles F. Bastian, recently with the Cleveland Plant & Flower Co., are the principal stockholders. They will open for business about March 1.

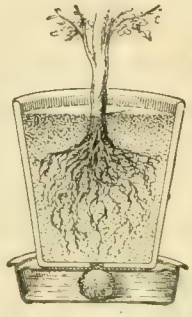
W. C. Priest, of the Cleveland Plant & Flower Co., is an influenza sufferer. Others who are affiicted with the same malady are Carlton Lowe, of Chagrin Falls, and Mrs. Charles Reif, North Olmstead, O.

Mrs. L. C. Chott, Fliet street florist, has one of her little daughters in the hospital suffering from scarlet fever.

James McLaughlin, for a time manager of the J. M. Gasser Co.'s wholesale store, has resigned his position.

Willard L. Wyckoff, well-known florist of Chagrin Falls, O., died February 13, of influenza. C. F. B.

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a

Little Wonder Plant Irrigator

They keep your plants watered just right. Wholesale price, $20.00 per 100.

If your supply house does not carry them send us their name with your order.

Sample by mail, 35c

The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO

Mention the American Florist when writing

GOLDFISH 1,500,000 (Fancy and Plain)

Ready for market at rock-bottom prices.
Ship anywhere in U. S. or Canada.
Write for our illustrated catalogue.

Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.

Mention the American Florist when writing

1920 Catalogue

48 Pages for Florists
sent free on request.

THE JOHN HENRY CO.
LANSING, MICH.

Mention the American Florist when writing

Miami, Fla.

Gladiolus Mrs. Francis King, from Vaughan's Seed Store Michigan farms, planted here November 1, flowered the latter part of January with the Miami Floral Co.

The Johnson Floral Co. has its central store at 400 Twelfth street.

W. F. Haeger, Chattanooga, Tenn., is among the recent arrivals.

The Exotic Gardens have opened a branch at Palm Beach.

OCONTO, WIS.—Joseph Sylvester, well known florist, and for the past 25 years superintendent of Evergreen cemetery, died February 1.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 579 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen	Per 100
Roses,	Beauty	$4.00 @ $12.00	
"	Mrs. Chas. Russell		10.00 @ 50.00
"	Columbia		10.00 @ 50.00
"	Premier		10.00 @ 50.00
"	Hoosier Beauty		8.00 @ 40.00
"	Killarney Brilliant		8.00 @ 35.00
"	Killarney		8.00 @ 25.00
"	White Killarney		8.00 @ 25.00
"	Richmond		10.00 @ 35.00
"	My Maryland		8.00 @ 35.00
"	Mrs. Geo. Shawyer		8.00 @ 35.00
"	Milady		8.00 @ 35.00
"	Sunburst		8.00 @ 35.00
"	Mrs. Aaron Ward		8.00 @ 25.00
"	Ophelia		8.00 @ 35.00
"	Dble. W. Killarney		8.00 @ 25.00
"	Champ Weiland		8.00 @ 25.00
"	Stanley		8.00 @ 35.00
"	Bavard Thayer		10.00 @ 50.00
"	Cecile Brunner		4.00 @ 8.00
"	George Elgar		4.00 @ 8.00
"	Baby Doll		4.00 @ 8.00
"	Nesbit		4.00 @ 8.00
"	Our selection		8.00 @ 10.00
Carnations			10.00 @ 20.00
Cattleyas	per doz		18.00 @ 24.00
Cypripedium	per doz		4.00 @ 6.00
Mignonette			6.00 @ 12.00
Yellow Narcissus			8.00 @ 15.00
Snapdragons	per doz		1.00
Freesia			6.00 @ 10.00
Tulips			10.00 @ 12.00
Daisies			2.00 @ 4.00
Valley			10.00 @ 15.00
Calendulas			4.00 @ 10.00
Gardenias	per doz		6.00 @ 9.00
Jonquils			10.00 @ 15.00
Paper Whites	per 100		10.00 @ 15.00
Callas			25.00 @ 50.00
Sweet Peas	per 100		3.00 @ 5.00
Violets			1.00 @ 2.00
Ferns	per 1,000		4.00
Galax	per 1,000		1.50 @ 2.00
Leucothoe			1.00 @ 1.25
Mexican Ivy			.75 @ 1.00
Plumosus Strings	each		.60 @ .75
Sprengeri, Plumosus, Sprays			3.00
Boxwood, 35c per lb., per case			9.00

ZECH & MANN

WHOLESALE FLORISTS

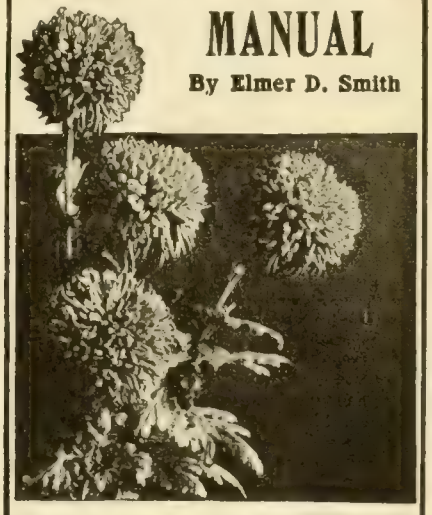
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 No. Clark Street, CHICAGO

GARDENIAS

Until the end of the season we will be very strong on **GOOD GARDENIAS.** The flower that we handle is the best, equally as good as any offered elsewhere.

We represent the largest Gardenia growers in this section. For that reason we are in a position to take care of your requirements and fill your orders to your satisfaction at the lowest market price. Place a regular order with us for your weekly requirements.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

SUPPLY INCREASES BUT DEMAND HEAVY.

The feature of the week was the great demand of the February 13-14, which took everything in sight, and called for more. It was one of the best St. Valentine days on record, due unfortunately, to the extra calls for flowers for funerals. One of the large wholesalers, on receiving a number of telegrams, nearly all for flowers for funerals, said: "The flower business is growing more like the undertakers' every day, the demand being mostly for the sick and the dead." Although there has been an insistent demand daily in all the wholesale houses, nothing being left over at night to go into the ice boxes, there appeared to be quite an increase in the quantities coming from the growers for Friday and Saturday. Roses, particularly, were more in evidence, also carnations and violets. Very good sweet peas were offered, but there was not near enough for requirements. There were cattleyas and gardenias, some few of which one of the street men offered on a box lid on Chestnut street Saturay afternoon. He looked as out of place as a straw hat at this season. Daffodils were an important flower, but not at all equal to the demand. They readily brought 10 cents, although offered in the New York market at the time for $50 a thousand. Splendid freesia, which readily found buyers, was a feature. Yellow and white daisies, myosatis and pansies sold well, as did mignonette and calendulas. There was very little increase in prices, except for carnations, which for the best Matchless and Ward reached the top figures of 20 to 25 cents. Violets sold for $1.50 to $2.00, while 20 to 35 cents was the price for medium grades of roses.

February 16.—Everything had been cut so close for St. Valentine's day that the growers' shipments even with the extra day cut were not as large as expected, and with an increased demand on account of the heavy death rate there was not nearly enough to supply the many calls from local and out-of-town buyers. It is no longer a question of price. If stock is available, its cost is a secondary consideration.

ST. VALENTINE'S DAY.

While there appears to be a much more general demand in the stores, it was greatly augmented with the use of flowers for valentines, particularly by those who made a bid for this business. H. H. Battles, Pennock Brothers, Fox, Geiger, Grakelow, Gracey, Stahl, Ross, Callahan and others worked overtime in getting their orders out. The purely valentine demand did not appear to show much increase over last or previous years, but held its own in spite of the high prices.

Pennock Bros., who have always something novel to offer in valentine arrangements, were very busy. They had a very beautiful window, displaying hand-painted boxes and baskets, filled with choice flowers, and nicely decorated with ribbons that were unique and attractive. There were heart-shaped boxes and hampers and many other novelties.

John C. Gracey had a very good business, finding a great sale for Primula malacoides. Cut flowers were in great demand, the high prices seeming to make but little difference.

Charles Grakelow was very busy, and states that this was his banner St. Valentine's day, both for local and telegraph delivery orders.

Charles Henry Fox specialized in violets and cattleyas. There was a good demand for flowers for all purposes, as well as for valentines.

The London Flower Shop had so many orders that several of their customers turned in and helped. They made a good Valentine's display in their windows for the past week, and this brought in much additional business.

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Feb. 18. Per 100

Roses, American Beauty	25.00	@150.00
" Shawyer, Russell	16.00	@ 40.00
" Killarney	16.00	@ 40.00
" Milady	12.00	@ 30.00
" Radiance	16.00	@ 40.00
" White Killarney	12.50	@ 40.00
" Killarney Brilliant	16.00	@ 25.00
" Ward	12.00	@ 35.00
" Hadley	25.00	@100.00
" Ophelia	15.00	@ 30.00
" Premier	8.00	@ 30.00
" Columbia	25.00	@ 50.00
" Maryland	25.00	@ 50.00
" Hoosier Beauty	15.00	@ 35.00
" Stanley	16.00	@ 25.00
Cattleyas, per doz.	9.00	@ 18.00
Cypripediums, per doz.	12.00	@ 36.00
Sweet Peas	3.50	@ 6.00
Carnations	12.00	@ 20.00
Longiflorum Lilies	20.00	@ 40.00
Violets	2.00	@ 2.50
Marguerites	4.00	@ 6.00
Calendulas, per doz., .75	@1.00	
Callas	30.00	@ 50.00
Snapdragons, per doz., 3.00	@4.00	
Adiantum		1.50
Asparagus Strings, per doz.		9.00
Asparagus bunches, each..		.50

BUFFALO, Feb. 18. Per 100

Roses, Beauty, Special	75.00	@100.00
" Fancy	50.00	@ 60.00
" Extra	20.00	@ 25.00
" 1st	15.00	@ 25.00
" Killarney	10.00	@ 20.00
" My Maryland	10.00	@ 20.00
" White Killarney	10.00	@ 30.00
" Sunburst	10.00	@ 30.00
" Ward	8.00	@ 15.00
" Columbia	20.00	@ 40.00
" Ophelia	10.00	@ 30.00
" Russell	15.00	@ 25.00
" Shawyer	8.00	@ 20.00
" Bon Silene	5.00	@ 8.00
Cattleyas	150.00	@200.00
Daisies	1.00	@ 3.00
Valley	12.00	@ 15.00
Violets	1.50	@ 2.00
Calla Lilies	25.00	@ 35.00
Japan Lilies	8.00	@ 10.00
Easter Lily	25.00	@ 35.00
Paper Whites	6.00	@ 7.00
Carnations	8.00	@ 12.00
Mignonette	6.00	@ 10.00
Snapdragons	8.00	@ 15.00
Sweet Peas	2.00	@ 4.00
Asparagus Sprengeri	.35	@ .50
Ferns, per 1000		3.50
Calendulas	3.50	@ 5.00
Smilax		25.00
Stevia		2.00
Golden Spur		12.00
French Trumpet		10.00
Fressia	6.00	@ 8.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Carnations, Violets, Freesia.

1225 Race St. Philadelphia, Pa.

CINCINNATI, Feb. 18. Per 100

Roses, Premier	12.00	@ 50.00
" Columbia	12.00	@ 50.00
" Butterfly	12.00	@ 35.00
" Golden Rule	12.00	@ 35.00
" White Killarney	8.00	@ 30.00
" Pink Killarney	8.00	@ 30.00
" Sunburst	10.00	@ 35.00
" Mrs. Aaron Ward	8.00	@ 25.00
" Ophelia	8.00	@ 25.00
" Baby Doll	4.00	@ 6.00
Carnations	8.00	@ 15.00
Calendulas	4.00	@ 5.00
Paper White Narcissus	6.00	@ 8.00
Sweet Peas	2.00	@ 4.00
Freesia	4.00	@ 8.00
Violets (California)		1.00
Princess Wales	1.50	@ 2.00
Ferns, per 1,000	3.00	@ 3.50
Leucothoe, per 1,000		6.00
Galax, per 1,000		1.50
Daffodils	8.00	@ 10.00
Mexican Ivy, per 1,000		6.00
Smilax, per string	.15	@ .20
Dutch Hyacinths	10.00	@ 12.00
Plumosus (south.) per bch.	.25	@ .35
Tulips	6.00	@ 8.00

PRIMULA MALACOIDES.

C. U. Liggit can truly be called the "primrose king." Four years ago, one of his growers had a few hundred Primula malacoides, which Mr. Liggit so quickly disposed of that the stock the next year was given an entire house and 5,000 were readily sold. The third year the total reach nearly 25,000, and the present season, 36,000 were found to be not enough. They are all grown in 3½ to 4-inch pots, and are wonderful plants both in foliage and quantities of bloom.

THE FLOREX MISHAP.

The storm damages to the Florex greenhouses was very serious, the loss being the entire house, 150x600 feet, of which only the unbroken glass is

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Fancy Chiffons

(About 35 to 40 yards to bolt.)	Per yd.
Dotted effect, 4 in. wide	$0.10
Lily of the Valley effect, 4 in. wide	.10
"Blue" Valley, cut edge, 6 in. wide	.09
Dotted effect, 6 in. wide	.13
Lace effect, 6 in. wide	.13
Lily of the Valley effect, 6 in. wide	.13
"Gold" Valley effect, 6 in. wide	.14
Silk, with Satin Borders, 6 in. wide	.15
Silk, with Satin Borders, 8 in. wide	.20
Maline, 27 in. wide	.30
Silk Gauze (or netting), 6 in. wide	.13
Silk Gauze (or netting), 14 in. wide	.23

Special list of many other useful items sent free.

Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

saved, and it will be required to reglaze the other large house, 175x700 feet, which structure was not damaged, but which lost most of the glass on the south side. Strange to say, it was not alone the storm but the melting of the great mass of ice and snow by the sun, which by nine o'clock in the morning, had so softened the mass that it started to slide and carried all the glass out with it. A contract has been closed with the Lord & Burnham Co. for two standard iron frame houses, 72x700 feet each, to replace the 150x600-foot house as soon as the ground can be cleared.

NOTES.

The March meeting of the florists' club, the first Tuesday of the month, is to be ladies' night. The feature is to be an illustrated lecture by J. Otto Thilow, on his recent trip to Australia. Mr. Thilow took his camera with him, and made photos of many of the plants and beautiful garden scenery of that distant country. This will be a great treat to the members and their friends, who remember with pleasure Mr. Thilow's realistic pictures of the Hawaiian Islands and the lovely tropical scenery of these distant isles.

D. T. Connor is down with influenza, but is coming along nicely. George Aeugele has been having a hard time getting well; he has escaped pneumonia, and is coming along, but it will be another week or two before he will be seen at the store. H. S. Runk, bookkeeper for W. K. Harris, had the influenza, and then pneumonia. He was a very sick man, but is now recovering. His case was handled entirely by osteopathic physicians, who have had almost entire success in handling this serious malady.

A. R. Burton has just returned from a trip through the south, where he found the trade everywhere as busy as

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

Wholesale Flower Markets

PHILADELPHIA, Feb. 18. Per 100

Roses, Beauty, special	90.00@100.00
" " fancy	50.00@ 75.00
" Mrs. Chas. Russell	25.00@ 60.00
" Killarney	15.00@ 25.00
" Hadley	25.00@ 75.00
" Sunburst	15.00@ 25.00
" Wards	15.00@ 20.00
" Ophelia	20.00@ 30.00
" Columbia	15.00@ 30.00
" Premier	25.00@ 50.00
Cattleyas	.75@ 1.00
Lilac, bunch	2.00@ 2.50
Narcissus	8.00@ 10.00
Mignonette	10.00@ 12.00
Gardenias, doz.,	9.00@12.00
Cypridediums	35.00@ 50.00
Carnations	12.00@ 18.00
Carnation Laddie	20.00@ 25.00
Snapdragons, per doz.	2.00@ 3.00
Callas	25.00@ 35.00
Easter Lilies	35.00
Violets	1.00@ 1.50
Calendulas	6.00@ 8.00
Adiantum	1.50@ 2.00
Smilax	.25
Asparagus Strings	.50@ .75
Freesia	6.00@ 10.00

PITTSBURGH, Feb. 18. Per 100

Roses, Beauty, spl., per doz.	12.00
" " fcy., per doz.	10.00
" " ex., per doz.	7.50
" " No. 1, per doz.	4.00
" Hadley	20.00@ 50.00
" Killarney	10.00@ 35.00
" Maryland	10.00@ 35.00
" Scott Key	20.00@ 75.00
" Sunburst	12.00@ 35.00
" Mrs. Aaron Ward	12.00@ 35.00
" Russell	15.00@ 75.00
" Columbia	15.00@ 60.00
" Ophelia	15.00@ 35.00
" Hilda	10.00@ 25.00
" Premier	20.00@ 75.00
Carnations	10.00@ 12.00
Cattleyas, each	1.50
Ferns, per 1,000	3.50
Sweet Peas	3.00@ 6.00
Daisies	4.00@ 6.00
Galax, per 1,000	2.00
Plumosus, per bunch	.40
Sprengeri per bunch	.50
Smilax, per doz.	3.00
Calendulas	4.00@ 8.00
Narcissus, white	8.00
Lilacs, per bunch	2.50
Tulips	8.00
Mignonette	15.00
Snapdragons, per doz.	2.50@ 4.00
Calla Lilies, per doz.,	3.00@5.00
Freesia	8.00@ 10.00

MILWAUKEE, Feb. 18. Per 100

Rose, Killarney, W. Kill'n'y	10.00@ 25.00
" Ward	8.00@ 15.00
" Mrs. Charles Russell	15.00@ 35.00
" Ophelia	10.00@ 25.00
" Columbia	15.00@ 40.00
" Hoosier Beauty	12.00@ 35.00
Carnations, assorted	12.00@ 15.00
Cattleyas, per doz.	9.00
Paper Whites	8.00@ 10.00
Violets	1.50@ 2.00
Callas, per doz.	3.00@ 4.00
Rubrums, per doz.	1.50

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.
Mention the American Florist when writing

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
Mention the American Florist when writing

ST. LOUIS, Feb. 18. Per 100

Roses, Hadley	15.00@ 25.00
" Premier	15.00@ 40.00
" Killarney	8.00@ 20.00
" White Killarney	8.00@ 25.00
" Hoosier Beauty	10.00@ 30.00
" Russell, doz.	15.00@ 50.00
" Ward	6.00@ 10.00
" Sunburst	10.00@ 25.00
Ferns, per 1000	3.50
Carnations, Laddie	25.00
Carnations, Specials	18.00@ 20.00
Orchids, doz.	1.00@ 1.50
Sweet peas	2.50@ 6.00
Narcissus	6.00@ 10.00
Calendulas	5.00@ 6.00
Calla	15.00@ 40.00
Mignonette, doz.	1.50
Violets	1.50
Galax, per 1,000	1.50@ 3.00
Leucothoe per 1,000	7.50
Boxwood, per lb.	.25
Lily of the Valley	10.00
Freesia	8.00@ 10.00
Jonquils	12.50@ 15.00

beavers. There was a much greater demand for cut flowers than could be filled, and a crying call for labor, skilled greenhouse help being very scarce.

The sudden death of Edward Habermehl came as a great shock to the entire trade. He was recognized as a leader in his profession, and his passing in the prime of life in the midst of his activities, was greatly deplored. Surely death loves a shining mark.

The 80,000 rose plants that filled the house at the Florex Gardens, broken down by the storm two weeks ago, were all disposed of by C. U. Liggit within a week after the accident. They were sold to plant men, who will grow them on in pots for spring sales.

Edward Reid has returned from a trip south for his health, he having, early in the winter, contracted a bad cold. He is much improved. Fancy double violets were in great demand for Valentine's day, he handling over 50,000. K.

New York.

CONDITIONS RETURNING TO NORMAL.

After more than a month of a shortage in stock, and a week of partial paralysis on account of the storm, this market is getting back to normal conditions. There is now plenty of stock to supply all demands; in fact, in some lines there seems to be a surplus. As a result, there has been a sharp decline in prices on roses, carnations and spring flowers. Special tea roses are slower than the shorter grades, the latter being most in demand, but all grades have dropped from $5 to $10 on the hundred, from the prices of February 1. There is a possibility that another long-continued period of bad weather might again boost rose prices, but that is remote. As for carnations, they seem to be down to stay, as the winter is now well advanced. On February 13-14, the latter being an exceptionally fine day, there was a fair movement in violets, but a good many of them got into the hands of the street men. Top prices for the best were $1 and $1.25 per 100. As previously stated, the weather was fine on St. Valentine's day, and it being a half-holiday, conditions were as favorable for business as could be expected. There is much variance in the reports from retailers on the day's business. A few have stated that it was better than last year; others that it was about the same, and yet others that it was not above the average Saturday business. It did not greatly affect the wholesadle district, so it is a reasonable conclusion that on the average it was about the same as in previous years. A number of retailers did their best to increase sales for the day, and with apparent success. Many heart-shaped boxes were noticed that had been filled with a variety of the smaller flowers, such as sweet peas, violets, forget-me-nots and spring flowers. Red roses were also used. There was a considerable trade in small plants and pans of tulips.

February 18.—There was the usual amount of Monday and Tuesday buying, but as a rule, at reduced prices. The best varieties of roses are holding up fairly well. Fair weather is bringing in an abundant supply of all stocks.

NOTES.

The annual ball and entertainment of the Greek-American Florists' Association will be held in the Hotel Commodore, Lexington avenue and 42nd street, on the night of February 26th. This event is looked forward to with great interest by a large majority of the florists—regardless of nationality—of this city and vicinity. The Greek-Americans have the inherited faculty of arranging good entertainments, and carrying them to a successful finish, and it is assumed that the coming one will be no exception, as an able committee is in charge. The tickets will be $5 per couple, or $3 for single gentlemen and $2 for ladies. Tickets are on sale in 28th street by D. J. Pappas, of the United Cut Flower Co.

Manager Rigby, of the S. S. Pennock Company's wholesale store, 117 West 28th street, has reason to be well satisfied with the present equipment of their establishment. A most complete refrigerating and ice-making plant has recently been installed. New and large refrigerators have been built, which are piped, and cooled from the apparatus located in the basement. There is a large tank from which 400 pounds of ice per day is taken. Brine is exclusively used in the operations, there being no ammonia entering into the operations. In addition, the entire interior of the store has been handsomely repainted and decorated.

At P. F. McKenney's, Fifth avenue and 42nd street, New York,'s busiest corner, it was said that business had been good. Mr. McKenney has been laid up with a bad cold, but the amiable Mrs. McKenney was on the job.

At the store of David Clarke's Sons, many good features were noticed, and they were having good business.

At the store of Ralph Armstrong, it was stated that they had good business in violets and corsage bouquets. Mr. Armstrong is recovering from an attack of influenza, and in the meantime Mrs. Armstrong is at the helm.

Myer, the retailer of Madison avenue and 58th street, has recently bought two houses adjoining his store. He already owned the corner in which his establishment is located. His buildings now contain 26 apartments.

Theodore Malandre, of Malandre Brothers, said that their business was good, and the customers on hand and the boxes going out was evidence to prove it. They had an appropriate window decoration.

Manager Perry, of the Dards store, stated that it was the best St. Valentine's day they had ever had. They were busy both on the 13th and 14th, and were well prepared with a fine stock.

William Kessler and wife have just returned from a stay of several weeks at Miami, Fla., and were well pleased with their trip. Both show the good effects of a rest and change of scene.

Maurice Christatos, of Christatos & Koster, is receiving many congratulations from friends. Cause—triplets, born February 12; two boys and a girl. Mother and children are doing well.

Curt Thimm, the grower of Roslyn, L. I., who has been ill with influenza and pneumonia is now improving.

William P. Ford, who had a severe attack of influenza, has recovered and returned to business.

Stephen Masur, the well known Brooklyn retailer,had the misfortune to have one of his legs broken by a fall, February 13.

Eli Futterman, who had a round with pneumonia, is again back on the job. A. F. F.

SWEET PEAS, ROSES, Carnations, Violets.

Joseph S. Fenrich, 51 West 28th Street, NEW YORK
Telephones: 420-421-422 Watkins.

FUTTERMAN BROS.

Wholesale Florists, 102 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

HENTZ & NASH INC. N.Y. WHOLESALE COMMISION FLORISTS GROWER AGENT 55 and 57 West 26th St.

C. Lecakes & Co.

Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Leucothoe Sprays, and Moss, Our Specialties.
116 W. 28th St., New York
Telephone Watkins 2315
No connection with any other concern.
Prompt and careful attention to Mail, Telegraph and Telephone Orders.

Traveling Wholesale Florist
INC.
133 W. 28th St., NEW YORK
Telephone 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3858 Watkins. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Watkins

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone: 759 Watkins

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 1532-3533 Watkins 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 606 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments Solicited.

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
133 West 28th St., NEW YORK
Established 1887
West of 6th Ave. Open 6 a. m. every morning.

Wholesale Flower Markets

NEW YORK, Feb. 18. Per 100

Roses, Beauty, Specials	100.00@	125.00
" " extra and fancy	50.00@	75.00
" Hadley	12.00@	60.00
" Hoosier Beauty	10.00@	25.00
" Francis Scott Key	12.00@	35.00
" Columbia	12.00@	35.00
" Prima Donna	8.00@	25.00
" Dble Wht. Killarney	8.00@	25.00
" White Killarney	8.00@	20.00
" Aaron Ward	10.00@	25.00
" Ophelia	8.00@	25.00
" Sunburst	10.00@	25.00
" J. L. Mock	12.00@	30.00
" Mrs. Chas. Russell	15.00@	40.00
" Premier	20.00@	50.00
Cattleya orchids, special.		75.00
Carnations	6.00@	10.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Asp. Plumosus, doz. bchs.	3.00@	4.00
Smilax, doz. strings	1.50@	2.50
Bouvardia, per doz.	1.50@	2 00
Lilies, white	35.00@	40.00
Gardenias, per doz.	4.00@	9.00
Callas, per doz.	3.00@	4.00
Paper White Narcissus, doz	.50@	.75
Lilies, Rubrums	10.00@	15.00
Sweet Peas	2.50@	4.00
Lily of the Valley	8.00@	10.00
Violets	.35@	.75
Calendulas	15.00@	30.00
Yellow Narcissus, per doz.	.50@	1.00
Snapdragons, per doz.	2.50@	4.00
Cypripediums	25.00@	60.00
Mignonette, per doz.	1.50@	2.50
Iris, per doz.		9.00
Wallflowers	.75@	1.25
Lilac, per bunch	1.00@	2.00
Freesia	3.00@	6.00
Primulas, cut, per doz.	.15@	.25
Tulips, per doz.	.75@	1.00
Flamingo		1.50
Acacia, per bunch	1.50@	3.50

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
136 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED.

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
115 West 28th Street, New York

Telephones {4422 / 4423} Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE {2335 / 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
101 West 28th Street, NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R. I.
Summer Season.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members Florists' Telegraph Delivery Ass'n

Mention the American Florist when writing

ESTABLISHED 1847

F. T. D.

Thos. F. Galvin INC.

THE NAME PROTECTS YOU

BOSTON
1 PARK STREET
799 BOYLSTON STREET

NEW YORK
561 FIFTH AVENUE

Steamers are Again Sailing on Schedule
Deliveries made on board

Mention the American Florist when writing

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

BRANCHES:
RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

HARTFORD, CONN.

George G. McClunie

165 MAIN STREET

Right in the Hospital District—Hartford, Charter Oak, Williams, Insane, St. Francis and Memorial Hospitals within two blocks of Flower Shop.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

New York.

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing

New York.

A. B. CAZAN

FLOWERS OF QUALITY
2751 Broadway
Member of Florists' Telegraph Delivery.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Etc
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

New York.

The Aphrodite Co.

THE ARTISTIC FLORISTS
Floral Decorations for All Occasions.
2703 Broadway, Phone Academy 2479

C. H. FREY

Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Mention the American Florist when writing

C. Frauenfelder FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

Mention the American Florist when writing

"Where Roses and Lilies and Violets Meet."

GUIDO, Inc.

FLORIST
595 Lexington Ave., cor 52nd St.,
Phones: Plaza 7570
Night Call, South 1125
NEW YORK
Members of Florists' Telegraph Delivery.

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

For St. Louis.

WIRE

Grimm & Gorly

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

A. LANGE

77-79 E. Madison St., CHICAGO

Member of F. T. D.

Mention the American Florist when writing

New York DARDS

Member of Florists' Telegraph Delivery.

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction
Nearly 50 Years.

Let Us Fill Your Steamer Orders. **Regular European Sailings Now Established.**

Mention the American Florist when writing

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place

L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

810-812 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

SHERIDAN, WYO.

SHERIDAN GREENHOUSE CO.

Plants and Flowers

FROM NEW YORK EXCEPT AS NOTED

February 21.

New Amsterdam, Holland-America Line (Rotterdam).
FROM NEW ORLEANS, Poeldyk, Holland-America (Rotterdam).
Nantasket, I. M. M. Lines (Liverpool).
Belgic, I. M. M. Lines (Liverpool).
FROM BOSTON, Bohemian, I. M. M. Line (Liverpool).
FROM PHILALELPHIA, Haverford, I. M. M. Line (Liverpool).
St. Paul, I. M. M. Line (Southampton).
Michigan, I. M. M. Line (London).
FROM BOSTON, West Hosokie, I. M. M. Line (London).
Virgilia, Cunard-Anchor Line (Liverpool).
Stavangerfjord, Norwegian-American Line (Norway).
Patria, Fabre Line (Marseilles).

February 23.

East Indian, I. M. M. Lines, (London).
FROM PHILADELPHIA, Netherpark, Cunard-Anchor Line (Liverpool).
Vindelia, Cunard-Anchor (Glasgow).
Stureholm, Swedish-American Line (Stockholm).
FROM PORTLAND, ME., Cornishman, I. M. M. Lines (Avonmouth).

February 24.

FROM BOSTON, Wauconda, I. M. M. Lines (Liverpool).
FROM NEW ORLEANS, Miltonian, I. M. M. Lines (Liverpool).
West Pool, I. M. M. Lines (Antwerp).
FROM PHILADELPHIA, West Cherow, I. M. M. Lines (Antwerp).
Valacia, Cunard-Anchor (Antwerp).

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

930 PROSPECT AVE., Erie Building. CLEVELAND

Mention the American Florist when writing

New York.

Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus.

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Newark, N. J.

Begerow's

MEMBER FTD

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Mention the American Florist when writing

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Mention the American Florist when writing

Wilkes-Barre and near-by Pennsylvania Towns

Member F. T. D.

14 N. Main St. **A. W. B. EVANS**

Astoria Florist

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

NEW YORK CITY

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exchg. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, W. Madison
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith
Harrisburg, Pa.—Charles L. Schmidt.
Hartford, Conn.—Geo G. McClunie.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Fl. Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—N. Christatos, 1028 Sixth Ave.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—John D. Flessas, Columbus Ave.
New York—Henry Hart, Inc.
New York—Guido, Inc., 595 Lexington Ave.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—A. B. Cazan.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
Sheridan, Wyo.—Sheridan Greenhouse Co.
St. Louis, Mo.—F. H. Weber.
St. Louis Mo.—Grimm & Gorly.
St. Paul Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heini & Sons.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo C. Shaffer.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.

High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Member of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Best Flowers
Best Service

ROSES Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
NINE STORES.
Main Store— **334 Lewis Ave.**
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester ph. 506. Long Dist. Bell ph. 2189
Member of Florists' Telegraph Delivery.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Kansas City, Mo.
W. J. Barnes FLORIST, Inc.
Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890.

Mention the American Florist when writing

J. W. RODGERS
Elks' Building, 4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.

Mention the American Florist when writing

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to
Schiller The Florist
2221-2223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Washington, D. C.
Louise Flower Shop
Connecticut Ave at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Member of Florists' Telegraph Delivery.

Albany, N. Y.
EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

Hession
Madison Ave. and 76 St.
NEW YORK
Quality Flowers
TWO GREENHOUSES
ON PREMISES
Plant Specialists Phones 107 420 775 Lenox
Member of Florists' Telegraph Delivery.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St
Members Florists' Telegraph Delivery Association.

QUALITY and PROMPTNESS
New Orleans, La.
Members F.T.D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.
Mention the American Florist when writing

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.
Mention the American Florist when writing

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, Sheboygan, Wisconsin.
Member of Florists' Telegraph Delivery.

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists, Grand Rapids
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.
200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior. Wis.
DULUTH, MINN.

TERRE HAUTE, IND.
THINK OF HEINL'S

ORDERS IN OR AROUND
PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.
Mention the American Florist when writing

Name Index to Retail Florists Filling Telegraph Orders.

Alpha Floral Co., S. Wabash Ave., Chicago
Anderson, S. A., 440 Main, Buffalo, N. Y.
Aphrodite Co., The, New York.
Astoria Florist, 2188 Broadway, New York.
Avenue Floral Co., The, New Orleans, La.
Baer, Julius, Cincinnati, O.
Barnes, W. J., Kansas City, Mo.
Baumer, August R., Louisville, Ky.
Bergerow's 746 Broad St., Newark, N. J.
Bramley & Son, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Buckbee, H. W., Rockford, Ill.
Bunyard, A. T., Madison Ave., New York.
Burns, H. H., 509 Madison Ave., New York.
California Florist, Tacoma, Wash.
Central Floral Co., N. State St., Chicago.
Central Floral Co., Broadway, Detroit, Mich.
Clarke's Sons, David, New York.
Cooke, Geo. H., Conn. and L., Washington.
Danker's, Albany, N. Y.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., Montreal, Que., Can.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eble, Chas., New Orleans, La.
Evans, A. W. B., Wilkes-Barre, Pa.
Eyres, 106 State St., Albany, N. Y.
Fallon, Florist, Roanoke, Va.
Fleischman, Chicago.
Fox, J. M. & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., 1133 O St., Lincoln, Neb.
Frey & Frey, 1338 O St., Lincoln, Neb.
Friedman, 522 S. Michigan Blvd., Chicago.
Galvin, Thos. F., Inc., New York and Boston.
Gasser Co., J. M., Cleveland, O.
Grakelow, Charles H., Philadelphia, Pa.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St., Louis, Mo.
Gude Bros., Washington, D. C.
Guido, Inc., 595 Lexington Ave., New York.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., 1000 Madison Ave., N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison and 76th St., New York.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Idlewild Greenhouses, Memphis, Tenn.
Jahn, Hugo H., Brooklyn, N. Y.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. R., Rochester, N. Y.
Kottmiller, 426 Madison Ave., New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 77-79 E. Madison St., Chicago.
Littlefield Florist, Worcester, Mass.
Louise Flower Shop, Washington, D. C.
McClunie, Geo. G., Hartford, Conn.
Malandre Bros., New York.
Mangel, 17 E. Monroe St., Chicago.
Matthews, The Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
Metairie Ridge Nursery Co., New Orleans, La.
Miller Floral Co., Salt Lake City, Utah.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
New York Floral Co., Yonkers, N. Y.
Papadem, J. G. Co., 2953 Broadawy, N. Y.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Philips Bros., 938 Broad St., Newark, N. J.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Rodgers, J. W., Dayton, O.
Rosery Floral Co., The, Newark, N. J.
Rosaia Bros., Seattle, Wash.
Saake, O. C., Los Angeles, Cal.
Salzer Seed Co., John A., La Crosse, Wis.
Schiller, The Florist, Chicago.
Schling, Max, 785 Fifth Ave., New York.
Sceery, Edward, Passaic, N. Y.
Sceery, Edward, Paterson, N. J.
Schlatter, Wm., & Son, Springfield, Mass.
Schmidt, Chas. L., Harrisburg, Pa.
Shaffer, Geo. C., Washington, D. C.
Sheppard, Henry W., Cincinnati, O.
Sheridan Greenhouse Co., Sheridan, Wyo.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St., Louis, Mo.
Weir, James, Inc., Brooklyn, N. Y.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wittbold Co., G., 745 Buckingham Pl., Chgo.
Wolfskill Bros. & M. Goldenson, Los Angeles.

Albany, N. Y.
Danker
FLORIST
The Best Service
MEMBER F.T.D.
Mention the American Florist when writing

Kansas City, Mo.
A. Newell
FLORIST
Established over 30 years.
1122 Grand Avenue.
Mention the American Florist when writing

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none to small.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Rockford, Ill.
H. W. BUCKBEE.
Mention the American Florist when writing

LITTLEFIELD, Florist
WORCESTER, MASS.
Mention the American Florist when writing

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

"SAY IT WITH FLOWERS"
Max Schling Flowers
Schling Service Nothing Better
785 Fifth Avenue
NEW YORK CITY
Mention the American Florist when writing

Yonkers, N. Y.
New York Floral Co.
Cor. Manor House Square and North Broadway
Mention the American Florist when writing

Friedman
:::.FLOWERS.:::.
522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO
Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.
Mention the American Florist when writing

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City.
Mention the American Florist when writing

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.
Mention the American Florist when writing

CHICAGO
Central Floral Co. 132 N. State St., CHICAGO
35 Broadway, DETROIT
DETROIT
Best service in both cities and adjoining territory.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET
Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street
Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grand Avenue
Mail or telegraphic orders promptly and most carefully executed.
Mention the American Florist when writing

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

New York
Malandre Brothers
2077 Broadway, near 72nd St.
'Phone, Columbus 6883
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Mention the American Florist when writing

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.
Mention the American Florist when writing

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark.
Telephone Market 494
Mention the American Florist when writing

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season
Mention the American Florist when writing

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

CHICAGO
Mangel The Palmer House Florist
17 E. MONROE ST.
Member of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

THE price of bags at Chicago, February 18, was $64.

NEW YORK seedsmen report freight shipments greatly delayed by the recent blizzard.

A LEADING Chicago field seed house is reported to have made $600,000 last year on clover seed.

PHILADELPHIA, PA.—Business for 1920 has started very satisfactorily with Wm. Henry Maule, Inc.

A. HENDERSON, of A. Henderson & Co., Chicago, is planning to attend the New York show next month.

THE senate agricultural committee has approved the bill repealing the government control of wheat prices.

LA CROSSE, WIS.—The John A. Salzer Seed Co.'s business shows a substantial increase over that of last year.

J. CHAS. MCCULLOUGH, Cincinnati, O., and wife, are at Palm Beach, Fla. Mrs. McCullough's health is rather poorly.

GARDEN TOOL manufacturers say they are oversold on account of their inability to secure steel in sufficient quantity for their purposes.

PAINESVILLE, O.—Carl Barto, of the Storrs & Harrison Co.'s seed department, is again at his desk after a prolonged siege of illness.

VISITED CHICAGO: A. Schravendeel, representing Segers Brothers, Lisse, Holland; A. H. Luck, representing S. M. Isbell & Co., Jackson, Mich.

POINT LOMA, CALIF.—Chas. N. Page and wife, recently injured here by a street car crashing into their auto, are now out of the hospital and recovering slowly.

NEW ORLEANS, LA.—The J. Steckler Seed Co. recorded an increase of 50 per cent in volume of January business this year, compared with the corresponding month in 1919.

PRAYERS for rain to relieve the long continued period of comparative dryness throughout the state were offered in the churches of San Francisco, Calif., February 15.

FRENCH cable advices of February 13 indicate the bulb crop needs rain now. The drought, following that of last year, will have a considerable influence on the quantity produced this season.

CINCINNATI, O.—H. B. McCullough, of the J. M. McCullough's Sons Co., and wife, are now in California. Mr. McCullough is slowly recovering from the effects of his accident of last November.

LONDON, ONT. — Frederick James Darch, of the former firm of Darch & Hunter, died January 23, age 49 years. The seed business was sold about six years ago to C. Wesley Baker and Thos. A. Baker, now Dominion Seeds, Ltd., Mr. Darch taking the position as supreme secretary of the Independent Order of Foresters and residing at Toronto.

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade, February 18, were as follows: Timothy, $10.00 to $14.00 per 100 pounds; $14.50 bid for March and offered for $14.80; red clover, $45.00 to $54.00 per 100 pounds.

TOLEDO, O.—Clover was steady February 16, opening unchanged from the closing price the previous day, with cash offered at $35.00, a drop of 50 cents during the week. Timothy was also steady with cash, 1919, at $6.95, March $6.95, April $6.90, and May $6.85.

LOUISVILLE, KY.—While mail order sales during January were considerably less than the same month, 1919, due to the fact that the catalogue was not mailed as early, Wood, Stubbs & Co.'s credit sales show a substantial increase and all indications point to excellent business later.

ONION SETS in the Chicago district have moved rather slowly the past week on account of the severe weather. Prices, however, remain firm at $3.50 for colors and $4.00 for whites, in carlots. Independent stocks are reported pretty well cleaned up, but the sets on hand continue in fine condition.

ROCHESTER, N. Y.—Notwithstanding the fact that the catalogue of James Vick's Sons was held back by slow and inadequate transportation and unsettled conditions in the printing trade, January sales have averaged up to those of a year ago. Taking into consideration the severe temperature of the month just passed, business should start with a rush with the arrival of favorable weather.

California Rainfall.

January, 1920, was a month of very unfavorable weather for crop growth in California. The drought conditions which had prevailed during the preceding months were greatly accentuated by the remarkable absence of precipitation during January, usually a month of heavy rain. Not only was the rainfall decidedly below the normal for the month throughout the state, but at many places it was the least ever recorded in a January. Very little snow fell in the mountains, and at the close of the month, no snow remained on the ground at the 5,000-foot level, and at the higher stations the amounts were less than at the beginning of the month. From the 7th to the 15th, a cold spell prevailed, and heavy killing frosts generally, causing some damage to oranges in the San Joaquin valley. This was followed by warmer weather, which continued to the end of the month. On the 17th, the highest temperatures ever recorded in January occurred at San Jose and Los Angeles, and the record was equaled at San Luis Obispo. At the close of the month, all streams were very low and all crops were sadly in need of rain. The outlook for water for irrigation and power purposes during the coming summer was very discouraging.

Bean Tariff Proposed.

The California bean industry has been in a bad way for sometime, due principally to the heavy imports of beans and the high cost of labor. It is said the oriental countries produce a close imitation of nearly every bean grown in the United States. The Kotenashi bean is identical in appearance with the small white bean which constitutes 42 per cent of this country's production. The Kotenashi bean has been sold in San Francisco this year for as low as 3½ cents per pound, or about one-half the cost of production of beans in California. It has recently been quoted in every market in the United States at ¼ to ½ cent per pound below the similar domestic bean, showing that the consumer gets no benefit from the oriental importation, while the domestic article is excluded.

The principal bean growing states are California, Michigan and New York, and the average normal production of beans in the United States is approximately 10,000,000 bushels; the average normal production of beans in the orient is approximately 200,000,-

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
— Growers Exclusively of —
Sweet Corn Seed

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA

—— We are headquarters for the BEST OF EVERYTHING in ——

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Yokohama Nursery Co.
LTD.
Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

000 bushels. The average wage of the American field laborer is in excess of $4.00 a day; the average wage of the Asiatic field laborer is below 30 cents per day. Recent testimony before the food administration showed that the cost of production of beans ranged from $26.95 to $80.00 an acre, and the yield all the way from 300 to 2,000 pounds.

The growers of California, Michigan and New York have united in an effort to secure a tariff of four cents per pound on imported beans, and they are very hopeful of success. It is claimed as a result of the large importation, 2,000,000 bags of beans having been imported from the orient since last harvest, a large proportion of the 1918 crop of California beans has found no market even at prices below the cost of production. During all of the first half of 1918, the price offered for the product was below the cost of production. The Asiatic countries have productive resources sufficient to supply every demand of the American bean market. It is further stated that beans are the only important food product that have no ready market, that they are the only important food product that have sold at prices materially lower than the prices of the previous two years, and that they are the only important food product that have sold below the cost of production.

California claims to produce nearly one-half of all the beans grown in the United States, that the crop is second in value to only one other agricultural product in the state, that the industry brings from forty to fifty million dollars of new wealth to the state every year, that many thousands of acres of the richest bean land in California are unsuited for other crops, that bean growing is the most important industry in many counties of the state, that bean culture adds fertility to the soil and improves the land for other uses, that the ruin of the bean industry will bring heavy losses and in many cases

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.
4013 Milwaukee Ave., (Near Irving Park Blvd.) **CHICAGO**

Salvia or Scarlet Sage

We have just completed harvesting our own Bloomsdale Farm Grown, crop 1919, Salvia or Scarlet Sage. We offer you this exceptionally good strain, and high vitality seed, of the following varieties:

Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30.00 per lb.; 5 lbs. and over, $25.00 per lb.

Net, 60 days, 2% off 10, f. o. b. Bristol, Pa., if unsold on receipt of order, as we did not have a large crop.

D. Landreth Seed Company, Business Established 1784 **Bristol, Pa.**

Mention the American Florist when writing

C. C. MORSE & CO. Seed Growers **San Francisco, Calif.**

GROWERS OF SELECTED STOCKS OF

Onion, Lettuce, Radish, Carrot, Sweet Peas, Etc.

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, **FREMONT, NEB.** Growing Station, **ROCKY FORD, COLO.**

Bolgiano's "Big Crop" Seeds

"Tested and Trusted" Over a Century.

Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLGIANO & SON, Baltimore, Md.

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO.
Contract growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.
Mention the American Florist when writing

bankruptcy to more than 6,000 growers in California, and that the loss of the industry will cause incalculable harm to banks, merchants and business throughout the state.

Catalogues Received.

Jerome B. Rice Seed Co., Cambridge, N. Y., trade price list; John A. Salzer Seed Co., La Crosse, Wis., seeds; E. G. Hill Co., Richmond, Ind., roses, chrysanthemums, etc.; Archias' Seed Store, Sedalia, Mo., seeds; Howard W. Gillet, Lebanon Springs, N. Y., gladioli; L. E. Williams, Exeter, N. H., nursery stock; J. J. Broomall, Eagle Rock, Calif., dahlias; Cole's Seed Store, Pella, Iowa, seeds; the I. W. Scott Co., Pittsburgh, Pa., seeds; Henry Field Seed Co., Shenandoah, Ia., seeds; Fraser Nursery Co., Huntsville, Ala., surplus list; John Connon Co., London, Ont., trees, shrubs and plants; Northrup, King & Co., Minneapolis, Minn., seeds; Colorado Seed Co., Denver, Colo., home garden seeds; J. K. Alexander, East Bridgewater, Mass., dahlias, gladioli, peonies, etc.; the J. Chas. McCullough Seed Co., Cincinnati, O., seeds;

Henry Mette, Quedlinburg, Germany, seeds; De Graaff Bros., Noordwijk, Holland, bulbs; Alessandro Squadrilli (M. Herb) Naples, Italy, vegetable and flower seeds; T. Sakata & Co., Kanagawa, Yokohama, Japan, seeds.

Sack Ownership Ruling.

Sacramento, Calif., Jan. 23.—Sacks and other containers generally used in delivery of wholesale lots of beans, potatoes, onions and other products do not change ownership in the transaction, and unless specified remain the property of the seller of the commodity, according to a ruling handed down by Charles G. Johnson, state sealer of weights and measures, as the laws of California require the selling of such commodities at net weight.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution, February 7, 1920, as given by the Government Market Reporter of February 14, 1920:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$14.75	$28.00	$19.00	$57.50
Baltimore	15.00	27.00	20.00	56.00
Richmond	15.25	28.50	20.50	60.00
Buffalo	14.75	28.00	20.00	58.50
Toledo	14.75	31.00	21.00	59.25
Louisville	14.75	30.00	22.00	61.00
Chicago	14.10	29.00	18.50	57.50
Minneapolis	14.25	31.00	22.00	60.00
St. Louis	14.95	31.00	21.50	59.00
Kansas City	14.90	30.00	21.00	60.00
Denver	15.00	29.00	23.00	....
Salt Lake City	14.00	31.00	20.00	60.00
Seattle	18.00	35.00	25.00	60.00
Memphis	15.00	....	23.50	61.00
Average for the United States same date, 1919	$10.50	$23.00	$14.25	$41.00

Wait for KELWAY'S Wholesale
SEED CATALOGUE FOR 1920
before placing your order.
The most favorable prices of the year. If not received wire or write
KELWAY & SON, Wholesale Seed Growers, Langport, England

R. C. McGILL & CO.
WHOLESALE SEED GROWERS
SPECIALTIES IN VARIETY
ONION-CARROT-BEET-RADISH-PARSNIP
CONTRACT PRICES MAILED ON REQUEST
SAN FRANCISCO CABLE ADDRESS "McGILL-SEED" SAN FRANCISCO CALIFORNIA

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

R. & M. GODINEAU
SEED GROWERS
Angers, - - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.
Mention the American Florist when writing

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS
Mention the American Florist when writing

An experience of half a century in producing high grade
GARDEN SEEDS
at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.
S. D. WOODRUFF & SONS
ORANGE, CONN., and NEW YORK CITY

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

For SEEDS
Flower, Vegetable and Farm
Send your inquiries to
HURST & SON
152 Houndsditch
LONDON, - - ENGLAND
The Premier British Wholesale and Exporting Seed House.
75 YEARS UNRIVALLED REPUTATION

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

SEEDS
Flower, Vegetable and Farm.
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

Spring Bulbs

For Your Counter Trade and for Your Greenhouses.

GLADIOLUS

The finest bulbs produced the past summer.

We are large growers and in addition to the following can offer many other named kinds. Write us.

	Per 1000
Mrs. Francis King, First size	$25.00
Mrs. Francis King, Medium size	20 00
Chicago White, First size	33.00
Chicago White, Medium size	30.00
Augusta, First size	35.00
Augusta, Medium size	30.00
America, First size	27.00
America, Medium size	22.00
Halley, First size	35.00
Halley, Medium size	30.00
Europe, First size	65.00
Europe, Medium size	60.00
Niagara, First size	$50.00
Niagara, Medium size	45 00
Peace, First size	45.00
Panama, First size	47.00
Panama, Medium size	38.00
Mrs. Frank Pendleton, First size	47.00
Mrs. Frank Pendleton, Medium size	43.00
Schwaben, First size	55.00
Schwaben, Medium size	50.00
Primulinus Sunbeam, First size	60.00
War, First size	60.00

CALADIUMS

With sound center shoots.

Sizes	Doz.	100	1000
5 to 7 in. circum	$1.00	$ 7.50	$ 70.00
7 to 9 in. circum	1.25	9.00	85.00
9 to 11 in. circum	2.35	15.00	140.00
11 to 12 in. circum. (scarce)	4.25	30.00	.....
12 in. and upwards, very large (scarce)	each, 40c		

Lilium Giganteum

From Ice Storage.

7- 9 in. (300 to case)	Per Case
8- 9 in. (260 to case)	
8-10 in. (225 to case)	
9-10 in. (200 to case)	$52.00

TUBEROSES

Well cured Bulbs. Free from rot.

	100	1000
Dwarf Excelsior Pearl, second size, 3-4 inch	$3.25	$27.50
Dwarf Excelsior Pearl, First size, 4-6 inch	5.00	45.00
Variegated Leaved, single	4.00	35.00
Albino, early single white	4.00	35.00
Armstrong's Ever Blooming	4.00	35.00
Mexican	3.00	25.00

CALADIUM.

CANNAS

Stored in our special moist cellars, not dried and stunted.

	100	1000
Chas. Henderson, Crimson, 4 ft	$ 4.00	$35.00
David Harum, Vermilion, 3½ ft	5.00	40.00
Eureka, White, 4 ft	8.00	75.00
Florence Vaughan, Yellow spotted, 5 ft	4.00	35.00
Firebird, best Scarlet, 4 ft	10.00	90.00
Gustav Gompper, Yellow, 3½ ft	5.00	40.00
Hungaria, best Pink, 3½ ft	7.50	70.00
King Humbert, Scarlet, 4 ft	5.50	50.00
Long Branch, bright Crimson, 5 ft	8.00	75.00
Mad. Crozy, Vermilion, 3½ ft	4.00	35.00
Meteor, brilliant Crimson, 4 ft	6.50	55.00
Orange Bedder, Orange color, 4 ft	6.00	50.00
Yellow Humbert, deep rich Yellow, 4 ft	6.00	50.00
Queen Charlotte, Orange Scarlet, 4 ft	5.00	40.00
Souv. Antoine Crozy, Crimson, 4 ft	5.00	40.00
The Express, Crimson Scarlet, 2½ ft	6.00	55.00
Mrs. A. Conard, Salmon Pink, 4 ft	12.00	100.00
Venus, Rosy Pink, 4 ft	4.00	35.00
Wintzer's Colossal, bright Scarlet, 5 ft	4.00	35.00
Wyoming, Orange, 7 ft	4.00	35.00

WRITE FOR OUR "SPRING BOOK FOR FLORISTS"

NEW YORK **Vaughan's Seed Store** CHICAGO

TUBEROSE.

PRICE LIST ON CANNAS

Select 2 to 3 eyes. We have never handled finer stock.

Bronze-Leaved Varieties

	Height	Per 100	Per 1000
BRANDYWINE. Wine red dappled with crimson	3½ ft.	$3.00	$25.00
DAVID HARUM. Bright vermilion scarlet mottled dark red	3 ft.	3.00	25.00
EGANDALE. Deep currant red	4 ft.	3.00	25.00
KING HUMBERT. Orange scarlet	4 to 4½ ft.	5.00	45.00
WYOMING. Orange-colored	7 ft.	3.00	25.00
MUSAFOLIA. Immense foliage	6 to 8 ft.	3.00	25.00
SHENANDOAH. Rose pink	4 ft.	3.00	25.00

Variegated Flowers with Green Foliage

	Height	Per 100	Per 1000
ALLEMANIA. Bright scarlet, broad yellow border, beautifully mottled	4 to 5 ft.	$3.00	$25.00
GLADIOFLORA. Crimson edged with gold	3½ ft.	3.00	25.00
ITALIA. Clear yellow overlaid with orange	3½ ft.	3.00	25.00
Mme. CROZY. Brilliant scarlet, orange gilt edge	3½ ft.	3.00	25.00
SOV. D'ANTOINE CROZY. Bright golden yellow	4 ft.	3.00	25.00

Pink Shades with Green Foliage

	Height	Per 100	Per 1000
HUNGARIA. Pink with satiny sheen	3 ft.	$5.00	$40.00
MLLE. BERAT. Deep rose pink	4 ft.	3.00	25.00
MRS. A. CONARD. Salmon pink	4 ft.	5.50	50.00
ROSEA GIGANTEA. Rich rose pink	4 ft.	6.00	55.00
LOUISE. Soft rose pink	5 ft.	3.00	25.00
VENUS. Rose pink, creamy yellow border	4 ft.	3.00	25.00

Yellow Shades with Green Foliage

	Height	Per 100	Per 1000
AUSTRIA. Bright yellow, crimson throat	3½ ft.	$3.00	$25.00
BURBANK. Sulphur yellow, inner petals dotted red	6 ft.	3.00	25.00
FLORENCE VAUGHAN. Yellow with bright red spots	5 ft.	3.00	25.00
INDIANA. Rich golden orange	5 ft.	3.00	25.00
GLADIATOR. Bright yellow, spotted crimson	4 ft.	3.00	25.00
R. WALLACE. Canary yellow	5 ft.	3.00	25.00
YELLOW HUMBERT. Deep rich yellow heavily spotted bright red	3 to 3½ ft.	5.00	40.00
GUSTAV GUMPER. Golden yellow, lower petals spotted red	4 ft.	3.00	27.50

Red Shades with Green Foliage

	Height	Per 100	Per 1000
A. BOUVIER. Clear crimson	5 ft.	$3.00	$25.00
BEAUTE POITEVINE. Crimson	4 ft.	3.00	25.00
CRIMSON BEDDER. Red	3½ ft.	3.00	25.00
CHAS. HENDERSON. Crimson scarlet, yellow flame throat	4 ft.	3.00	25.00
FIREBIRD. Glistening scarlet, without markings	4 ft.	8.00	75.00
JEAN TISSOT. Vermilion, bright orange shadings	3 ft.	3.00	25.00
LOUISIANA. Crimson scarlet	5 to 6 ft.	4.00	35.00
METEOR. Brilliant scarlet	5 ft.	5.00	40.00
KATE GRAY. Soft orange shaded carmine, dotted yellow throat	5 to 6 ft.	3.00	25.00
PENNSYLVANIA. Scarlet overlaid with orange	4½ ft.	3.00	25.00
TARRYTOWN. Crimson	3½ ft.	3.00	25.00
WINTZER'S COLOSSAL. Vivid scarlet	5 to 6 ft.	5.00	40.00
PANAMA. Dull red, overlaid rose, with mottled yellow edge	3 ft.	6.00	50.00
EXPRESS. Crimson scarlet	2½ ft.	3.00	25.00
BLACK PRINCE. Dark velvety crimson	4½ ft.	3.00	25.00

Prices subject to change without notice.

A. B. C.

"Watch Us Grow."

American Bulb Co.

172 North Wabash Ave., CHICAGO, ILL.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Seed Packets

FLOWER SEED SIZES TO CATALOG ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS SEED

GREENHOUSE GROWN

1000 seeds	$ 3.50	10,000 seeds	$30.00
5000 seeds	16.25	25,000 seeds	68.75

ASPARAGUS SPRENGERI SEED

1000 seeds	$0.75	10,000 seeds	$ 5.50
5000 seeds	3.00	25,000 seeds	12.50

ASTER SEED

Our Asters are grown for us by specialists and we can recommend our stock with the utmost confidence to produce the best results.

	Tr. Pkt.	Oz.
ASTERMUM		
White	$0.40	$2.25
Rose Pink	.40	2.25
Lavender	.40	2.25
Mixed	.40	2.00
ASTER, CREGO		
White	.40	2.00
Shell Pink	.40	2.00
Rose Pink	.40	2.00
Purple	.40	2.00
Lavender	.40	2.00
Mixed	.30	1.50
ASTER, EARLY ROYAL BRANCHING		
Lavender	.40	2.25
Purple	.40	2.25
Rose Pink	.40	2.25
Shell Pink	.40	2.25
White	.40	2.25
Mixed	.40	2.00

	Tr. Pkt.	Oz.
ASTER, QUEEN OF THE MARKET		
White	$0.25	$1.00
Rose Pink	.25	1.00
Blush Pink	.25	1.00
Dark Blue	.25	1.00
Light Blue	.25	1.00
Crimson	.25	1.00
Mixed	.20	.75
ASTER, MICHELL'S IMPROVED SEMPLE'S BRANCHING		
White	.30	1.50
Shell Pink	.30	1.50
Rose Pink	.30	1.50
Lavender	.30	1.50
Purple	.30	1.50
Crimson	.30	1.50
Mixed	.30	1.50

Also all other Seasonable Seeds, Bulbs and Supplies.
Send for Our Wholesale Price List if you do not receive a copy.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

BULBS AND ROOTS

For Immediate Shipment

T. R. Begonia Bulbs

	Per 1000
Single mixed, 1-1¼ in. diameter	$110.00
Single mixed, ¾-1 in. diameter	90.00
Single, in following separate colors: Scarlet, Pink, Salmon, Orange, Crimson, ¾-1 in. diameter	95.00

LILIUM GIGANTEUM

F. O. B. New York

Size	No. to case	Per case
7-9	300	$49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	47.50
11-12	130	47.50

F. O. B. Denver

6-8	400	42.00
7-9	300	49.50
8-10	250	47.50
9-10	200	50.00

F. O. B. Chicago

7-9	300	49.50
10-11	150	49.50

F. O. B. London (Ont.)

7-9	300	49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49.50

BAMBOO STAKES

Size	No. to bale	Per bale
Natural, 2 ft.	4,000	$16.00
" 2½ ft.	5,000	23.75
" 3 ft.	4,000	23.00
" 4 ft.	4,000	30.00
" 5 ft.	3,000	28.50
" 6 ft.	2,500	27.50

TERMS 60 days net, 2% cash 10 days from invoice date, cash with order unless your credit is established with us.

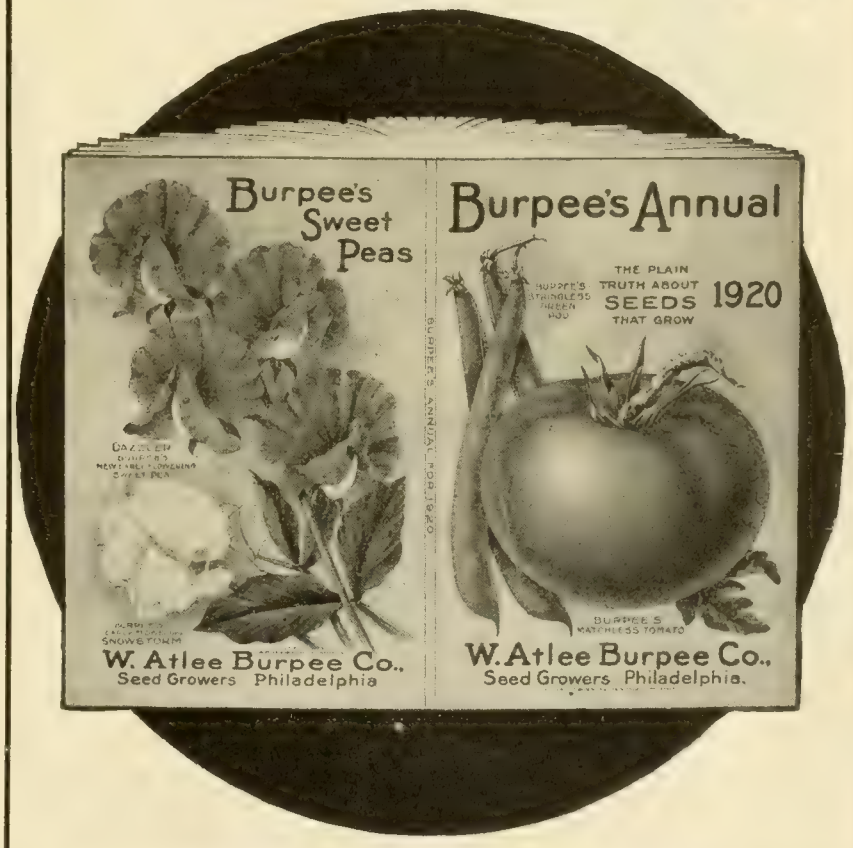
Write for prices on **HARDY LILY BULBS, DRACAENA CANES, PALM SEEDS, RAFFIA, BAMBOO CANES, Etc.**

Established 1902. **"Reliability"** is our motto. We occupy our own building, a city block through, and give prompt, efficient, courteous service.

McHutchison & Co.

95 Chambers St., NEW YORK

Burpee's Seeds Grow



Burpee's Annual for 1920

The Leading American Seed Catalog.

Burpee's Annual gives reliable information about Burpee-Quality seeds. It fully describes the leading varieties of vegetables and flowers, and contains over ninety color illustrations of Burpee specialties. **Burpee's Annual** will be mailed to you free.

WRITE FOR A COPY TODAY.

If you are a florist, ask for a copy of **Burpee's Blue List,** our florists' catalog.

W. Atlee Burpee Co.

Seed Growers Philadelphia

"Hamburg Late Pink" Chrysanthemum

Picture was taken Dec. 6, 1919, and will give a good idea of what "**Hamburg Late Pink**" looks like when grown to single stems and planted six inches each way.

"**Hamburg Late Pink**" is an improved late pink Maud Dean, having more petals, and if grown for late will hardly ever show an open center.

The average grower of chrysanthemums must have varieties which are easy to handle and from which he can cut as near 100% of perfect blooms as possible. "**Hamburg Late Pink**" has been grown for the last four years, and produces a very high proportion of good flowers. It is not an exhibition variety, but, for late pink, one of the best for commercial purposes. It can be had in bloom the latter part of November by taking an early bud, but some of the flowers will show open centers; but by selecting late buds, after October 1st, most of the flowers are cut during December, and would advise to select late buds, as the later buds will hardly ever show an open center, and some flowers can be had even in January.

Keeping qualities are excellent, and where a graceful pink flower is wanted, "**Hamburg Late Pink**" cannot be surpassed. "**Hamburg Late Pink**" will be disseminated in the spring of 1920. Plants will be ready March 1st, 1920, and all orders will be filled in rotation.

Rooted Cuttings (by parcel post)..**$16.00 per 100; $150.00 per 1000**
2-inch pots (by express) ..... **18.00 per 100; 160.00 per 1000**

WILLIAM F. KASTING COMPANY
568-570 Washington St., BUFFALO, N. Y.

If you are interested in
POINSETTIAS
and four and five inch
BOSTON FERNS
for immediate delivery, write
GEO.A. KUHL, Wholesale Grower PEKIN, ILL.

Columbus, O.

ST. VALENTINE'S DAY TRADE SETS RECORD.

St. Valentine's day business in this city was the best in history, according to reports of florists in the down-town shopping section. It was early in the day when the supply of roses or carnations was exhausted. The flowers which were most plentiful, were violets, sweet peas and jonquils. The demand was good for all purposes, but especially for parties celebrating the day. Quite a few masquerade balls and receptions were held. Funeral work has been active, because of the epidemic of influenza. There is also a large amount of other sickness, and flowers always play an important part. Most of the florists have been compelled to depend on outside shipments for their supplies, and in some instances, these were rather slow in arriving. Growers of flowers in central Ohio are laying plans for an extra large Easter business and prospects are exceedingly bright. Indications point to a good supply of lilies, tulips, violets and hydrangeas.

J. W. L.

Wichita, Kan.

FLORAL VALENTINES IN GREAT DEMAND.

St. Valentine day, 1920, set a new record for that date, although a shortage of stock developed early in the day in cut flowers, which materially reduced the possible total receipts for the day. Flowering plants of primula, cyclamen, cineraria, freesia, etc., and made-up plant baskets helped to fill in the gap, besides taking care of their own demand, and rolled up an unprecedented total for plant sales for this occasion. Of course, prices were high, compared with previous years, but buyers seem to expect advanced prices, and little comment was heard. Weather conditions were all that could be reasonably asked for. Business, so far this year, has been good, and many days the demand has exceeded supply. Prices are almost at holiday figures. The call for funeral flowers has been quite heavy, and especially so since the beginning of the influenza epidemic. General business prospects for spring seem good, if present financial conditions are not too greatly upset.

C.

Lily of the Valley Pips

Finest Quality

Ready for immediate delivery. For prices write

Van Meeuwen & Tegelaar, 1133 Broadway, NEW YORK (Corner 26th Street)

Primula Obconica Gigantea Rosea

Dwarf habit, light and dark shades of pink. Select strain. All fresh seed.

Sample of flower produced, sent on request.

Packet of 1500 seeds for $1.50. Cash.

Ernest Oechslin
Madison and Gale Sts., River Forest, Ill.

Mention the American Florist when writi

Gladiolus for Forcing

Strictly first size bulbs.

1½ inch and up.	Per 100	1000
America, pink	$3.50	$30.00
Autumn Queen, light yellow, red throat	4.00	35.00
Brenchleyensis, scarlet.	2.75	25.00
Chicago White	3.75	35 00
Francis King, scarlet	3.25	28.00
Halley, salmon	4.00	35.00
Mrs. Frank Pendleton	7.00	60.00
Myrtle	7.50	70.00
Niagara, yellow	5.00	45.00
Peace, white	5.00	45.00
Schwaben, yellow	7.00	65.00
Princeps, red	6.50	60.00

A. Henderson & Co.
166 N. Wabash Ave., CHICAGO

Mention the American Florist when writing

LILIUM FORMOSUM

7 to 9 and 9 to 10 in.

Lilium Multiflorum, 7 to 9 and 9 to 10 in.
Lilium Multiflorum Giganteum, 7 to 9 in.

LILY OF THE VALLEY PIPS

Begonia Gracilis Luminosa.
Dracaena Indivisa.
Salvia Zurich.
Smilax Seed.

Prices on application.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

BOUVARDIA

There is always a shortage in **Bouvardias.** **Why not order now?** Single white, single pink, single red.

	Per 100	Per 1000
2 inch pots	$7.50	$65.00
2½ inch pots	8.00	70.00

April delivery.

C. U. LIGGIT, 325 Bulletin Building, PHILADELPHIA, PA.

Mention the American Florist when writing

Rooted Cuttings

ALTERNANTHERA, red and yellow, per 1,000	$ 8.00
BEGONIA, Chatelaine, 2¼-in., per 100	5.00
BRILLIANTISSIMA, per 1,000	10.00
CUPHEA, Ageratum, Guernsey and Blue Star, per 100	.90
FEVERFEW, Gem; GENISTA, VINCA VAR.	1.50
DAISIES, Mrs. Saunders, Single White, Boston Yellow, 2-in., per 100	3.00
ALYSSUM, Giant Double, 2-in.	2.00
SMILAX and **PRIMULA,** Malacoides, 2-in.	3.00
GERMAN IVY, R. C., per 100	1.50
SALVIA, R. C., Splendens and Bonfire, per 100	1.25

Cash.

BYER BROS., CHAMBERSBURG, PA.

Mention the American Florist when writing

Dreer's Reliable Flower Seeds

We offer below a few varieties that should be sown early. For complete list, see our Wholesale Catalogue for 1920:

	Trade Pkt.	Oz.
Ageratum, Blue Perfection, Best Dark Blue Bedder	$0.15	$0.60
Alyssum, Little Gem or Carpet of Snow, Very Dwarf, Extra Select Stock	.15	.50
Antirrhinum, Giant, White, Yellow, Pink, Rose, Scarlet and Garnet, each	.20	.75
Antirrhinum, Giant. Finest Mixed	.15	.60
Asparagus Plumosus Nanus. True, Greenhouse Grown. Per 1,000 seeds	3.50	
Begonia, Gloire de Chatelaine, Rose Pink	.50	
Begonia, Luminosa, Fiery Red	.50	
Begonia, Prima Donna, Rose	.50	
Begonia, Vernon, Carmen, Red	.30	2.50
Begonia, Semperflorens, Finest Mixed	.30	2.50

	Oz.	¼ Lb.
Calendula. Orange King. Very large double orange red	$0.20	$0.60
Calendula. Lemon King. Very large double lemon yellow	.15	.50
Candytuft. Giant White Hyacinth, flowered, extra select	.40	1.25

	Trade Pkt.	Oz.
Centaurea Gymnocarpa. Dusty Miller	$0.15	$0.50
Centaurea Cyanus, Double. Blue. Fine for cutting	.15	.50
Centaurea Cyanus, Double. Rose Pink. Fine for cutting	.15	.50
Cobaea Scandens. Purple	.10	.30
Coleus. Dreers Hybrids, Mixed	.50	
Dracaena Australis. Broad Leaved	.15	.40
Dracaena Indivisa. Narrow Foliage. Fine centre plant	.10	.30
Grevillea Robusta. Fine ornamental plant	.20	.60

	Oz.	¼ Lb.
Gypsophila. Elegans Alba Grandiflora. Fine white cut flower	$0.15	$0.50
Ipomœa Grandiflora. Early Flowering Moonflower	.30	1.00

	Trade Pkt.	Oz.
Lobelia Speciosa. Dark Blue Trailing	$0.25	$1.00
Lobelia Gracilis. Light Blue Trailing	.20	.60
Mignonette Goliath. Giant Spikes. Extra fine	.15	.50
Mignonette Machet. Dwarf large flowering	.15	.40
Petunia. Dreer's Superb. Single. Fringed. The best single	.50	

	500 Seeds	1000 Seeds
Petunia. Dreer's Superb. Double fringed. The best double	$0.75	$1.50

	Trade Pkt.	Oz.
Pyrethrum Aureum. Golden Feather	$0.10	$0.30

SALVIA SPLENDENS AMERICA.

	Trade Pkt.	Oz.
Salvia Splendens. Scarlet Sage	$0.30	$1.50
Salvia Splendens. America. The earliest and freest flowering	.50	4.00
Salvia Splendens. Bonfire. Fine bedding sort	1.50	2.50
Smilax. Always useful	.10	.30
Thunbergia. Mixed. Fine for baskets, vases, etc.	.20	.60
Verbena. Dreer's Mammoth. Scarlet, White Pink, Purple, Blue each	.30	1.50
Verbena. Dreer's Mammoth. Finest mixed	.25	1.00
Vinca Rosea. Rose with Dark Eye	.20	.75
Vinca Rosea. Alba. White with Rose Eye	.20	.75
Vinca Rosea. Alba Pura. Pure White	.20	.75
Vinca Rosea. Mixed. All colors	.20	.60

HENRY A. DREER. 714 Chestnut St., Philadelphia, Pa.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Geraniums Rooted Cuttings.

Everything sold until latter part of March.

S. A. Nutt and **Buchner**....$20.00 per 1000
Ricard and **Poitevine**..... 25.00 per 1000
Orders for **Ricard** alone, at 30.00 per 1000

ALBERT M. HERR, LANCASTER, PA.

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

CHRYSANTHEMUM NOVELTIES

Distinct and Meritorious

THE BEST OF STANDARD KINDS
Either Large-Flowering or Pompons

OUR TRADE LISTS have been mailed. Those failing to receive a copy will be supplied upon request.

ELMER D. SMITH & CO., Adrian, Mich.

Mention the American Florist when writing

WM. K. HARRIS

55th St. and Springfield Ave.
W. PHILADELPHIA, PA.

SCOTTII and TEDDY, Jr. FERNS, 4 in., 35c; 6 in., $1.10; 8 in., $2.00; 10 in., $3.00 each.
HOLLY FERNS, 4 in., 30c each.

Packing charged at cost. All goods travel at purchasers' risk and expense.

Mention the American Florist when writing

Van Meeuwen & Tegelaar

Wholesale Dutch Bulb Growers

LISSE, HOLLAND

Write us for Prices on Finest Quality DUTCH BULBS.

New York Office: 1133 Broadway (cor. 26th St.)

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

FROST, February 15, damaged tender truck crops in North Florida.

WINTER vegetable shipments from the Rio Grande valley for the past several weeks have realized good profits for the truckers.

WILD RICE, according to Dr. Melvin B. Gilmore of the North Dakota Historical Society, is a neglected food crop although cultivation is practically done by nature.

Prices of Indoor Fruits and Vegetables.

Chicago, February 17.—Cucumbers, 2-dozen box, $4.00 to $6.00; celery, Michigan, square box, $2.50 to $3.00; leaf lettuce, per tomato box, 27½ to 30 cents; radishes, per dozen bunches, 70 to 85 cents; tomatoes, per crate, six baskets, $2.75 to $4.25.

New York, February 16.—Celery, per crate, $2.50 to $4.00; cucumbers, per dozen, $2.00 to $2.25; mushrooms, 50 cents to $1.75 per three pound basket; tomatoes, per pound, 5 to 40 cents; lettuce, per dozen, 50 cents to $1.00; radishes, per 100 bunches, $2.00 to $5.00.

Hotbeds and Cold Frames.

"Hotbeds and cold frames are devices which enable one to produce certain crops which will not reach full development in the ordinary growing season, to mature other crops earlier, and in some cases, to increase the quality of a product. They are in use by all gardeners, and would be an asset on many farms," says Prof. Robert B. Cruickshank of the department of horticulture of the Ohio State University. Directions for the construction and the use of hotbeds and cold frames are given in a 4-page bulletin that may be secured by writing to the Extension Service, College of Agriculture, Columbus, Ohio.

Cabbage Yellows.

The most destructive disease of the cabbage in Ohio is the one known as "yellows." The only way of avoiding losses, where this disease has become established, is to grow varieties or strains which are not subject to attack. Plant pathologists of the Wisconsin experiment station have developed strains of several varieties which are quite resistant to the disease. One of these, the Wisconsin Hollander (Danish Ball Head type,) a hard winter variety, suitable for storage and shipping, has been in commercial use for several years, and has maintained its resistance to yellows wherever tried. Resistant strains of All Seasons, which is a favorite with Ohio growers, and of the Brunswick have also been perfected. It is expected that sufficient seed will be produced by this fall so that these strains may be offered to the public.

Growers who are interested in obtaining some of this seed, either for use, or for trial on a small scale, may obtain further information from the local county agricultural agent or from the plant pathologist, botany department, Ohio State University, Columbus.

Diseased plants have a sickly yellowish green color. The yellowing is often more pronounced on one side of the plant, resulting in a twisting and curling of the plant and leaves. The latter beginning with the lower ones, are dropped prematurely, leaving the plant at the end of the season, if it survives, with a long bare stem and perhaps a small worthless head. Diseased plants may be killed, however, within a few weeks after being transplanted. This and other diseases of the cabbage, together with control measures, are fully discussed in Farmers' Bulletin 925, which may be obtained free from the United States department of agriculture, Washington, D. C.

Vegetable Markets.

Reports to the bureau of markets of the United States department of agriculture for the period February 8-14, indicate irregular conditions. Potatoes were higher, the demand and movement showing improvement and prices advanced in shipping and consuming markets. At shipping points, Michigan, Minnesota and Wisconsin Round Whites closed at $4.10-$4.20 per 100 pounds, sacked; Colorado Rurals and Pearls advanced 25 cents, closing at $3.75-$4; Idaho Rurals and Russets closed at $3.80-$3.90 and $4-$4.10 respectively; New York Round Whites held to last week's prices, $3.95-$4.10; Maine Green Mountains ranged $3.35-$3.50 per 100 pounds bulk. The market for old cabbage continued draggy and weak. Danish seed stock closed at western New York shipping points at $65-$75 per ton. Wisconsin Holland Seed closed in Chicago at $70-$85. New Florida Wakefields ranged $1-$1.25 per one and one-half bushel hamper. Texas Early Flat Dutch was $100-$110 per ton bulk at St. Louis. California Winningstadts closed at $4-$4.50 per 75-pound crate at Chicago. Onion values were lower. The demand and movement at western New York shipping points showed some improvement, but prices showed no change at $5-$5.25 per 100 pounds. Middlewestern yellow varieties in jobbing markets ranged mostly at $4.75-$5.75. California Australian Browns were quoted in Chicago at $5-$5.50 per 100 pounds sacked. Spanish Valencias ranged $5.50-$6.50 per case in principal consuming markets. Sweet potatoes were generally steady, little change occurring in terminal markets.

Seed Potato Crop in Wisconsin.

Wisconsin farmers produced 145,080 bushels of certified seed potatoes during the year just past, according to J. G. Milward in charge of the certification work for the Wisconsin College of Agriculture. The yield is divided among these five varieties: Triumph, 61,835 bushels; Green Mountain, 39,205 bushels; Rural New Yorker, 25,670 bushels; Irish Cobbler, 13,820 bushels, and Early Ohio, 4,600 bushels. Out of 280 applications, 157 growers received certificates showing that their stock was true to variety, and free from disease. Two inspections are made before a certificate is granted. The first eliminates potato stands which show degenerate vine diseases, unsatisfactory stand or cultural conditions, mixed varieties, or other minor causes. The second inspection after the potatoes are harvested rejects the coarse, misshapen stock, common scab, late blight, or other diseases, and general undesirable stock caused by frost injury or rough handling of the stock. A special list has been issued by Mr. Milward giving the names of the growers of certified potato stock in the state.

Mushroom Growing

By B. M. Duggar

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, $1.50.

American Florist Co.

440 S. Dearborn St., CHICAGO

CANNAS

Buy Cannas now. There is no surplus of Canna Roots this season. We divide from clumps same day order is received, insuring fresh plump roots, with two or three eyes.

	Per 100	Per 1000
Alphonse Bouvier, deep cardinal, 5 to 6 ft.	$ 3.50	$30.00
Beaute Poitevine, bright crimson scarlet, 3½ to 4 ft	3.50	30.00
City of Portland, deep glowing pink, 3½ ft.	10.00	90.00
Crimson Bedder, dazzling scarlet, 3½ ft.	3.50	30.00
David Harum, bright scarlet, flower, bronze, foliage, 4 ft.	3.50	30.00
Duke of Marlborough, rich crimson maroon, 5 ft.	3.50	30.00
Florence Vaughan, yellow dotted red, 4 ft.	3.50	30.00
Gustave Gumpfer, clear lemon yellow, 4½ ft.	4.50	40.00
Hungaria, clear rose pink, 3½ to 4 ft.	6.00	50.00
Julius Koch, blood red, 3 ft.	4.50	40.00
Long Branch, crimson bordered yellow, 5 ft.	5.00	45.00
Mad. Crozy, rosy scarlet, gilt edge, 3½ ft.	4.00	35.00
Meteor, the one best red, large flower, 4 ft.	4.50	40.00
Mrs. Alfred Conard, silvery pink, 4 ft.	12.00	100.00
Mrs. Kate Gray, orange shaded carmine, 6 ft.	4.00	35.00
Orange Bedder, "Tango tints" (orange and tan) 4 to 5 ft.	5.00	40.00
Papa Nardy, deep carmine rose, 4 ft.	5.00	40.00
Prince Wild, rich crimson, 4 ft.	4.00	35.00
Queen Charlotte, scarlet bordered yellow, 3½ ft.	5.00	45.00
Richard Wallace, canary yellow, 5 ft.	4.50	40.00

THE STORRS & HARRISON CO., Painesville, Ohio

Lily of the Valley

Order Now **FOR EASTER FORCING**

Bruns' Celebrated Chicago Market Brand

Per 1000, $50.00; 500, $27.50; 100, $6.00.

Bruns' Special Early Forcing

Per 1000, $40.00; 500, $22.50; 100, $5.00.

Best Holland Pips

Per 1000, $30.00; 500, $17.50; 100, $4.00.

H. N. BRUNS, 3040 W. Madison St., Chicago

ABUNDANCE OF STOCK

	Per 100	Per 1000
2¼-inch Smilax plants	$ 2.75	$25.00
2¼-inch Snapdragons, white, pink and yellow	5.00	48.00
4-inch Marguerites, white and yellow	15.00	
25,000 Vincas, field grown	8.00	75.00

10,000 Bench Ferns, 5 varieties, $25.00 and $30.00 per 100.

Packing free of charge. Liberal extras.

Alonzo J. Bryan
Wholesale Florist
Washington, New Jersey

A. F. LONGREN
4249 W. Monroe Street
CHICAGO, ILLINOIS

Geraniums Standard Sorts, labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings. From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA.
From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

CARNATIONS
F. Dorner & Sons Co.
Lafayette, Ind.

When Buying **HOLLAND BULBS**

for next season **BUY THE BEST.** Order from

Segers Brothers, Ltd., WHOLESALE BULB GROWERS **Lisse, Holland**

WRITE OUR

Mr. A. Schravendeel, 116 Broad St., New York, for prices.

Hogewoning & Sons, Inc.
Wholesale Bulb Growers and Importers
32 Broadway, New York

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

ROSE CLIMBING WOOTON does well in Florida.

ORCHARDS in Rock Island county, Illinois, are being badly damaged by ravages of the San Jose scale.

THE California fruit pack for the year ending February 28, 1920, is estimated at more than $70,000,000.

LAWRENCE, KAN.—The Mt. Hope Nurseries have opened downtown offices in the Lawrence National Bank building.

CAMPHOR is now being produced in this country, and it is believed that eventually, American production in Florida will suffice to take care of domestic needs.

CONGRESS has set apart 1,116,000 acres of land in Idaho, known as the Thunder Mountain district, as a national forest. It adjoins the Payette national forest.

THE University of California agricultural experiment station, Berkeley, has issued Bulletin No. 217 on "Selection of Stocks in Citrus Propagation," 30 pages, illustrated.

TOPEKA, KAN.—E. B. Cushman, of this city, has purchased the orchard of S. H. Hudlow, near Oronogo, Mo., consisting of 80 acres, the consideration said to have been $21,000.

ALBANY, GA.—The Keystone Pecan Co., a Pennsylvania corporation, has purchased the Arthur pecan grove of 740 acres for $229 per acre, a total of $170,000. The oldest trees are three years old.

"Manual of American Grape-Growing."

A complete book on grape-growing, under the above title, by U. P. Hedrick, horticulturist of the New York agricultural experiment station, a well known authority, has recently been published, giving to what is now a great industry in America, a treatise of its own, an up-to-date manual of propagation, manipulation and the handling of the grape for the commercial grower, and meeting the needs of the amateur in his city or suburban home. The book comprises 18 chapters, fully illustrated, among the topics being: "The Domestication of the Grape"; "Regions and Their Determinants"; "Propagation"; "Stocks and Resistant Vines"; "Vineyard Management"; "Pruning"; "Training"; "Grapes under Glass"; "Pests"; "Marketing"; "Botany of Grapes" and "Varieties." As a means of proper selection of an assortment of all kinds and for all places in America, the manual lists 158 varieties with information as to their susceptibilities to disease, etc., as well as points of special merit. The book of 468 pages is substantially bound in cloth.

Ibolium Privet, Natural Habit.

Ibolium THE NEW HYBRID Hardy Privet

(L. Ibota x Ovalifolium)

Now sent out for the first time. Inquire for further information. One-year field-grown plants, $5.00 each. Summer rooted, frame-grown, $3.00 each. Plants in storage for immediate shipment.

Introducers of **Box-Barberry**, well rooted summer frame cuttings, $65.00 per 1000.

The Elm City Nursery Co., Woodmont Nurseries, Inc.

NEW HAVEN, CONN.

Ibolium Privet, When Trimmed

Mention the American Florist when writing

Ampelopsis Veitchii

From 2¼ inch pots, $8.00 per 100; $75.00 per 1000.

JACKSON & PERKINS COMPANY, Newark, New York

SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for

SWASTIKA BRAND CANNAS.

The CONARD & JONES CO. WEST GROVE PENN'A.

Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing

Park Superintendents' Official Journal.

We have received a copy of "Parks and Recreation," Vol. 3, No. 1, the official journal of the American Association of Park Superintendents. It is published at East St. Louis, Ill., and Emmett P. Griffin, secretary-treasurer of the association, is managing editor. He is also superintendent of parks of East St. Louis. The pamphlet contains much useful information, including addresses delivered at the convention of 1919, held at Hartford and New Haven, Conn., by George A. Parker, Hon. Charles E. Gross, Hon. Henry H. Goodwin and others. Also, the letter of greeting to the association, from the then president, Theodore Wirth, of Minneapolis, Minn. The next convention will be held in Louisville, Kentucky, in September, 1920, the days of the month to be announced later. A number of fine illustrations are included in the publication.

Memorial Tree Plantings Registration.

The first Rotary Club in the country to report plans for a road of remembrance to the American Forestry Association, which is registering all memorial trees in a national honor roll, is the organization at Tampa, Florida. At a cost of $7,000 a tree will be planted along the West coast road for every man in the service from Hillsborough county.

At Middletown, Ohio, the welfare association will plant 1,000 trees along the Dixie highway next spring and at Chattanooga, the National League of Women's Service will plant a road of remembrance leading out of that city. In Minneapolis a road of remembrance between two parks is being laid out now and the trees will be planted in 1921. The Woman's Club of York, Pa., will plant 25 miles of the Lincoln highway with memorial trees.

Miscellaneous Plants

Boston Ivy
Clematis Paniculata
Shrubs
Raspberries, Blackberries
Evergreens
Ornamental Trees
Perennials
California Privet Hedge
Japan Barberry

Prices on request.

Peter Bohlender & Sons

Tippecanoe City, Ohio

Mention the American Florist when writing

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price $2.00.

American Florist Co.

440 S. Dearborn St., CHICAGO

HARRISONS' NURSERIES

Fruit Trees Budded from Bearing Orchards. Peach, apple, pear, plum, cherry, quince, grape-vines, strawberry plants, raspberries, blackberries, evergreens and shade trees. Catalog free.

Harrisons' Nurseries, Box 39, Berlin, Md.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America

Box 404. DUNDEE, ILL.

Ready Reference Section.

12 CENTS, NET, PER LINE.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

Alyssum, Double Giant, 2-in., $2.00 per 100; $18.00 per 1,000. Byer Bros., Chambersburg, Pa.

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii, 2¼-in., $8 per 100, $75 per 1,000. Jackson & Perkins Co., Newark, New York.

ASPARAGUS.

Asparagus Sprengeri, 2½-in., $4.00 per 100. Byer Bros., Chambersburg, Pa.

BEGONIAS.

Begonias, tuberous rooted, single, in separate colors, scarlet, orange, yellow, rose and white, $15 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Begonias, Luminosa, Prima Donna and Erfordii; strong, transplanted seedlings, $2.50 per 100. Cash. Brill Celery Gardens, Kalamazoo, Mich.

BOUVARDIAS.

Bouvardia. Single white, pink or red. 2-in., $7.50 per 100, $65 per 1,000; 2½-in., $8 per 100, $70 per 1,000. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

BOXWOOD.

CHOICE BOXWOOD SPRAYS

Write us today for prices on Fall and Winter deliveries. Best merchantable fancy tips, Dwarf variety. Quality guaranteed. Satisfactory delivery assured to all parts of U. S. A. and Canada.

PITTSBURGH CUT FLOWER CO.,
116-118 Seventh St. Pittsburgh, Pa.

BULBS.

Dutch Bulbs. Single and double tulips, hyacinths. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. T. R. Begonia. Single mixed and in separate colors. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers St., New York.

Bulbs. Single and double hyacinths. Darwin and single tulips. For prices see display advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Tulips and Lilium Giganteum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

Bulbs. Lilium Giganteum, 7-9-in. (300 to case), $52.00 per case. Vaughan's Seed Store, Chicago and New York.

CALADIUMS.

Caladiums. With sound center shoots. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CALCEOLARIA.

Calceolaria Hybrida, choicest mixed, fine plants, 2-in., ready for 4-in., $9.00 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

CALENDULAS.

Calendulas Orange King, 2-in., $2.00 per 100. Seedlings, $1.00 per 100. Byer Bros., Chambersburg, Pa.

CANNAS.

Cannas. Good strong divisions.

	Per 100
King Humbert	$5.00
Crimson Bedder	4.00

THE REESER PLANT COMPANY
Springfield, Ohio.

Cannas. Large flowering in the "better" varieties. Fine 2 to 3 eye, plump, dormant roots, true to name. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Cannas. Stored in our special moist cellars; not dried and stunted, but all first-class stock. For list of varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cannas. Select 2 to 3 eyes. The very finest stock. For varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

15,000 KING HUMBERT

2 to 4 eyes, $4.50 per 100; $40.00 per 1,000. Cash.

BUSHY FLOWER GARDEN
Bushy, Va.

Cannas. The finest we have ever grown. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Cannas. Yellow King Humbert, fine plump bulbs. $4.00 per 100; $37.50 per 1,000. W. W. COLES, Kokomo, Ind.

CARNATIONS.

ROOTED CARNATION CUTTINGS.

Large supply of fine, well-rooted, healthy and strong carnation cuttings in the following varieties, ready for immediate delivery:

	100	1,000
Rose Pink Enchantress	$4.50	$40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.50	40.00
C. W. Ward	4.50	40.00
Aviator	4.50	40.00
Thenanthos	4.50	40.00

PETER REINBERG,
Wholesale Florist
30 E. Randolph St. Chicago

ROOTED CARNATION CUTTINGS

	100	1,000
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
Enchantress	4.50	40.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
30 E. Randolph St. Chicago.

CARNATIONS.

ROOTED CARNATION CUTTINGS
Fine Healthy Stock.
Grown Right!
Packed Right!
Priced Right!
Sure to Please You
Ready Now.

	100	1000
White:		
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
White Wonder	5.00	45.00
Pink:		
Pink Enchantress	4.50	40.00
Miss Theo	5.00	45.00
Enchantress Supreme	6.50	60.00
Rose Pink Enchantress	4.50	40.00
Ward	5.00	50.00
Nancy	5.00	45.00
Alice	5.00	45.00
Roper	4.50	40.00
Rosette	5.00	45.00
Red:		
Aviator	4.50	40.00
Thenanthos	4.50	40.00
Herald	5.00	45.00
Merry Christmas	5.00	45.00

Buy the Best! It Pays!
Order Promptly
Big Demand
M. C. GUNTERBERG,
Wholesale Florist
159 N. State St. Chicago

SEND FOR 1920 FLORISTS AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemum Hamburg Late Pink, Rooted cuttings, $16 per 100, $150 per 1000; 2-in. pots, $18 per 100, $160 per 1000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIA.

Cinerarias. Vaughan's Columbian, mixed, fine plants, 2-in., ready for 4-in., $4.00 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

CYCLAMEN.

Cyclamen. Strong 2¼-inch for early March delivery, $10.00 per 100. Mixed; white; white with red eye. Note:—We do not guarantee these varieties absolutely true to color, but the above varieties will predominate. All very choice strains. J. E. MATTHEWSON, Sheboygan, Wis.

CYCLAMEN—Strong, transplanted seedlings for January and February delivery; all leading varieties. $6.50 per 100; $60.00 per 1,000. PETER PEARSON, 5732 Gunnison St., Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It

DAHLIAS.

Dahlias. Undivided field clumps for March shipment. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

FERNS.

SEND FOR 1920 FLORISTS AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $36.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Boston ferns out of the bench ready for 6 and 8-inch pots. Come and see the stock and for prices. J. H. FIESSER, North Bergen, N. J.

Strong Boston Ferns, Runners, $4.00 per 100, $37.50 per 1,000. H. W. ALLERSMA, Grand Rapids, Mich.

Ferns. Boston, 4 and 5-in., for immediate delivery. Write for prices. Geo. A. Kuhl, Pekin, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums. Rooted cuttings. S. A. Nutt and Buchner, $20 per 1,000; Ricard and Poitevine, $25 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLI.

GLADIOLI

Reports from all over the world state that DIENER'S new Gladioli are the largest, finest and most wonderful ever produced. Our new catalog showing eight of our new varieties in natural colored plates will be sent free on request.
RICHARD DIENER COMPANY
Kentfield, California

Gladiolus bulbs. First-class stock from our Michigan farms. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus for forcing. Strictly first size bulbs. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

LILY OF THE VALLEY.

Lily of the Valley. Best Holland Pips, $25; Bruns' Special Early Forcing, $35; Bruns' Celebrated Chicago Market Brand, $45 per 1000. H. N. Bruns, 3040 W. Madison St., Chicago.

Lily of the Valley Pips. German and Holland. For prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

Lily of the Valley pips. Finest quality; ready for immediate delivery. Van Meeuwen & Tagelaar, 1133 Broadway, N. Y.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas. Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANSIES.

Pansies, 200,000 fine plants, Giant strain $3.00 per 1,000. Byer Bros., Chambersburg, Pa.

Pansy seedlings, Giant Trimardeau, mixed, large flowering and choice colors, $4.00 per 1,000, $15.00 per 5,000, prepaid by mail. F. DANLEY, Macomb, Ill.

PETUNIAS.

PETUNIAS

Diener's Ruffled Monsters, single, largest and finest in existence. Quickest and surest money-makers of the day; sell at sight. Seed in separate colors, red, pink, white, purple, flesh pink, frilled, variegated and mixed colors, 50c per trade package. Our new catalog with natural colored plates free on request.
RICHARD DIENER COMPANY,
Kentfield, California.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants.

You can quickly turn such surpluses into cash by advertising here.

PRIMULAS.

Primula Obconicas. Rosea, Apple Blossom, Kermesina. Good, strong stock from 2¼-in. pots at $6.00 per 100; $55.00 per 1000. J. H. FIESSER, North Bergen, N. J.

PRIVET.

Privet. Box-Barberry, well rooted summer frame cuttings, $65.00 per 1000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

ROSES.

ROSES FIELD GROWN
DORMANT PLANTS FOR IMMEDIATE DELIVERY

	No. 1 Per 100	No. 2 Per 100
DOROTHY PERKINS	$20.00	$12.00
CRIMSON RAMBLER	22.00	12.00
EXCELSA	20.00	12.00
PHILA. RAMBLER	20.00	12.00
MAD. PLANTIER	25.00	15.00
RUSSELL'S COTTAGE	25.00	15.00
EMPRESS OF CHINA	25.00	15.00
SEVEN SISTERS	25.00	15.00

Write for our list of own root roses from 2¼-inch and 4-inch pots.
THE AMERICAN ROSE & PLANT CO.
Springfield Ohio

ROSES.

ROSE PLANTS.

Rose plants, last fall propagation. Dormant all winter. Now in 3-inch pots. Ready in about three weeks. Fine stock. Best in market.

	100	1,000
Richmond	$10.00	$ 90.00
Sunburst	11.00	100.00
Killarney Brilliant	11.00	100.00
Pink Killarney	10.00	90.00
Pink Ophelia	10.00	

WIETOR BROS.
L. D. Phone Randolph 2681
30 E. Randolph St. Chicago

ROSES READY FOR IMMEDIATE SHIPMENT

COLUMBIA, 2½-in. own root, $15 per 100; $125 per 1,000.
CHARLES H. TOTTY COMPANY,
Madison, New Jersey

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

List of 2¼ and 4-in. Roses ready, on request. Leedle Co., Expert Rose Growers, Springfield, O.

SEEDS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee, Ave., Chicago.

Seed. Primula Obconica Gigantea Rosea. Dwarf habit, light and dark shades of pink. Select strain: fresh seeds. Packet of 1500 seeds. $1.50. Cash. Ernest Oechslin, River Forest, Ill.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices, Kelway & Son, Langport, Eng.

Seeds. Michell's Flower. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Dreer's reliable flower. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorssinera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash, Western Seed & Irrigation Co., Fremont, Neb.

Seeds, specialists: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

SEEDS.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30; 5 lbs. and over, $25 per lb. D. Landreth Seed Co., Bristol, Pa.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds, Aster. For description, varieties and prices see display advertisement elsewhere in this issue. W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Growers of selected stocks of onion, lettuce, radish, carrot, sweet peas, etc. C. C. Morse & Co., San Francisco, Calif.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea, and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean, Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Sweet corn seed. Grown exclusively by the W. C. Pressing Seed Co., Norwalk, Ohio.

SMILAX.

Smilax. Extra good, strong, well rooted plants. 2-in., $2.50 per 100. Elmer Rawlings, Allegany, N. Y.

TUBEROSES

We have a number of Tuberose bulbs to offer for shipments in February at $15.00 per 1,000. IMPERIAL MERCANTILE CO., Sugar Land, Tex.

VEGETABLE PLANTS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail
EVERETTE R. PEACOCK CO.
4013 Milwaukee Ave. Chicago.

Grand Rapids Lettuce, seedlings, $1.50 per 1,000, prepaid; transplanted $3.00 per 1,000, not prepaid. ODOR GREENHOUSES, Iola, Kans.

MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works, Lowell, Mass.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., W. Philadelphia, Pa.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00 Good stock. Cash, please. Gorham Printery Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices, Lindley Flower Box Co., Marion, Ind.

MISCELLANEOUS.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; $50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 52 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL.

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FERTILIZERS

For results use "Master Brand" prepared conecntrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 998 Blackhawk St., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

"X" Liquid May Save You Thousands of Dollars in an Emergency

SUPPOSE you suddenly discover that an unusual cold spell has cracked the heating boiler and it leaks badly!

Do you think it necessary to shut off the heat and risk enormous damage to the contents of the greenhouse?

Not at all!

"X" Liquid will repair any leaky or cracked boiler in half an hour. It will do a job that would take two workmen a week.

"X" Liquid Will Do a $200 Repair Job for $10.

It is not necessary to locate the leaks or cracks or know how many there are.

The action of "X" is entirely automatic. When poured into the boiler it mixes with the water and soon gets to every break in the metal. It flows through—strikes the air—and then hardens right in the hole. This stops the leak or crack. The heat in the water then sets this repair, making it as PERMANENT and as SURE as any welding job. In fact, where welding won't hold—as on cast-iron sections—"X" Liquid makes a **perfect** repair.

Makes Boilers Rust-proof and Scale-proof. Saves Coal.

It is a remarkable fact that the same "X" Liquid used for repairing leaks or cracks will also eliminate rust and prevent scale from forming on the walls. This means greater heating efficiency with **less coal.**

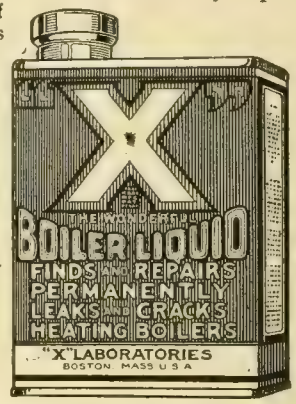
"X" contains no cement, powder or other injurious ingredients. It is an absolute liquid, a scientific process for making boilers LEAK-PROOF, RUST-PROOF and SCALE-PROOF. Beware of inferior imitations which are trading on the reputation of the genuine "X" Liquid.

A Strong Guarantee!

You take no chances in using "X" Liquid. It is unconditionally guaranteed to make good. If it fails, you get a new can—or your money back.

But your greatest guarantee of the value of "X" is the fact that it is used, sold and recommended by 99 per cent of the manufacturers of boilers and radiators. It is used by the United States Government.

If your boiler cracks or leaks this winter, you don't have to worry about your greenery—if you keep "X" Liquid handy. You can do the repair job yourself easily.



Get "X" Liquid from your steam-fitter, or we will ship, charges prepaid, on receipt of price.

1 Quart..... .....$ 6
2 Quarts..... 10

"X" LABORATORIES, 39 West 45th Street, New York City

GREENHOUSE CONSTRUCTION.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braum Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber, Adam Schillo Lumber Co., 1506 Kingsbury St., Chicago.

Greenhouse glass, plants and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Louisville, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Fenrich, Joseph H., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.

WHOLESALE CUT FLOWERS.

Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuhl, Geo. A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburg, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
N. Y. Cut Flower Exchange, New York.
Miller & Musser, Chicago.
Neidlinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Williams, New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

WIZARD BRAND

TRADE MARK

PULVERIZED SHEEP—PULVERIZED CATTLE
SHREDDED CATTLE

MANURE

PROTECTS YOUR CROP

It is direct heat dried and sterilized, weed seeds, grass seeds, fungus and disease germs destroyed in a direct heat rotary drying process that does not change or destroy any of the valuable elements in crude manure.

Air dried manures cannot be sterilized and usually carry excess moisture that actually makes them cost more per ton than WIZARD BRAND even at the same or a lower price.

Look for the WIZARD BRAND Trade Mark tagged or printed on every bag. If it is not there you are not getting WIZARD BRAND protection for your crop and pocket book.

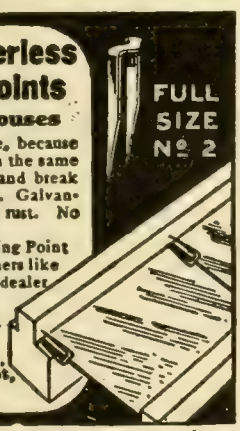
Your dealer can get WIZARD BRAND for you if you insist or we will quote with freight rate on any quantity from a bag to a carload promptly.

THE PULVERIZED MANURE CO., No. 32 Union Stock Yards, **Chicago, Ill.**

Mention the American Florist when writing

Dreer's Peerless Glazing Points
For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c, postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.



Mention the American Florist when writing

1,000 Letterheads 1,000 Envelopes } $7.00

Bond Stock—Send cash with order. No samples sent. All work is guaranteed. Proofs furnished of work before printing, so that any changes necessary may be made.

GORHAM PRINTERY, INC.
542 South Dearborn Street, CHICAGO, ILL.
We Print Everything.

Mention the American Florist when writing

Wired Toothpicks

10,000, $2.50; 50,000, $11.00. Manufactured by
W. J. COWEE, Berlin, N. Y.
Sample Free. For Sale by Dealers.

Mention the American Florist when writing

In the Erection of

FOLEY GREENHOUSES

Only the Best of Material Is Used.

in designing your house, we always consider the use for which the house is intended—thereby assuring you of proper design and bench arrangement—not forgetting the importance of an efficient heating system.

THE FOLEY GREENHOUSE MFG. CO.
Designer Builders Heating Engineers
Main Office and Factory 3100 S. Spaulding Ave.
Chicago, Ill.
Downtown Office State-Lake Bldg.

John C. Moninger Co.

GREENHOUSES

Designers - Manufacturers - Builders.
We sell the complete house or any part.

908 Blackhawk St., CHICAGO, ILL.

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 40c; 25 yds. at 39½c; 50 yds. at 39c; 100 yds. at 38½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices. Try it out now and be convinced.

TURNER BROS., Bladen, Neb.

ARE YOU USING A

BOILER

That Let's the Florist Sleep
Get Posted! Ask for our catalogue.
GIBLIN & CO., UTICA, N. Y.

Split Carnations

Easily Mended with Pillsbury's Carnation Staples.
"They are indispensable to the careful florist. Increase the value at least 50%." Fifth Ave. Floral Co.
1000, 35c; 3000 for $1.00, postpaid
I. L. Pillsbury, Galesburg, Ill.

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

REED & KELLER,

122 W. 25th St., NEW YORK
Florists' Supplies
We manufacture all our Metal Designs, Baskets, Wire Work and Novelties, and are dealers in Glassware, Pottery, Decorative Greens and Florists' Requisites.

Index to Advertisers.

Allen J K.....269
Alpha Floral Co.....273
American Bulb Co.I 280
American Greenhouse Mfg Co.....IV
Amling E C Co.....265
Anderson S A.....273
Angermueller G H Co.....267
Aphine Mfg Co.....III
Aphrodite Co.....270
Astoria Florist.....272
Avenue Floral Co...274
Baer Julius.....273
Barnard W W Co...278
Barnes W J.....273
Bassett&Washburn.258
Baumer Aug.....275
Baur Window Glass Co.....IV
Bayersdorfer H&Co.267
Begerow's.....272
Berger Bros.....266
Berning, H G.....266
Blackistone Inc.....275
Bodger J & Sons Co 277
Bohlender P & Sons .286
Bolgiano J & Son...277
Bramley & Son 275
Braslan Seed Growers Co.....276
Breitmeyer's J Sons.272
Brenner Edward 269
Broadway Florist...273
Brown A J Seed Co..276
Brown Bag Filling Machine Co.....280
Bruns H N.....285
Bryan Alonzo J.....285
Buckbee H W..... 274
Budlong Co J A.....263
Bunyard.....270
Burpee W A Co.....281
Byer Bros.....282
California Florists.. 273
Cazan A B 270
Central Floral Co ...275
Central Refrigerator & Equipment Co..265
Chicago Feed & Fertilizer Co.....292
Chicago Flower Growers Assn.....259
Clark E B Seed Co..278
Clarke's Sons D.....271
Clay & Son.....292
Clipper Lawn Mower Co.....292
Coan J J..... ...269
Conard & Jones Co..286
Cooke Geo H.....275
Cowee W J.....291
Coy H C Seed Co....273
Craig Robt Co.....283
Danker Fred A.....274
Dards Chas.....271
Dietsch A & Co IV
Dominion Floral Co .272
Dorner F & Sons Co 285
Dreer H A..... .....III 257 283 291
Duluth Floral Co...274
Dunlop John H 272
Dwelle-Kaiser Co...III
Eble Charles.....271
Edwards Fold'g Box.291
Elm City Nurs Co...286
Erne & Co.....264
Evans A W B.....272
Excell Laboratories.254
Eyres H G.....273
Fallon Florist.....270
Fenrich Jos S.....268
Fleischman.....273
Florist Specialty Co.III
Foerster Co Joseph.260
Foley Greenhouse Mfg Co.....291
Ford M C.....269
Ford William P.....269
Fox J M & Son Inc..273
Frauenfelder C.....270
Freeman Mrs J B ...273
Frey C H 270
Frey & Frey 274
Friedman 275
Froment H E... . ..269
Futterman Bros.....268
Galvin Thos F.....270
Gasser J M Co 272
Giblin & Co.....291
Gnatt Ove Co The...254
Godineau R & M....278
Goldstein I.....269
Gorham Printery Inc.291
Grakelow Chas H...272
Grand Rapids Flo Co.270
Grimm & Gorly.....270
Gude Bros.....271
Guido Inc.....270
Habermehl's Sons JJ 274
Hammond's Paint & Slug Shot Works..292
Hardesty & Co.....273
Harrison's Nurseries.286
Harris Wm K.....283
Hart George B.....269
Hart Henry .... .272
Haven Seed Co The 278
Heinl John G & Son.274
Henderson A&Co... .....I 255 282
Henderson Lewis....272
Henry Co The John.264
Henshaw Floral Co.269
Hentz & Nash.....268
Herr Albert M 283
Hess & Swoboda....272
Hession 273
Hews & Co A H. ...III
Hill D Nursery Co. 286
Hogewoning & Sons 285
Hollywood Gardens.272
Holm & Olson.....272
Holton & Hunkel Co 267
Hort Trade Journal..III
Hurff Edgar F.....280
Hurst & Son.....278
Ickes-Braun Mill Co.IV
Idlewild Greenhs....275
Jackson & Perkins Co.....286
Jahn Hugo.....272
Jones Percy 261
Joy Floral Co.....271
Kahler Pottery Co ..III
Kasting W F Co..I 282
Keller Pott'y Co Geo.III
Keller Sons J B.....273
Kelway & Son'.....278
Kennicott Bros Co. 258
Kervan Co The.....269
Kessler Wm.....269
Kottmiller A.....270
Kroeschell Bros Co.III
Kruchten John 265
Kuhl Geo A.....282
Landreth Seed Co...277
Lang Flo & Nurs Co.274
Lange A.....271
Lecakes C & Co.....268
Liggit C U.....282
Lindley Flower Box Co.....276
Littlefield Florist....274
Longren A F.....285
Louise Flower Shop.273
McCallum Co...256 267
McClunie Geo G... 270
McGill R C & Co....278
McHutchison & Co..281
Mackie William.....269
Malandre Bros.....275
Mangel.....275
Matthews the Flo'st .270
Matthewson J E.....274
Meconi Paul.....269
Metaire Ridge Nurs 270
Meyer John C Florist Thread Works....263
Michell Henry F Co..280
Michigan Cut Flower Exchange.....265
Millang Joseph A....268
Miller Floral Co 274
Miller & Musser 265
Moninger J C Co.....291
Morse C C & Co.....277
Murray Samuel.....275
Nat'l Florists' Board of Trade.....IV
Neidinger Jos G Co..267
Newell A.....274
N Y Cut Flower Ex.269
N Y Floral Co.....275
Niessen Leo Co 266
Oehslin Ernest.....282
Oriental Goldfish & Supply Co.....264
Papadem J G Co....270
Park Floral Co 273
Peacock E R Co 277
Pearson E W.....273
Pedrick G R & Son..278
Penn the Florist.....275
Peters& Reed Potty.III
Philips Bros.....270
Pierce F O Co..... IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....276
Pikes Peak Flo Co..273
Pillsbury I L 291
Pittsb'rgh Cut Flo Co.256
Podesta & Baldocchi.275
Poehlmann Bros Co. II
Pollworth C C Co...267
Polykranas Geo J ...269
Potter Floral Co 274
Pressing Seed Co W C.....276
Proto-Feed & Guano Co..... ..292
Pulverized Manure Co The.....291
Pyfer A T & Co.....261
Raedlein Basket Co.265
Randall A L Co 265
Randall's Flo Shop..275
Randolph & McClements.....274
Rawlings Elmer 285
Ready Reference....287
Reed & Keller 291
Regan Ptg House ...292
Reid Edw.....266
Reinberg Geo..... 265
Reinberg Peter.....259
Rice Bros 267
Rice Jerome B Seed Co.....277
Robinson J C Seed Co .278
Rock Wm L Flo Co..270
Rodgers J W 273
Robnert Waldo 278
Rosaia Bros.....270
Rosery Floral Co ...275
Routzahn Seed Co..280
Rusch G & Co 267
Saake O C.....275
Salzer Seed Co J no A .275
Sceery Edw 273
Schiller the Florist..273
Schillo A Lum Co....IV
Schlatter W & Son..292
Schling Max.....275
Schmidt Chas L.....275
Segers Bros Ltd... .285
Shaffer Geo C 275
Sharp Partridge&Co.292
Sheppard H W.....275
Sheridan Grhs Co ...271
Sheridan Walter F..269
Siebrecht George C..269
Simon & Son I N....278
Situations & Wants.253
Skidelsky S S& Co.... I
Smith A W & Co....272
Smith & Co E D 283
Smith & Fetters Co 271
Smith Henry.....274
Storrs & Harrison...284
Stumpp G E M.....272
Thorburn J M & Co..282
Tonner O A & L A..260
Totty Chas H.....283
Traendly & Schenck.269
Traveling Wholesale Florist.....268
Trepel Joseph.....273
Turner Bros.....291
United Cut Flo Co..269
Van Meeuven & Tegelaar 282 283
Vaughan A L Co....261
Vaughan's Seed Store ....I 279
Vick's Sons Jas..... 280
Vincent R Jr & Sons Co..... I
Walker F Co.....271
Weber F H. 274
Weiland & Risch ...265
Weir James.....274
Western Seed & Irrigation Co.....277
Wietor Bros.....260
Williams Mrs E A...275
Winterson Co E F...264
Wittbold G Co.....271
Wolfskill Bros & Morris Goldenson.273
Wonder Plant Irrigator Co.....264
Woodruff S D & Sons.278
"X" Laboratories ..290
Yokohama Nurs Co.277
Young A L & Co....268
Young John & Co...269
Zech & Mann...262 265

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.

809 Exchange Ave., U. S. Yards, Chicago

"Master Soil Builders"

Send for prices on **Master Brand Vine and Plant Manure**—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.

4121 S. La Salle St., CHICAGO

The Regan Printing House

LARGE RUNS OF

CATALOGUES

OUR SPECIALTY

WRITE FOR PRICES

523 Plymouth Ct., Chicago

No loss if you mend your split carnations with

Superior Carnation STAPLES

35c per 1000; 3,000 for $1.00. Postpaid.

Wm. Schlatter & Son

Before After

422 Main Street, Springfield, Mass.

SLUG SHOT

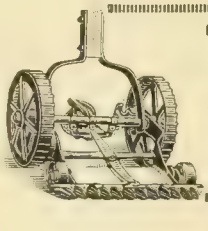
Used from Ocean to Ocean for 35 Years

Sold by Seed Dealers of America

HAMMOND'S SLUG-SHOT 1880 1915 USED SINCE 1880 AN INSECTICIDE FOR GARDEN USE TRADE MARK

Saves Currants, Potatoes, Cabbage, Melons, Flowers, Trees and Shrubs from Insects. Put up in popular packages at popular prices. Write for free pamphlet on Bugs and Blights, etc., to B. HAMMOND, Beacon, New York.

Mention the American Florist when writing



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plaintain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER CO., Dixon, Ill.

Mention the American Florist when writing

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

GREENHOUSE

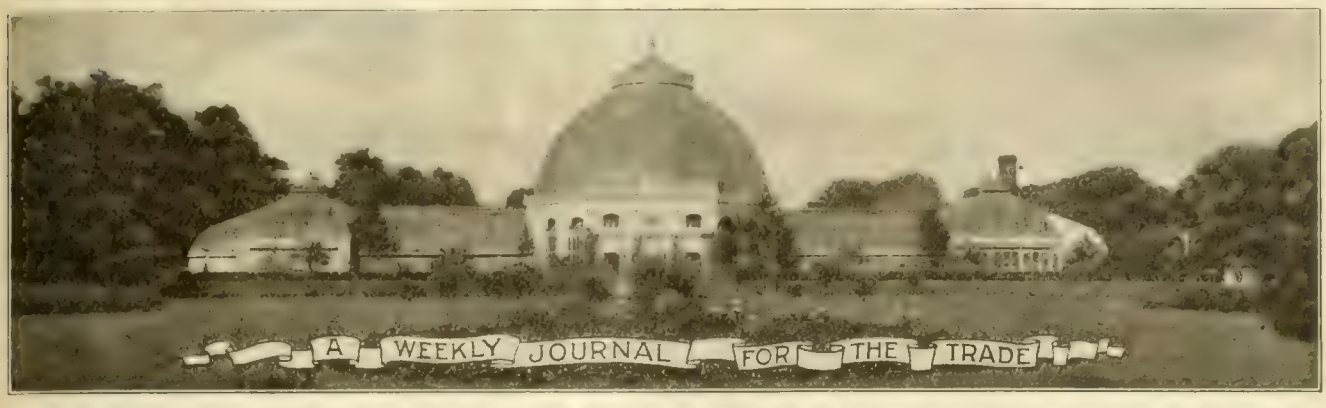
GLASS

BEST BRANDS

SHARP, PARTRIDGE & CO.

2263 LUMBER ST. CHICAGO, ILL.

THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LIV. CHICAGO AND NEW YORK, FEBRUARY 28, 1920. No. 1656

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company.

Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treas. The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next annual convention and exhibition, Washington, D. C., November 1920. OFFICERS: THOMAS W. HEAD, Lake Forest, Ill., President; Z. D. BLACKISTONE, Washington, D. C., Vice-President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary; CHAS. H. TOTTY, Madison, N. J., Treas.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Washington, D. C., January, 1921. OFFICERS: C. W. JOHNSON, Chicago, President; D. G. GRILLBORTZER, Washington, D. C., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa. President; F. L. ATKINS, Rutherford, N.J., Vice President; E. A. WHITE, Cornell University Ithaca, N.Y., Secretary; HARRY O. MAY, Summit N. J., Treasurer.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition, Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

Corn Borer Quarantine Hearing.

Washington, D. C., February 24.

Trade Suggests Modifications.

More than half a hundred florists, seedsmen, nurserymen and others interested in the proposed quarantine against the European corn borer affecting the New England states, New York and Pennsylvania, appeared before the federal horticultural board at Washington, D. C., February 24, to present the views of the bodies they represented. This was the fifth meeting to be held on this matter, three previous conferences having been held at the national capital, and one at Boston, Mass. According to a preliminary statement by the chairman of the board, a quarantine covering the territory then known to be infested, was issued as a result of the first hearing, but affected only certain counties in Massachusetts, and corn and corn products. Since then, however, a great deal of investigational work has been carried on, and it has been found that the corn borer was far more widely distributed than was at first thought to be the case, and that also it infests a much larger variety of plants and flowers than first anticipated. These investigations are being continued, and those who attended this hearing were informed that any quarantine orders issued in the near future, should not be considered as final, as they would be subject to change as further facts regarding this pest developed.

Although the federal horticultural board has issued but one quarantine order, affecting only certain plants, and applicable only to a very small area, the matter has been followed more closely by the states themselves, with the result that stringent regulations have been issued in a number of states in the west and middlewest, and even as far south as Florida, while Canada also has made the matter one of regulation. It was because of the fact that the state regulations vary, and are extremely stringent, that the growers are anxious to have the matter taken out of the states' hands and made one of federal regulation, in which they are joined by officials in the states that have already taken action, as well as in a number of commonwealths where nothing has yet been determined upon

The quarantine order contemplated by the board is very wide in scope, and, according to Chairman Marlatt, was purposely made in order that today's meeting might bring out every possible point. It is probable, he told those present, that the order as issued will not include such a wide variety of plants, or cover so much territory, as proposed. The quarantine order covers all of New England, New York and Pennsylvania, and affects not only corn and broom corn, but cut flowers or entire plants of glodiolus and dahlia, excepting the bulbs without stems, other herbaceous plants, the cut flowers and entire plants of chrysanthemum, aster, cosmos, zinnia, hollyhock and celery, green or string beans in the pod, beets with tops, spinach and rhubarb, and oat and rye straw.

Recommends Quarantine Limits.

Following the conclusion of Dr. Marlatt's preliminary remarks, D. J. Caffrey, of the bureau of entomology of the department of agriculture, outlined the history in this country of the corn borer. He recommended that the quarantine order should be limited to the sections in which the insect is already settled, in the belief that it can be coped with successfully without affecting areas not yet infested. He declared that the insect does not travel from one section to another, but must be introduced in some product from a section already infested. Because of the fact that it is introduced into new sections in this way, he said it would be possi-

ble to handle the badly infested areas by field inspections, with certificates permitting shipment to be given to growers whose premises were found to be free from infestation. The withholding of the certificates, he declared, would result in other growers cleaning up their premises, so as to be able to make shipments.

Massachusetts Situation.

How seriously the florists of New England would be affected, was indicated by L. H. Worthly, of Boston, Mass., who is in charge of the clean-up work in his state. The Boston market alone, he told the board, ships each year more than a million asters, a million chrysanthemums and a half million gladioli. About one-third of the shipments are made to Canada, he said, and in making up these shipments, it is frequently necessary to mix stocks received from various sections, among them the stock from infested districts in Connecticut and Rhode Island. He declared that, in his opinion, it would be possible to inspect cut flowers in the flower markets with excellent results, as the borer could readily be detected in the stems. This would be better than any other method, he declared, as it has been discovered that the insect is not found throughout the entire section it is known to infest. This is due to the fact that some growers keep their places clean, and the borer has no chance to get a footing.

The Society of American Florists was represented by William F. Gude, Washington, D. C., who urged upon the board the promulgation of regulations with which it would be easy to comply. No steps that would injure the industry should be taken, he pointed out, and promised the full cooperation of his organization in the enforcement of any quarantine issued.

From the state of Connecticut came a number of requests for exemption. The exemption of the state as a whole from quarantine was asked by W. E. Britton, state entomologist, and Chas. R. Treat, of the state board of agriculture, who urged that orders be limited to the territory actually infested. Mr. Britton also asked the exemption of rye straw, which is largely used by nurserymen in his state for wrapping goods for shipment, declaring that most of it is grown by the users on their own land, and is frequently held for two or three years before being used.

Asks Chrysanthemum Exemption.

The exemption of chrysanthemums was asked by Wallace R. Pierson, Cromwell, Conn. He declared that his plants are rooted in sand, and stated that he had produced more than one and a quarter million rooted cuttings and about a half million in pots last year. He asked that chrysanthemums in pots of two and a half inches or less, shipped not later than June 1, be exempted from the order. Consideration of chrysanthemums was also asked by Isaac S. Hendrickson, of John Lewis Childs, Inc., Flowerfield, N. Y., who asked the exemption of Long Island from the state of New York, because of the fact that it is entirely surrounded by water.

Cooperation, added Mr. Pierson, between the growers, the states and the board, would be the best way of handling this question, which is rapidly growing more important. He joined in Mr. Caffery's recommendation that certificates be given clean places, declaring that educational methods would in the end prove more valuable than any other, and result in less loss to the trade.

Seed Corn.

Growers of seed corn in Connecticut and along Long Island Sound are vitally interested in this question, according to F. W. Bolgiano, of Washington, D. C., who represented the American Seed Trade Association, and Fred M. Clark, of the Everett B. Clark Seed Co., Milford, Conn. The inclusion of Connecticut in quarantine orders, the board was told, would result in much unfavorable advertising that might seriously affect the industry. The question of unfavorable notoriety was also brought up by A. M. Merlbert, Massachusetts College of Agriculture, who declared that steps should be taken to allay the prejudice against New England's products that is growing as a result of the rumors that have been current regarding the great spread and danger of the insect. He asked that the board issue quarantine orders, modeled along the lines of the Massachusetts regulations,

Spiraea Gladstone.

which conserve the interests of growers. He also asked that the shelled corn for seed be exempt.

Speaking for the New England Nurserymen's Association, John K. M. L. Farquhar, of Boston, declared that the members of his organization are in favor of the issuance of permits to growers having clean premises, and that they desire to be able to ship chrysanthemums in small pots, rooted in sand. He pointed out that the plants do not have stems favorable to the growth of the corn borer, and inspection also would be simple, as had been suggested by Mr. Caffery. Although a large percentage of stems on chrysanthemum plants in a number of greenhouses inspected, were found to be infested, said Mr. Caffery, in speaking again on this subject, there was no knowledge as to how they had become infested. The first intimation that this plant was affected by the insect, he said, was upon the receipt of reports from growers which led to the investigations. Representatives of those interested in Maryland, New Jersey and other states, not yet affected by the corn borer, also appeared for the purpose of urging the issuance of the federal regulations. These states, it was declared, had been protected against all possibility of infestation, and it was pointed out that unless a government order is issued, it is probable that the state authorities will take the matter up and issue regulations far more drastic and difficult to comply with than those suggested by the board.

Considerable disappointment was expressed at the failure of growers in Michigan, Indiana, Wisconsin and other western states, where state orders have been issued, to appear at the hearing. It had been hoped that those states would be represented by men who could tell what effect the local regulations had, and what results were being attained.

Those in Attendance.

Those present at the hearing included: L. P. Gunson, of L. P. Gunson & Company; Charles A. Higbie, of George K. Higbie & Company; F. W. Burton, Chamber of Commerce; W. H. Dildine, of James Vick's Sons, and William Pitkin, representing the American Association of Nurserymen and the International Nurserymen's Association; Lewis A. Toan, secretary of the transportation and marketing committee of the New York State Farm Bureau Federation, Rochester, and Charles G. Porter, director of the bureau, Albion, N. Y.; Frank W. Bolgiano, Washington, D. C., representing the American Seed Trade Association; William F. Gude, of Gude Bros., Washington, chairman of the tariff and legislation committee, Society of American Florists; R. F. Bowler, national board of farm organizations, Washington; Walter C. O'Kane, deputy commissioner of agriculture, New Hampshire; W. E. Treat, state board of agriculture; F. E. Blackman, master of the state grange; L. H. Healy, secretary, state board of agriculture; Fred M. Clark, of Everett B. Clark Seed Company, Milford, and Wallace R. Pierson, of Cromwell, all of Connecticut; J. G. Sanders, director of plant industry of Pennsylvania; Thomas B. Meehan, Philadelphia, Pa., and A. E. Wolpert, Narberth, Pa., representing the Pennsylvania Nurserymen's Association; Alton E. Briggs, Fruit Exchange; John K. M. L. Farquhar, representing the New England Nurserymen's Association; A. M. Albert, commissioner of agriculture of Massachusetts; Leland M. Taylor, division of plant pest control, Massachusetts department of agriculture; L. H. Worthly, and M. Ernest Moore, president Market Gardeners' Association, all of Boston; C. P. Hartley, physiologist in charge of corn investigations; C. H. Kyle, corn investigator; E. A. Calvin, Cotton States Marketing Board; W. R. Walton, Fred D. Richey, cereal investigator; C. E. Leighty, bureau of plant industry; Prof. L. C. Corbett, horticulturist, department of agriculture, C. R. Balt, cerealist; W. B. Humphrey, cereal investigator, and F. M. Shook and W. D. Bigelow, National Association of Canners, all of Washington, D. C.; Ernest N. Cory, state entomologist of Maryland; C. H. Perkins, chairman of the legislative committee, National Association of Nurserymen; Thomas Roland, Nahant, Mass.; Isaac Hendrickson, representing John Lewis Childs, Inc., Flowerfield, N. Y.; John Watson, secretary, American Association of Nurserymen, Princeton, N. J.; Thomas J. Headlee, state entomologist of New Jersey; Charles Adams, president, New England Nurserymen's Association, Springfield, Mass.; George N. Hoffer, cereal investigator, and representing Purdue University experiment station, Lafayette, Ind.; George G. Atwood, director, bureau of plant industry, New York department of agriculture, Albany, N. Y.; D. J. Caffery, bureau of entomology, Arlington, Mass., and others.

Wallace R. Pierson, Cromwell, Conn.

J. D. Eisele, Riverton, N. J.

Wm. F. Gude, Washington, D. C.

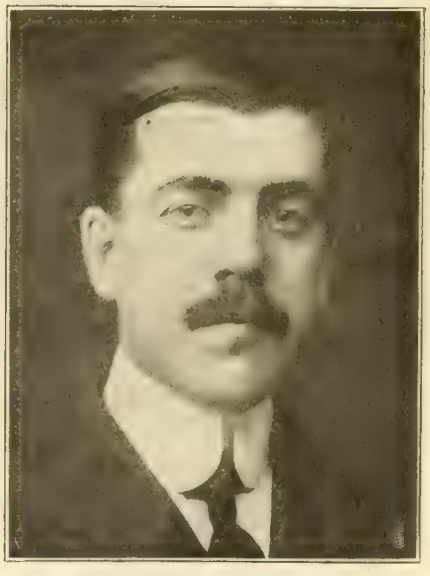
J. K. M. L. Farquhar, Boston, Mass.

Dr. C. L. Marlatt, Washington, D. C.

F. W. Bolgiano, Washington, D. C.

John Watson, Princeton, N. J.

Thomas Roland, Nahant, Mass.



Isaac S. Hendrickson, Flowerfield, N. Y.

PROMINENT FIGURES IN THE PLANT QUARANTINE HEARINGS.

The Japanese Beetle.

Garden and horticultural products from uninfested sections of New Jersey will not be affected by any quarantine orders issued by the federal horticultural board in its campaign against the Japanese beetle, according to information secured today. While the order has not yet been issued, it is understood that it will follow closely the quarantine regulations already promulgated by the state. Inspection and the issuance of certificates for products found to be all right will permit of the movement of stock from sections where the beetle has been found to occur, while no restriction will be placed upon the movement of products from free areas.

Growers who appeared before the board at its hearing some days ago, declared that the state regulations were sufficient to cope with the beetle, inasmuch as it had not invaded the houses and could not live under the conditions existing in greenhouses. The soil used in the houses, it was pointed out, comes from uninfested areas and is carefully treated before being used, so as to prevent any possibility of the entrance of the beetle.

So successfully did they present their case that the board has been convinced that the state order is sufficient, especially as those present declared their willingness fully to comply with the state regulations.

B. F. L.

Plant Growth Measurement.

London, Jan. 31.—In the reading room at the India office, before a large audience, Sir Jagadis Chandra Bose of India, who recently told of giving trees an anaesthetic, showed some remarkable discoveries in the analogy between plants and animals.

"There is a pulsation in certain plant tissues which with animals is heartbeat," he said. "Identical effects are caused by stimulants and poisons in animals and vegetables, and in the death spasm which occurs in both."

Referring to the diffiulty in recording these "incessant throbbings" in the apparently perfectly still plant, he stated that "the sluggish movement of a snail is about 6,000 times faster than the movement of growth in a plant, the average rate of which is one millionth part of an inch per second."

The crescograph (the name of his invention) would show the snail moving with a speed of 200,000,000 feet per hour.

Sir Jagadis, having graphically described his vast magnification, picked a leaf from a pot plant of cyclamen and placed it on the magnetic needle of the crescograph. From the mirror attached to the needle a spot of light appeared at once on the screen and moved backward and forward across the latter at a rate of 10 feet in 12 seconds.

—Chicago Examiner.

BALTIMORE, MD.—John J. Perry is recovering rapidly from an illness of two weeks with pneumonia.

BALTIMORE, MD.—Peter Fika has purchased six houses including stock and four acres of land from Edward Kress.

WASHINGTON, D. C.—Clyde Sauer, of the George C. Shaffer staff a popular member of the trade, was married, February 9.

CUYAHOGA FALLS, O.—Papers of incorporation have been filed by the Cuyahoga Greenhouse Co., with a capital stock of $50,000.

PLANT NOTES.

Spiraeas.

The spiræas are always a very useful plant at Easter, but they are classed among the cheaper plants at that time, so should be grown in such a way that they do not occupy valuable space any more than necessary. They should be brought into a cool house by the middle of January and until the foliage begins to grow can be placed along the edge of the walks if room is not available, but they must not be left standing in this location too long, for when the leaves begin to unfold they quickly draw toward the light and a plant growing to one side of the pot will be the result. So as soon as growth starts they should be placed on the bench in full light. They can be grown quite close together for some time, but when the foliage begins to touch that of the plant beside it they should be spaced out and given room enough for the plants to grow shapely. Spiræas require a large quantity of water during their entire culture, especially those that are potted in as small a pot as possible, which is the general custom with all growers. To make the large specimens, two or three clumps are planted in the same pot when started. These will make large plants for church decorations at Easter. If the plants are grown in a house which is to be fumigated by tobacco smoke they should either be removed from the house or well covered with papers; the foliage quickly burns when subjected to tobacco smoke and the plants are blemished.

Hydrangeas.

The greatest demand for hydrangeas is in May and June, and to have them in the best condition at that time the plants should be started before March 1. While they may be started later and forced harder, yet the plants so grown are not as sturdy and do not give so good satisfaction after they are placed on the porches. Start the plants in a cool house and if the wood has become dry in their winter quarters frequent syringing will assist in softening it. When they begin to grow do not crowd them. Crowding and too much heat are the principal causes of the long, ungainly plants so often seen. If they are grown in a cool house, with plenty of room, the plants will be sturdy and short-jointed, covered with beautiful foliage and shapely, and are a great ornament, which surely cannot be said of the tall plants with small foliage and bare stems toward the base. When the plants begin to grow rapidly they will require plenty of water, and during the warm, sunny days of spring, when the houses are hot, all the ventilation possible, and at this time watch carefully for red spider, which gather in great numbers on the young growths and blooms and quickly spoil them. If they appear, syringe heavily until they are overcome. Keep the plants staked and tied as soon as required.

Cannas.

One of the most decorative beds for summer, especially if it is of large size, is a bed of blooming cannas, for they are very showy and will flower throughout the summer until frost cuts them down, and the varieties have been greatly improved during the last decade. To make the best showing the plants should be started early enough to have good, strong stock at bedding-out time in May and June. The plants should be started by March 1 and now is the time to procure stock of varieties of which the grower is short or which he has not on hand. The clumps when removed from the winter storage should have all the old soil shaken off, the dried up stalk and roots cut away. They are then cut up into small pieces and if the stock is plentiful two or three eyes can be left to each piece, but where stock is short they are cut up to single eyes, although with single eyes many weak plants will be produced. Often the clumps have started into growth and where this has happened the eyes should be sorted, those already started being planted together

A WELL FORMED HYDRANGEA.

and the dormant eyes by themselves. Have boxes all ready and place an inch of soil on the bottom and then place the divisions on this closely together and cover with light, sifted soil and then water thoroughly. Keep the varieties separate and properly labeled, each box to contain but one variety and the name plainly marked on the box, for labels are often lost or misplaced. Place the boxes in a warm location—where hot water heating is used they can be placed on the return pipes. In two or three weeks the plants will have made sufficient roots to be placed in 3½ or 4-inch pots, when they can be grown on in a house with a temperature of 50° to 60°. In planting cannas outside it should always be remembered that they are very tender and should not be set out until all danger of late frost is past.

Early Annuals.

During the warm days of June the carnations deteriorate very rapidly and there is often a great need for some flower to take their place and an early bench of asters is a great boon at such a time, especially for those who have a good call for funeral work. Seed planted during February and grown in pots or flats until after Easter can be then transplanted to the benches in which the Easter crops are grown and they will be in bloom at the time when most desired. A good strain of early flowering varieties, either Comet or Victoria, should be selected and with good care a paying crop is assured. A sowing of candytuft by March 1 will also produce plants that can be benched after Easter in the same manner and a good cut for Memorial day be had. The strains of White Giant candytuft now offered make splendid spikes for the filling in of sprays at that great flower day. There are many annuals that can be grown for early spring blooming that are greatly apreciated by the trade, among which might be mentioned calendulas, nasturtiums, scabiosa, sweet sultans and bachelor's buttons.

Dahlias.

The forcing of early dahlias has been practiced successfully by growers the last few years, and roots started at this time will produce flowers for Memorial day and during June. A good, deep bench, in a house not too warm, should be selected, and while the plants are great feeders in the open ground, it is better not to have the soil too rich in the houses, for the plants grow very tall inside, and with a rich soil make a strong, rampant growth, which will not bloom as early. They can be fed when the buds begin to form by giving them a mulch of half-decayed manure, which will materially assist the flowering and also provide a covering that will prevent evaporation. They will require but little attention except that long, strong stakes will be necessary to keep the plants growing erect, to which they should be firmly tied, and then disbudded to produce the better blooms. Any varieties of which it is desired to increase the stock can be planted in the house and the young growths made into cuttings, which root easily at this time.

LACHINE, QUE.—The Lachine Horticultural Society has elected the following officers for 1920: C. A. Smith, president; W. H. Johnson, vice-president; G. A. Light, secretary-treasurer.

TUMBLER BASKET OF POMPON DAHLIAS.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

As the winter passes on, and the days lengthen out, the supply of flowers, which by this time was expected to be sufficient to meet all demands, has increased but little. The second week in Lent, the dull period of the winter, is here with but slight change in the situation, the only quantity flowers being sweet peas, without which the trade would certainly be in a bad way. However, we must make the best of it, as such conditions cannot last much longer. The sweet pea growers say that the height of the crop will be about the middle of March, increasing from now on, and lasting until after Easter, with later houses well into the spring.

Spring flowers should now be kept to the front; pans of tulips, daffodils and hyacinths are in good supply, and if featured, will find ready sale. Primula obconica is now at its best. With its wealth of bloom, it is very showy and sure to attract attention. Suggest boxes of spring flowers as gifts, as in the various quantities and quality selections there is something to meet the purse of almost every buyer.

The mainstay of the business is flowers for funerals, for which, in the past two years, the demand has been phenomenal. It is astonishing, that in this time, nothing new in arrangement has appeared. Wreaths and sprays form at least 75 per cent of the selections, with pillows, crosses, baskets and the rest making up the balance. The high level of prices maintained throughout this period, has taught many a lesson that they should profit by, and that is, that people will pay good prices. Customers judge qualities by the price, and when they believe that certain flowers by the dozen, or arranged pieces, are worth the prices asked for them, they pay and are satisfied. It is now up to the retailers to try and maintain, to a degree, this greater valuation by giving better service and keeping their shops and stocks up to a higher standard than ever before. By every means in their power, they should try to make plants and flowers more popular. Suggestion has much to do with this propaganda. Keep before the people, that the birthday gift should be flowers, that obligations for attentions received, are best paid in something from the flower shop. There is nothing to so gladden and bring cheer to the sick room of the friend at home or in the hospital, as a blooming plant or cut flowers.

It is but five weeks until Easter, the greatest floral holiday of the year, and every spare moment should be given to preparing for this event, which will surely be the greatest in the history of the business. Right now is the time for those who have not already done so, to make up their list of plants, and place their orders with the growers. Prices will not go down; the tendency is still upward, and with the scarcity in some lines, there is no time to lose. There is great satisfaction, as the time draws near, in knowing that the stock has been secured.

The florists' supply men will be glad at this time to give your selection of plant baskets a distinct coloring that will have time to get hard and dry,

and which, when in the store, you can experiment with to good purpose by filling in various combinations, and showing them as advance samples of your Easter stock.

Get out your Easter circulars. It is best to be ready for mailing ahead of time, which is another relief as the time draws near. Look up the newspaper advertising. Like all other publicity, it costs more, but it pays, if done right. Specials should be featured, things that people will want to come and see. Not one word about higher prices; extol the quality, and the cost will then seem in proportion.

Keep the F. T. D. idea to the front. It is growing fast. The association is sending out some very good literature that should be of great help, if well circulated through one's trade. When the people get to know what can be done in this quick interstate delivery of flowers, it will become, as it is even now with the live ones, a great source of new and profitable business.

Meeting Present Conditions.

The peculiar circumstances attending the transaction of the business in the flower shop at this time, have, on account of the scarcity of flowers and their extremely high prices, brought about a situation that is puzzling the best of them. For the past 18 months or so, it has practically been a seller's market, with the demand growing, and finally greatly exceeding the supply, until in the past three months, the shortage has become very acute, and without doubt, a great detriment to the business. There have been many reasons advanced, prominent among which were the high prices of everything that pertained to the growing of cut flowers, such as labor, coal, materials, and then the elements were made to take a large portion of the blame, too much or not enough rain during the summer, and the great lack of sunshine in the winter months. While all these causes are not without foundation, it is pointed out that weather conditions average up much the same one year with another, and men who have gvien the question serious thought, believe the main trouble to be under production. They point out that since the breaking out of the European war, the erection of commercial greenhouses has been very greatly curtailed, while the demand for plants and flowers which fell off slightly at first, is now greater than ever before, with but a half to a two-thirds production to meet it. Wholesale prices have advanced to unheard of figures, which have then been passed on to the buying public, who accept with but little protest, and come back for more.

Growers have suddenly awakened to the fact that the great demand is not just a flash in the pan, but a new condition brought about by the prosperity of the people, and greenhouse builders are fairly swamped with orders, giving preference to old customers and putting the new ones off until next year.

It is now generally conceded that it will be a long time before prices will return, if ever, to the level of those existing before the war. Conditions made it imperative that increased revenues were absolutely necessary, while the great demand raised and maintained a much higher level of values than ever before experienced. The retail florists, the men who have the final distribution of the stock, are a great factor in the business, and should meet the situation with courage, and it does take courage to ask a customer $4.00 to $5.00, or more a dozen for roses that he usually bought for $1.50 or $2. Carnations jumped from $1.50 to $4 and even $5 a dozen, and even then, there was not enough to meet the demand. Callas, selling at $5 a dozen, wholesale, is a price that growers never even dreamed of. These are just a few instances, the whole list being proportionately high.

Retailing under the present wholesale range of prices must be conducted with the greatest care, particularly in the handling and sale of cut flowers. In the first place, every salesperson should be instructed to meet customers and give prices with as much confidence as when they were one-half or two-thirds less. To announce a price, and then try to bolster it up with explanations, is very poor salesmanship. The fact that some complain that flowers are too high, and walk out without purchasing, is nothing; people are continually doing that, when they are most plentiful and cheap.

Good salesmen will immediately size up their visitor, and play the game to win. The first inquiry will give them a cue, and they can then offer their various items of stock that meet the customer's ideas as to price. Three to six roses can be sold to take the place of a dozen, if, with a little green, they are shown how prettily they arrange in a vase. Blooming plants, singly, or arranged in baskets, can be substituted for cut flowers. The visit to the store is to make a purchase of something in plants or flowers, and it is the business of the salesman to find out, without directly asking, what the flowers or gift is to be used for, and about what it was expected to cost. The great majority of purchasers do not have a definite idea of just what they want, and their minds can be turned to almost anything that is well presented. At times, they have come determined that the roses must be red, but as there are none on hand, they can be persuaded that pink is the correct shade, and go away satisfied at having bought just what they wanted.

Buying should be done with the greatest foresight; even at this time of great scarcity, it is possible to use discretion and profit thereby. Flowers to be used for funerals, should, whenever possible, be kept in stock until at their best. They are to last but a few hours, and the same or a better effect can be made with one-third less roses, if they are fully opened than if only half are in bloom or in bud. Choice tasseled fern fronds or other fancy foliage can be made to take the place of the more expensive flowers and produce just as good, or perhaps, a better showing.

The well made wreath of almost every kind of leaf foundation, which can be carried in stock, is at once ready for decorating with any available flower and requires from a half to two-thirds less to produce an artistic piece, that is quite the equal, if not superior, to one of all flowers.

While flowering plants have also cost more to produce, they appear greater value for the money than cut flowers, and as they last longer, are, for the dealer, not so great a risk. They also give a decorative effect to the store or window that has an advertising value which is well worth considering.

For all important orders, secure or engage stock immediately the booking is made. It is then up to your dealer with this advance notice, to see that you get the flowers on time. Waiting until the day before often leads to very unsatisfactory results. Carry a stock

OVAL BASKET OF DAHLIAS.

that is always a little ahead of the demand. Do not be afraid to ask a good profit. People are always satisfied with the price if they feel they are getting good value. Make a bid for the business and it will come to you.

THE CARNATION.

Care of Young Stock.

The results to be obtained from the mature carnation plant during its season of productiveness depends so largely on the care that is given the young plants in the early stages of their existence that it is very important that the grower give this part of the work his closest attention, especially at this time, when the cuttings are being transferred from the propagating bed to pots or flats. It is not luck by any manner of means that a grower has his plants in the best of shape and productiveness at this time when the prices of carnation blooms are high and in good demand, but it is because extra pains were taken to see that the plants received the closest attention from the time they left the propagating bench as rooted cuttings, and throughout their entire season of growth. I am firmly convinced that it pays to give the young plants the best of care, with the aim in view of having for planting out in the field the last of April or early in May, strong, well-branched bushy plants, and when the bench room was available, would go to the extreme of shifting the plants up into 3 or 3½-inch pots to obtain as strong vigorous plants as possible.

Figure up your requirements for the season, then arrange for the full number of cuttings to be on hand as soon as possible so that the stock of plants will measure up to an even grade throughout, which is a very important factor toward successful benches of plants next winter, the average production of a bench of plants of even size being considerably higher than is realized without a tabulated return of the blooms cut from such a bench, and one containing plants of a wide range of propagation. Every effort should be put forth to get all the cuttings of carnations in the sand before March 1. It is getting late now for them to make good plants in time for field planting, and from now on, the condition of the cuttings is not as good for propagating, and every few days the work is put off, makes it so much the more difficult to get a successful stand of rooted cuttings.

The young plants must not be forced in any way whatsoever, either by high temperature or by rich soil. The best plan is to grow them along as naturally as possible, using a fresh, medium soil, give them a light bench with a night temperature of 50 degrees with an advance of four to six degrees in the daytime and ample ventilation on every favorable occasion.

Watering of the young plants in the early stages of their growth is very often overdone by many growers, and though the young stock may not show any ill effects of it for some time, yet it has a tendency to cause long, wiry roots instead of branching, fibrous ones. The plants should receive water when needed, but the soil at the roots should never be allowed to remain extremely wet and become stagnant.

As soon as the cuttings have become rooted, take them from the propagating bed before they lengthen out and the roots get hard and wiry. As the cuttings are taken from the sand, dip the roots in clean water to wash the sand from them, then pot up and place away on their bench quarters. Shade a little if the weather is very bright, and keep a trifle close for a few days to give the roots a chance to take hold of the fresh soil. After the freshly potted cuttings are set on the bench, water them in well, after which allow the soil to dry out to a moderate degree before watering again, and be sure not to allow draughts or currents of cold air to play on the young plants.

The general routine care of the plants after potting should be carefully followed out. Water and air when necessary, and remove any weeds that may appear in the soil. Regular fumigations about every two or three weeks should be carried on. Also, pay particular attention to topping back the growth as quickly as they are in need of it. Whenever any of the young plants are in need of repotting, attend to them so that there will not be any chance for them to become rootbound and hard.

CARE OF FLOWERING PLANTS.

The carnation plants on the benches that are producing the blooms should be given the closest attention and the general routine work of their care must be carried out in every detail to enable the plants to keep up their steady production. If the plants are to continue blooming to the end of the season, they must not be stripped too closely of shoots for cuttings. It harms the blooms that are now in sight, as well as curtails the future crop.

Watch the disbudding closely and cut every bloom as soon as it is ready. At this season of the year, the stems stretch up very quickly, and unless they are placed in the wires before they get very long, they are very apt to become crooked.

Where the roots are showing through the surface of the soil, it will benefit the plants greatly to put on a mulch of equal parts of half-rotted manure and fresh soil. Do not spread it too thick; just enough to evenly cover the surface is plenty. Do not let there be any neglect in attending to the watering, temperature, and keeping the plants free from insects.

C. W. JOHNSON.

Jane's Advantage.

On the last day of school, I gave our neighbor's small boy a bouquet of flowers to take to his teacher. On returning home from school I said to him, "Well, Tommy, did you give your teacher the flowers?"

He replied: "No, ma'am, I met Jane and she looked better to me than the teacher, so I gave them to her." Chicago Tribune.

HARRISBURG, PA.—State horticulturists believe they have isolated the rose beetle which has caused thousands of dollars' of damage throughout the state in rose growing establishments.

ROCHESTER, N. Y.—At the February meeting of the Rochester Rose Society, to which the public was invited, the feature of the evening was the address of President Edmund Mills on "Roses for the Home Garden." His talk, illustrated by lantern slides, was very entertaining and instructive.

National Publicity for Flowers.

Letters, such as the following, are gratefully appreciated by our publicity committee: "Bloomington, Ill., February 17, 1920. John Young, secretary. Dear Sir—Your statement for $50 to cover our 1920 pledge to the publicity fund is at hand. We are making our cheque $100, both because we think it is a good investment, and is an expression of our appreciation of the work the committee is doing for the good of the cause. . . . The greatest good will come in a year or two, or three from now, when production more nearly catches up with the demand.—A. Washburn & Sons."

A few carping critics have seen fit to question the wisdom of launching our campaign at the time we did. Results have proved that such launching was the greatest and most beneficial move ever made in the history of the florists' trade. To imagine that a continuance of the campaign because of an apparent shortage of flowers is an unwise step is wrong. What has caused the shortage, if not demand? There are as many growing establishments as ever, and, as far as is known, practically everyone is going at full tilt. At any rate, there are no more idle than is always the case. Has any particular glut been recorded since the campaign started? Was not every market bothered with periodical gluts before we became active with our publicity movement? The Washburns are right. The greatest good will come later on. Demand will not be allowed to exceed supply for long. Production is already increasing, and, naturally, will continue to increase. We must expect it, and we must prepare for it.

In spite of increased labor cost, and advanced cost of materials, have growers ever enjoyed as good returns for their products as they have of late? Yet the growers as a class have not supported our campaign to the extent expected of them. They evidently have not given our movement the serious thought it surely deserves. They have been content to profit through the better movement of their products brought about by the campaign, without contributing to the expense of the work. Surely the subscriptions from growers should be on a par with those from other sections of the trade.

The campaign can be active only so long as those who are to be benefited will share in the expense. Subscriptions certainly are not coming in as they should, and it is rather unfair that those who last year so generously pledged themselves to meet a goodly portion of the campaign expense this year should be allowed to finance the movement within a limit necessarily determined by the fund available? With the great number of florists to share in the benefits it should not be difficult to carry the funds to the amount required by the committee, $100,000. Is this such a very great sum to raise among 20,000 members of the trade? Assure yourself, Mr. Nonsubscriber, that it is not, and send in your cheque for the amount you think right for you to subscribe—or had one not better say, invest.

JOHN YOUNG, Sec'y.

Are You Creating Influence?

We have in our business today, many men who are factors in creating optimism and influence by their generous endeavors. Some, by their manner of service, to do good to the trade, such as serving on committees in their

local clubs or organizations; others, who are florists by day, but men also when away from their work, who are affiliating with other lines of work, semi-philanthropic and otherwise, get a great deal of pleasure in their outside activities. I would not give a snap of my finger for a man who could not go through life and feel that he is doing something for others to help make this a better world to live in. We have many men in our line, who are doing these things all the time, and who feel the pleasure it gives them inwardly for so doing, and peculiarly it is the greatest kind of pleasure—that little feeling that comes over you from doing something that is helping others.

This type of man is also the kind that has been helping our campaign fund, and his knowledge of helping others, has often helped him unconsciously to the extent of making him feel better and doing a better day's work because he has done his duty, and also made his influence more felt by so doing.

The best satisfaction comes from doing things, and we have every reason to feel proud of past achievements of the S. A. F. the last two years. We want our campaign fund to have on its roster the name of every man in the craft, so that its influence will be felt by all. Make "Say it With Flowers" a still more popular slogan. Your committee has its plans; it only needs your contribution. Watch the reaction.

Woolworth, of 10-cent store fame, said: "Do not tell what you are going to do until you have done it."

HENRY PENN,
Chairman Nat'l. Publicity Campaign.

San Francisco.

GOOD DEMAND AT HIGH PRICES.

From all quarters, nothing but the best reports are heard as to the condition of business. Many more roses could be used if they were not in such short supply. High prices are being maintained for all arrivals. American Beauties are now very fine. The small amount of Russells coming in do not last very long. The influenza epidemic is making an extraordinary demand for all funeral stock. Carnations never brought higher prices in the wholesale market at this time of the year. The supply is large, but it sells out quickly every morning. Sweet peas have droped out a little this week and are not so plentiful. No outdoor stock has put in appearance as yet. Freesias are holding up well in price. The demand for them is heavy and all stock arriving is quickly sold out. There is a large supply of violets and they are coming in handy for cheap flowers for funeral work. The shipping demand for these is keeping up steadily. The orchid supply is now at its height and large displays are now being made at all the stores. Gardenias are not very plentiful, but are not missed greatly while the orchid supply lasts. Tulips are coming in slowly, and are wholesaling at $1.50 per dozen. There was a fine lot of flowering plants offered for St. Valentine's day. The demand seemed to run to cyclamens mostly. Some fine pink and white azaleas arrived, and sold out quickly. Dutch hyacinths in pans were great favorites. There is a brisk demand for acacias for basket and other decorative work. Ferns are very scarce, and very little asparagus is to be had at any price.

NOTES.

Fred Bertrand, manager of the Powell street store of the MacRorie-McLaren Company, has received his final patents on a combination shears and rose stripper. With one stroke, this invention strips all the thorns of cut roses, and owing to the ease and rapidity with which it may be operated, will no doubt become a necessary adjunct of every flower store in the country. It will be placed on the market very shortly.

The Art Floral Company arranged a novel window for three days representing a tropical jungle with orchids growing everywhere in the trees and branches. A three-month old leopard roamed at will through the foliage, lending a very realistic aspect, and drawing great throngs to the window.

Domoto Bros. report a brisk demand for their new double hydrangea, which they have named Hydrangea Demotoii. They were awarded a gold medal for this novelty at the Panama-Pacific Exposition in 1915. They also report the Evergreen Wistaria to be another aspirant for popular favor.

The E. W. McLellan Co. is receiving a great cut of American Beauty roses from their San Lorenzo greenhouses. The quality is very fine, and they are a welcome addition to our daily supply, which is so short at present.

The flower store formerly owned by Henry Mohr at 2667 Mission street, is now the property of Krose Bros. They will carry a large assortment of flowering plants and seeds in conjunction with their floral business.

H. Plath is supplying this market with the finest lot of pot grown Dutch hyacinths seen in several years. Ferns and fine bulbs are grown to the pan and the stock wholesales for $12 per dozen.

John R. Sievers, well known to the trade in this city, will open up a new store shortly at Geary and Larkin streets. He was formerly manager of the J. B. Boland store on Kearny street.

Joseph Scatena has purchased the entire season's cut of one of the leading daffodil growers at San Lorenzo. He intends to develop this business much more thoroughly next year.

G. Rossi & Co. are sending in much of the fine azalea and rhoddendron stock that is noted this week. This stock is all grown at their greenhouses at Colma.

Work on the new store of B. Avensino, on Geary street, is rapidly nearing completion and it is expected that it will be ready for occupany March 1.

Leslie E. Doolittle, proprietor of Doolittle's Dahlia Gardens, at Del Monte, says there is a strong demand for dahlia roots this season.

The Cypress Lawn Cemetery Flower Shop has opened an office at 995 Market street, in the Hewes' building.

M. H. Ebel, of Sacramento, was in town during the week, calling upon his growers.

Pelicano, Rossi & Co. report business running far ahead of last year.

JAMES T. LYNCH.

Washington Florists' Club.

The Alexandria greenhouses of David J. Grillbortzer, of the Washington Floral Company, will be the scene, February 28, of a celebration of the results of the flower week compaign. Having a tidy little sum left in the treasury, the flower week committee has decided to stage an oyster roast, and local florists will leave their places of business early that day so as to be in time for the "big eats" and the bigger entertainment that is to follow.

J. Harper Hetherington, a member of the finance committee of the flower week campaign, is in charge of arrangements, and has promised to furnish an entertainment programme that will be the talk of the town for some time to come.

B. F. L.

Seattle, Wash.

ST. VALENTINE SALES SHOW BIG GAIN.

St. Valentine's day business set a new high record. In many lines, the cleanup of stock held down a still greater volume of possible sales. Heavy funeral work of late has also served to keep the counters clean so there was little carryover for the event and orders for the following day were hard to fill in consequence. Freesia have saved the day on numerous occasions, being used in combinations that only necessity could have originated. Customers, however, were well satisfied. Newspaper advertising was used freely with good results and the publicity of the national campaign and the slogan, "Say It With Flowers," must be given great credit. The local cuts of roses are largely off crop and the same is true of carnations. California shipments, also, are not all that could be desired. A good supply of violets is maintained by vigilance. Tulips, freesias, jonquils, etc., are in good demand. Sweet peas continue to arrive from the north in large quantities. Pot offerings and fancy baskets proved good St. Valentine's day property. With one firm, pot lily of the valley was a popular feature.

NOTES.

William Goldberry, of Kenney's Home of Flowers, handled table decorations for the recent masquerade at the Sunset club. Tulips were used as centerpieces. Because of the better quality of the stock, tulips have been probably the best single seller of late, Portland supplying a part of this demand.

The Ballard Flower Shop carried on a special advertising by mail campaign just before St. Valentine's day, urging that residents use the small shop in their district for floral gfts, and reports a notable increase in the business as compared with that for the same holiday a year ago.

Influenza continues in the ranks of local florists' salesforces. Among those still confined is Fred H. Rowe, of McCoy's, while E. R. Peterson, of The Hollywood Gardens, George Rosaia and P. J. Case, of Rosaia Bros., have returned to work after a week's layoff.

The Holly Flower Shop, unable to secure a satisfactory location at a reasonable rental, has discontinued business. F. Hagerman has taken up landscaping and has several good orders under contract. C. Clark has retired to his ranch near this city.

A most effective window was used by the Hollywood Gardens on St. Valentine's day. A large heart was made of pussy-willows, acacias and greens, and centered on this were two intertwined hearts of pink carnations and roses.

C. S. McManus, of the Madison Park Greenhouses, has been featuring small pot ferns to good effect of late. The so-called "Holly" fern has been especially popular, and a good retail demand has been built up.

C. L. Mattson has opened a flower shop and nursery at Bremerton, near this city, the home port of the Pacific fleet. He reports a good call for cut flowers of all kinds.

Felix Rosaia devoted both display windows to tulips, daffodils and jonquils one day last week, and found this helped to catch the eye of most customers.

Rosaia Bros. had the order for the decorations at an elaborate society wedding at the New Washington hotel last week.

C. H. Baer, Georgetown grower, is planning on an increase in his range shortly to care for the growing local business.

Harry Crouch, of the Woodlawn Flower Shop, sums up the St. Valentine's day trade in that shop as "almost Christmas."

H. M.

Pittsburgh, Pa.

NO SURPLUS AND PRICES FIRM.

The market has been somewhat easier the past week, with an increased supply, and a demand a little smaller than it has been. Still, there has been no surplus, and prices, with a few exceptions, remain the same. The influenza is on the decline, and the number of deaths is much smaller, thus causing a falling off in funeral work, giving some of the florists who have been working day and night, a chance to get some much needed rest. The supply of roses is on the increase, especially in the medium and shorter grades. There are no American Beauties arriving to speak of, but they are not missed, as Premier, Russell and Columbia are of fine quality and florists are using one or the other of these varieties. The supply of carnations is also larger, and an improvement is also noted in the quality. Easter lilies and callas are still scarce, and sell on sight at high prices. One item that has helped out the local market was an extra large cut of freezia; in fact, it has been a long time since this market has handled so many of this popular flower. The supply of Paper Whites and tulips has fallen off, while jonquils are on the increase. White lilac has been very popular this season, and is usually all sold before arrival. The supply of sweet peas is increasing rapidly, but as yet there has been no surplus, in fact, it has been impossible to fill orders completely. Yellow daisies, calendulas and baby primroses are arriving in limited amounts, and move without any trouble. The supply of greens of all kinds has been short, but a heavier supply is looked for from now on. All the florists of this district report that February will be one of the largest months in their history; with only three weeks of the month gone, they are away ahead of the full month of last year.

NOTES.

Tuesday evening, February 17, Miss Marion Langhans, daughter of T. P. Langhans, of the Pittsburgh Cut Flower Co., and Robert L. Thompson, Jr., of Ben Avon, Pa., were united in marriage at the bride's home in Perrysville avenue, North Side. The decorations were carried out with southern smilax, fancy decorative plants and spring flowers. The bride carried a bouquet of white orchids, lilacs and lily of the valley, while the matron of honor and bridesmaids bouquets were composed of lilacs, heather, pussy willows, snapdragons and pink roses, caught with blue ribbons. After an extended trip to Cuba, Mr. and Mrs. Thompson will live in Brighton road, Ben Avon, Pa.

In addition to their new Detroit branch, the McCallum Company has opened a branch store on High street, Cleveland, Ohio. James McLaughlin, one of the best known wholesale men in the country, is in charge of the new venture. In addition to handling cut flowers at wholesale, the new branch will also handle florists' supplies; in fact, everything that a florist needs and uses in his business. M.

Indianapolis.

STRONG DEMAND FOR LIMITED SUPPLY.

Business has been eminently satisfactory in this city recently, the only drawback being the shortage of stock. The weather has remained unusually cloudy, and the maturing of flowers of all kinds has been retarded by the unfavorable conditions.

LAFAYETTE STATE MEETING ABANDONED.

The State Florists' Association of Indiana abandoned its efforts to hold a late February meeting at Lafayette, both because of pressure of business, and the inability of F. Dorner & Sons Co., to accommodate the visitors at this time. The regular meeting, accordingly, will be held, March 2, at the quarters of the Smith & Young Company. The chief order of business will be discussion of plans for the entertainment of the Florists' Telegraph Delivery in the fall. Irwin Bertermann was named chairman of the committee, with authority to select the other members. Mr. Bertermann, however, has been somewhat under the weather, and he decided to hold over that business until the regular monthly meeting of the association.

NOTES.

Bertermann Brothers Company was the representative of the flower trade at the Optimist Industrial Show, held at Tomlinson hall February 17-21. Like the Rotary Club, the Optimists are made up of one member from each line of endeavor, Irwin Bertermann being the florist on the roster. A number of members connected with the building industry united to construct and display a model home at the show, and Bertermann Brothers provided the landscape work for the house, which, while in minature, was sufficiently large to make a highly favorable impression on the public and bring out the points the florists wished to emphasize. The landscape work on the model home apparently proved much more desirable, from the advertising point of view, than merely exhibiting a few flowers.

Paul T. Ulman, who has been a deputy in the office of Frank N. Wallace, state entomologist, has resigned to join the staff of the Michigan Agricultural College at Lansing. M. E. C.

Detroit, Mich.

SUPPLY SHOWS MATERIAL INCREASE.

There is now a marked change in trade conditions, contrasted with the previous weeks, when flowers of all kinds were scarce and high priced, and an eager public seeking them, but often with resentment yielding to what they regarded the exorbitant demands of florists, who in self-defense exacted prices never before realized for the same items in the list of available stock. Now, with the advancement of the season, and longer and brighter days, the cut from most ranges has materially increased, and correspondingly, the death list is not half as long as it was constantly for the past eight weeks, and automatically this branch of the retailers' output is suffering. But now, let us hope it is only temporary. The spirit which usually prompts our friends to "Say it With Flowers" is dormant, and simply because of the idea that is now unfortunately prevalent, that prices of flowers are excessive. The business for St. Valentine's day would have been much larger, had not the public been saturated with fear to approach florists' shops. One could hear it on street cars, in office buildings, elevators, and everywhere the subject of flowers was referred to. Active publicity work, which is to be taken up energetically at once, will endeavor to first dissipate the idea of high prices, and once more restore in popular favor the flowers we now have most plentiful and never before seen in finer quality. Roses, carnations, sweet peas, and violets, are now so plentiful that forced sales at low prices even fail to consume satisfactorily. Bulbous stock in pots and pans are now in the stores, in the finest array, and these too are now offered at greatly reduced prices, but their movement is slow. An attempt was made by some shops to inject some spirit in Washington's birthday trade by offering choice examples of red, white and blue combination growing plants, appropriately trimmed, but only partial recognition resulted.

NOTES.

Robt. Plumb, in his capacity as secretary of the Michigan State Florists' Association, visited East Lansing last week. He stayed two days planning with J. A. Bissinger, chairman of the local committee, for an exhibition of flowers and plants to be held in connection with the first annual meeting of that association to be held there, March 16-17.

A. J. Stahelin, who was forced to reduce the temperature of his rose houses, due to the scarcity of coal, has now on hand a supply sufficient to justify the necessary degree of heat and is again making heavy cuts of fine roses, chiefly Premier, which variety he esteems most highly.

A. Pochelon, our energetic F. T. D. secretary will be the guest of the Chicago retailers' association at its meeting Tuesday evening, March 2.

Robert Rahaley, who has been on the sick list, is again back at his work and seems little affected by his enforced rest of three weeks.

M. Bloy and wife, who are enjoying the mild breezes of the coast of Florida, are expected to return, March 15.

J. F. S.

Milwaukee, Wis.

ROSES NOW ONLY SHORT ITEM.

With the past week, market conditions took a turn for the better. With possibly the exception of roses, all other lines were well enough supplied to take care of all orders. For the first time this year, the cut of carnations was adequate. With the advancing season, sweet peas, violets, bulbous stock and the other novelties, are coming in heavier to the satisfaction of all concerned. It naturally would result in prices taking a drop to where it is more pleasure to both buyer and seller. With a falling off of orders for funerals, there are now more lilies, rubrum and Easter as well as calla, so that one does not have to order them a week ahead to get service.

NOTES.

The next meeting, March 4, of the florists' club will be devoted to a display of cut flowers and plants. President Welke has sent out a strong letter of appeal for all to make this a banner night, both as to attendance and exhibits. As a drive for new members is on, he enclosed application blanks so there will be no excuse for lack of knowledge of what is going on.

At a recent children's mask ball, Dorothy, youngest daughter of August F. Kellner and wife, dressed as a flower girl, with a ribbon bearing the slogan, "Say It With Flowers," was awarded first prize.

From present indications, there will be a good supply of cut flowers for Easter, while in pot plants, it will be the "early bird that gets the worm.

E. S. Austin, of Delevan, Wis., was a trade visitor the past week.

E. O.

Paterson, N. J.

This, like other eastern cities, has been busily engaged in digging itself out of the snow. The florists are not complaining, as they have had a fair business throughout the winter. Edward Sceery stated that business had been good, and that trade was quickened on St. Valentine's day.

Felix C. Tamaroglio, formerly with Edward Sceery, now has his own store at 321 Market street, under the name of the Rosery Floral Shop.

John Cunningham, formerly with the Julius Roehrs Co., now has the range formerly conducted by T. H. Hemisley.

The Silk City Floral Co., located on Market street, near the Erie R. R. station, has been busy with funeral work.

A. I. Vescelius keeps busy as a rule, and this winter seems to have been no exception.

James Smith stated that business had been good. A. F. F.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 56 PAGES WITH COVER

CONTENTS.

Corn borer quarantine hearing....293
—Trade suggests modifications....293
—Recommends quarantine limits....293
—Massachusetts situation....294
—Asks chrysanthemum exemption....294
—Seed corn....294
—Prominent figures in the hearing....295
The Japanese beetle....296
Plant notes (illus.)....296
—Spiraeas....296
—Hydrangeas....296
—Cannas....296
—Early annuals....297
—Dahlias....297
The retail trade (illus.)....297
—Next week in the flower shop....297
—Meeting present conditions....298
The carnation....299
—Care of young stock....299
National publicity for flowers....299
Are you creating influence?....299
San Francisco....300
Washington Florists' Club....300
Seattle....300
Pittsburgh....301
Indianapolis....301
Detroit....301
Milwaukee....301
Says it with flowers....302
Society of American Florists....302
Michigan edict excludes garden plants....302
American Rose Society....302
American Gladiolus Society....302
Flowers antidote of Bolshevism....302
Toledo....304
Pennsylvania Hort. Society....306
Chicago....308
Cincinnati....314
Columbus....314
Philadelphia....316
Cleveland....317
New York....318
The seed trade....326
—The late Nathan Dickinson....326
—Potato profiteers....326
—Beet seeds from Poland offered....326
—Forage plant seed imports....326
Market gardeners....334
—Daylight saving farmers' menace....334
—The labor situation....334
—School garden army....334
The nursery trade....336
—"Blackboy tree of Australia"....336
Kansas City....336
Nashville....336
Lancaster County Florists' Ass'n....342
Rochester....342
Evansville....342

DAHLIAS FROM SEED.—The British growers promise a race of miniature dahlias, height 12 inches, flowering the first season from seed.

To many a gardener there is nothing more exhilarating than making changes, planning a new pool, a new trellis, or steps. There is pure joy in thinking what one will do "next year." In this lies the garden's long fascination.—Frances Duncan, in Scribner's.

Says it With Flowers.

Edwin T. Meredith, the new secretary of agriculture, and editor of Successful Farming, is a practical advocate of the florists' slogan, "Say it With Flowers." Mr. Meredith's paper recently gave away 1,000 carnations with the following card:

"We are 'saying it with flowers' this evening, to express to you our good wishes and our desire to cooperate at all times with the members and officers of the Iowa Retail Clothiers' Association and the Apparel Club."

Society of American Florists.

ATTENTION, MEMBERS.

Are you going to attend the New York spring show to be held at the Grand Central Palace, March 15-21, inclusive? If so, make the S. A. F. booth, headquarters during your stay.

A. L. MILLER, Pres.

TARIFF AND LEGISLATION COMMITTEE.

William F. Gude, chairman of the committee on tariff and legislation, has called a meeting of the committee to be held at the administration offices, 1170 Broadway, New York, Wednesday, March 17, at 2 o'clock. The matter of future action of the society in regard to Quarantine Order No. 37 will have consideration at this meeting.

NATIONAL FLOWER SHOW COMMITTEE.

Chairman George Asmus, of the national flower show committee, has called a meeting of this committee to be held at the administration offices, 1170 Broadway, New York, March 16, at 3 o'clock p. m. As the business of this meeting is important, a full attendance of the committee is expected.

JOHN YOUNG, Sec'y.

Michigan Edict Excludes Garden Plants.

GLADIOLUS AND OTHER BULBS EXEMPT.

Whereas, the European corn borer (Pyrausta nubilalis), an insect not known to be present in the state of Michigan, has been found in the states of New York, Massachusetts, New Hampshire, and Pennsylvania, and is likely to be in the neighboring states, since it has been shown that this insect is a serious pest and causes great damage to corn, broom corn and other farm and garden crops, and because this insect spreads rapidly and will be extremely difficult to eradicate if it is brought into the state of Michigan upon any of the plants upon which it feeds.

Now, therefore, the undersigned, state inspector of nurseries and orchards of the state of Michigan, by virtue of the authority vested in me by the provisions of an act entitled: "An Act to prevent the importation from other states and the spread within this state of dangerous insects and dangerously contagious diseases affecting trees, shrubs, vines, plants and fruits," (Compiled Laws, Section 7422), hereby prohibits and declares unlawful, from and after the first day of March, 1920, until otherwise by him proclaimed, the importation into the state of Michigan and the shipment within said state, of any corn or broomcorn, including all parts of the ear or stalk, the shelled grain only excepted; and also celery, beans in the pod, beets with tops, spinach, rhubarb; rye, oat, wheat or other straw, sedges or rushes, whether used as such or as packing materials; cut flowers or entire plants of chrysanthemum, aster, cosmos, zinnia or hollyhock; also cut flowers, or entire plants of gladiolus, canna, peony and dahlia, except the bulbs thereof without stems, and such other herbaceous plants and shrubs as have hollow stems, or a large pith likely to shelter the European corn borer, and which have been grown or propagated in the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York and Pennsylvania.

Notice is hereby given to all persons, firms and corporations, and especially to all common carriers, that any one who brings into the state of Michigan, any of the plants enumerated above, which have been grown or propagated in the states named, will be guilty of a misdemeanor, and if any plants are brought into the state of Michigan, contrary to the provisions of this quarantine, such plants will be destroyed. The penalty for such misdemeanor is a fine not exceeding $100 or imprisonment for not more than 90 days, or both such fine and imprisonment at the discretion of the court.

L. R. TAFT,
State Inspector of Orchards and Nurseries.

East Lansing, Mich.

American Rose Society.

DEPARTMENT OF PLANT REGISTRATION.

The following rose has been offered for registration and accepted by the rose registration committee of the American Rose Society. Unless objections are received by the secretary within three weeks of this publication the registration will become permanent.

Name: Silver Star. Class: Hybrid Wichuriana. Parentage: Silver Moon x Marie Van Houtte. Description—Habit of growth, bushy, but with a climbing tendency; foliage similar to Silver Moon; very vigorous, hardy and disease resistant; flower, large, semi-double, cream white with a mass of golden yellow stamens, quite fragrant; bud, pointed yellow; twenty-two petals; an ever blooming rose with excellent lasting qualities; flowers until October. Introducer—Frederick R. M. Undritz.

E. A. WHITE, Sec'y.

February 23, 1920.

American Gladiolus Society.

DEPARTMENT OF PLANT REGISTRATION.

The following varieties of gladioli are offered for registration by John Lewis Childs, Flowerfield, N. Y. If no objections are filed prior to March 15, 1920, the same becomes complete:

Conspicuous (Childsii). Beautiful clear cardinal red, with a large white throat. A very attractive combination of color. Originated by John Lewis Childs.

White America. Buds and partially expanding flowers pale flesh, 136 (1-2). Flower opens snow white, 2(1), with a faint streak of violet mauve, 195(1), or paler in the throat. Has the same strong habit of growth, form of flower and substance as America, of which it is a seedling.

A. C. BEAL, Sec'y.

Flowers Antidote of Bolshevism.

E. G. Hill, of the E. G. Hill Co., Richmond, Ind., is as popular outside of the trade as in. Mr. Hill, whose services at meetings of the trade are much in demand, also is called on frequently to address gatherings of men in other industries. Mr. Hill's most recent appearance was before the Richmond Ministerial Association, his address emphasizing the value of beauty in fighting lawlessness and Bolshevism. "Attractive homes," he told the ministers, "are the best antidote for the poison of revolution. Homes can be made most attractive by the use of flowers."

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

March 15-22, 1920, New York.—Flower show of the New York Florists' Club at Grand Central Palace. John Young, secretary, 1170 Broadway, New York.

March 24-28, 1920, Boston, Mass.—Exhibition of orchids and other plants of the Massachusetts Horticultural Society at Horticultural hall. William T. Rich, secretary, Horticultural hall, Boston.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—As superintendent and working foreman in large private country home by middle aged man; at present in position. Four in family. Over 20 years experience in all branches of horticulture, floriculture and landscape gardening. Best of references. Please state salary, etc., in first letter. Address.
Key 465, Care American Florist.

Help Wanted—Two good potters; steady position; $20.00 per week. **J. S. Wilson Floral Co.,** Des Moines, Ia.

Help Wanted—At once, first-class storeman. Reply with references, stating experience, etc. Address
Key 467, care American Florist.

Help Wanted—A young man who understands the flower business; good position for right party; references. Address
Key 466, care American Florist.

Help Wanted—Florist for greenhouse and landscaping; new place. Will pay 45c per hour and better. **South Side Nursery,** Henry Gerstenkorn, Mgr., R. R. 6, **Decatur, Ill.**

Help Wanted—All-round man for greenhouse at once; not over 45 years; in retail business; will pay $25.00 per week. Address
W. H. Tracy, 20 Cadwell Ave., Waverly, N. Y.

Help Wanted—Young man for catalogue order work. Must have fair education and familiar with the different kinds of plants and shrubs. A good place for one who wishes to learn the business of both plants and cut flowers. State age, experience and wages wanted.
Joseph Bancroft & Son,
Cedar Falls, Ia.

For Sale—Florist business in New York City; no opposition; doing good business. Also inclosed florist delivery car in perfect condition. **John H. Schnanfer,** 969 East 180th St., New York City.

FOR SALE OR RENT

Three greenhouses, one lean-to; about 3,500 sq. ft. of glass; work-shed and a coal bin 40x16; ¼ block land and a six-room all-modern house, built only three years; doing good business.

F. A. DAVIDSON, Aurora, Nebr.

Help Wanted

Man to take charge of our pot plant department; must know how to grow cyclamen, begonias, Easter lilies and other bulbs; hydrangeas and other potted plants in their season; $40 per week.

MILLER FLORAL COMPANY
FARMINGTON, UTAH

Help Wanted

Married man who understands growing ornamental nursery stock; also married man for propagating ornamental nursery stock. Opportunity for advancement in either position. State age, experience, salary expected, etc., in first letter.

Key 459, care American Florist.

SITUATION WANTED

Expert Saleslady, Designer, Etc.,

Is desirous of securing a position in an up-to-date Chicago retail store. Salary expected, $25 per week, with chance for advancement.

Key 458, care American Florist.

WANTED

Three Seed Store Counter Hands

Good wages to the right men.

A. HENDERSON & CO.
166 North Wabash Avenue
CHICAGO

Seed Salesman Wanted

For Road Work Exclusively

I have a position with real opportunities for right man. Give full information about yourself in first letter.

WALTER S. SCHELL
Quality Seeds
1307-1309 Market Street, HARRISBURG, PA.

FOR SALE

On account of other interests will sell florist and seed business, established over 20 years, practically for the cost of fixtures; a good opportunity for a live man or lady; in New Jersey, close to New York City. Correspondence solicited. Address

Key 464, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors, gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

For Sale

$50,000 buys a modern carnation range near Chicago, including fine residence and several acres of land. Possession now or in the spring. $10,000 cash and balance on easy terms. Address

Key 446, care American Florist.

PLANT STOCK

OF ALL KINDS

Needed Promptly

TO FILL THE

VACANT BENCHES

CLEARED OF CHRYSANTHEMUMS AND HOLIDAY PLANTS

MAIL YOUR AD TODAY

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

NATURAL RAFFIA

After a considerable scarcity, a fortunate purchase enables us to offer at an unusual price, **FIRST GRADE, GENUINE WEST COAST RAFFIA.** This is the kind so popular for greenhouse and nursery use, because of its long strong strands.

Note These Money Saving Prices.

Natural Raffia, in bale lots of approximately 225 lbs., per lb., **12¾c.**
Natural Raffia, in less than bale lots, per lb., . . . **17c.**

Write for prices on Dyed Raffia.

A. L. RANDALL CO., 180 North Wabash Avenue CHICAGO, ILL.

Mention the American Florist when writing

Of Interest to Seedsmen

New Arrivals of Flower Seeds

PANSY

150 lbs.—comprising the following:

Good Mixed. **Trimardeau,** Mixed.
Orchid Flowered, Mixed.
Chicago Bedding Vars.—26 different sorts.
Giant Pure White. **Fire King.**
Golden Queen. **Yellow with Eye.**
White with Eye. **Lord Beaconsfield.**
Paris Market, large spotted. **Mad. Perret.**
And others.

Sweet William, separate colors and mixed.
Delphinium, Chinese blue and white.
Dianthus Plumarius, separate sorts and mixed.
Canterbury Bell. **Viola** Cornuta.
Ipomoea Bona Nox.
Cypress Vine, separate colors and mixed.
Geranium Zonale. **Heliotrope,** mixed.
Carnation Margaret, separate colors and mixed.
Browallia, mixed. **Mimosa** Pudica. **Baby Rose.**
Zinnia Elegans Fl. Pl., separate colors and mixed.
And many others.

CHICAGO **VAUGHAN'S SEED STORE,** NEW YORK

Mention the American Florist when writing

Toledo, O.

GOOD DEMAND IN GENERAL.

The week which ended up with St. Valentine's day was an eye-opener for florists of this city. The business transacted on that flower day gave them an indication that the rest of the flower days of the year will show a healthy increase. Those who thought high prices would deter the public from buying flowers, were sadly mistaken, and business showed a fine gain over last year. This, despite a great shortage of some varieties of cut flowers. Very little advertising was done here, and yet almost every florist worked far into the night taking care of orders. A heavy call for funeral work added to the valentines, made the day a record-breaker, almost similar to a Christmas demand. There has been a great shortage of cut flowers here for some time, but fortunately florists were able to secure a fine supply of violets, and these sold well for valentine orders. Carnations and roses were hard to get, and there were scarcely any sweet peas in this market. Plants sold well in this emergency and a great quantity of primroses, cyclamens and tulips were disposed of. Quite a few telegraph orders were received here. February was a very prosperous month and surpassed all previous records. This, of course, was due to the unusual number of deaths here. The weather has improved, and several days of sunshine have helped materially to increase the supply of flowers, and from now it is hoped the market will catch up with the demand.

NOTES.

The big feature of the week in local flower circles, will be the farewell banquet to be tendered S. N. Peck and his wife, at the Commerce club, Tuesday evening, by the florists' club, of which he is secretary-treasurer. After almost a quarter century of business life, during which he acquired the loving esteem and respect of his fellow florists, Mr. Peck will retire from the business. He has disposed of his retail store on Superior street, and after a vacation in Florida, will spend the rest of his days in the cultivation of the flowers he loved so well. The florists of northwestern Ohio are planning a big get-together to honor these veteran florists.

Frank Schramm said that it certainly pays to advertise flower days when the public needs a little education. "Thought we had a young Easter rush on, and broke all records. We could not get many cut flowers, but we did get violets, and sold lots of plants." Others reporting big business were Mussbach Sisters, A. G. Imoberstag, Max Spanner, Fenniger's, Kusel, John Barrow, Miss Helen Patten and Helmar's.

Earl Metz, of Metz & Bateman, said that he was certainly surprised at the manner in which St. Valentine's day came across, particularly in view of the prevailing prices.

A. C. K.

YOUR buyer of Japanese Lily Bulbs and other imported goods left for the Orient on Wednesday, February 18th.

You didn't know it? Well—

Chas. H. Fisk is his name. Until recently he was one of Chicago's most successful retail florists—been so for twenty years, in fact. Before that he was a wholesale florist. So you see your buyer knows your requirements.

There is an old adage "Well bought is half sold." We have been searching for a buyer to go to the Orient to buy on that basis. We knew that if he bought with your interests in mind, he would buy right.

Mr. Fisk was recognized as the ideal man for the task. He consented to handle it, and is now "on his way." His instructions are "Buy for the Florists—bear their interests in mind, always, and you will then be an efficient Randall representative." So you see—

YOUR buyer has left for Japan.

A WORD ABOUT LILY BULBS

One of the biggest single items Mr. Fisk is going after is Giganteum Lily Bulbs. Randall standards are so high that the quantity of bulbs which measure up to them is limited. The demand exceeds the supply even in normal times. We are booking orders now at open market prices. How many cases for you?

Size	*Case contents*
7/9	*300*
8/10	*225*
9/10	*200*

Also all other sizes.

A. L. RANDALL COMPANY
CHICAGO

Prepared Foliages

The Florists' "FIRST AID" when cut flowers are scarce and high priced

GNATT'S PREPARED FOLIAGES have stood the test for years and are now in greater demand than ever before. Send us a trial order and be convinced.

Cycas Leaves

Pliable, Non-Curling

	Per 100		Per 100
8 to 12	$3.80	24 to 28	$ 7.40
12 to 16	4.10	28 to 32	9 80
16 to 20	5.10	32 to 36	10.75
20 to 24	6.25	36 to 40	13 50
		40 to 44	17.00

Magnolia Leaves

GNATT'S "QUEEN QUALITY" BRAND

Non-mouldy—Flexible—Uniform Size

COLORS: BROWN, GREEN, PURPLE

Per carton	$ 1.60 each
10 carton lots	1.50 "
26 carton lots	1.35 "
100 lb. cases	20.00 "
50 lb. case	11.00 "
25 lb. case	6.00 "

PREPARED EVERGREEN or LYCOPODIUM, per carton of 10 lbs. $3.50 each

Ruscus

Grey Tinted—The new soft pliable grade. Only satisfactory substitute for statice. per lb., $1.00; 10 lb. lots 85c per lb.

Dyed Ruscus—Red, purple, blue or green. Finest quality. per lb., $1.25; 10 lb. lots, $1.15 per lb.

Green Painted Ruscus—Soft, pliable, freshly prepared, per lb., 75c; 10 lb. lots, 70c per lb.

WRITE FOR SPECIAL EASTER PRICE LIST.
It contains many illustrations of baskets and novelties for this occasion.

THE OVE GNATT CO., Inc.

Preservers of Natural Foliages.
Manufacturers of Baskets and Florists' Supplies.

La Porte, Ind.

For Florists' Supplies, Baskets, Chiffons and St. Valentine Novelties

PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., **Pittsburgh, Pa.**

Pennsylvania Horticultural Society.

The third lecture of the present winter's course, was given at the New Century Club, Philadelphia, Pa., February 17. The attendance was very good. J. Franklin Meehan, was the lecturer, his subject being, "Landscape Work, With Special Reference to the Suburban Garden." He gave a very good lecture, imparting much valuable information to those present. He divided his subject into three parts. First, conception, conceiving and planting work to be done; Second, executive, or carrying out the plans; Third, maintenance. The lecturer dwelt at great length on the third part of his subject, and said, "Where are the men to come from in the future, who can take care of the work done by the landscape gardener, after he is through with the operation?" He stated that the gardener of the old school, was fast disappearing, and that there were no new men coming along to take his place. By the gardener of the old school, he meant, the man in charge of the private estate, capable in all branches of horticulture, who loves his work, and loves plants and flowers, and if you visit him, and in walking around the estate, you stop to admire a specimen tree, this man can give you the whole history of that tree, and all peculiarities pertaining to it. In a few years, that type of man will not be found, as the laborer in the mechanical trades is receiving more money than the gardener in charge of an estate. Men are therefore constantly leaving the horticultural profession. The speaker stated that it was up to everyone interested in horticulture to talk and write all they possibly could upon this subject, and to do their utmost to place horticulture on a higher plan, where it belongs.

The illustrations used by the lecturer were very good. He began by giving views of landscape work under way, then showing views of the completed work, and other views of the same work three or four years later. Several views of prominent places were shown to illustrate the proper effect of harmony in planting. Quite a number of views were devoted to flowering shrubs, showing proper methods of pruning, and some showing improper methods. Some very good illustrations were shown of trees to illustrate proper methods of pruning. Some very interesting views of trees, damaged by hail storms, were shown, and the proper treatment of such trees was fully described.

The exhibit of cut flowers and flowering plants was a very good one indeed, there being five entries for best two cyclamens, six entries for best two cinerarias, four entries for best vase of mixed cut flowers, three entries for best vase of carnations, and two entries for best vase of roses.

The fourth lecture of this winter series will be held March 16.

DAVID RUST, Sec'y.

LINDLEY BOXES
ARNOLD BOXES

Comprising the largest assortment of Florist Boxes obtainable. The Arnold Florist Box stock has been purchased by the Lindley Company, Write us for prices.

GEO. L. HOOPIS,
New York Representative, 601 W. 144th St.
A. V. Z. JENNINGS,
Chicago Representative, 20 E. Jackson Blvd.

Lindley Flower Box Company, Quality Box Makers, **Marion, Indiana**

Large Flowering Cannas

IN THE "BETTER" VARIETIES

Fine 2 to 3 eye, plump, dormant roots, true to name

KING HUMBERT.
Most popular of all. Bronze leaf, orange scarlet flower.
Per 100 $5.00 — Per 1000 $45.00

YELLOW HUMBERT.
Sport of King Humbert, with green foliage, flower yellow, spotted red.
Per 100 $4.50 — Per 1000 $40.00

FIREBIRD.
Very large scarlet flowers borne well above foliage.
Per 100 $8.00 — Per 1000 $75.00

HUNGARIA.
Large trusses of beautiful rose-pink flowers, one of best pink varieties.
Per 100 $4.50 — Per 1000 $40.00

CRIMSON AND SCARLET FLOWERED VARIETIES.

	Doz.	100	1000
A. BOUVIER Rich Velvety Red, green foliage, 5 feet	$0.50	$3.00	$25.00
BEAUTE POITEVINE Crimson, green foliage, 4 feet	.60	3.50	30.00
BLACK PRINCE Velvety Maroon, green foliage, 4½ feet	.60	3.50	30.00
CHAS. HENDERSON Deep Crimson, green foliage, 4½ feet	.50	3.00	25.00
CRIMSON BEDDER Intense Crimson, green foliage, 3½ feet	.50	3.00	25.00
DUKE OF MARLBOROUGH Crimson Maroon, green foliage, 4 feet	.60	3.00	25.00
EXPRESS Scarlet Crimson, green foliage, 2½ feet	.60	3.50	35.00
FIREBIRD Scarlet Red, green foliage, 4 feet	1.15	8.00	75.00
LOUISIANA Bright Scarlet, green foliage, 7 feet	.65	4.00	35.00
METEOR Scarlet, green foliage, 4½ feet	.70	4.50	40.00
PENNSYLVANIA Vermilion Scarlet, green foliage, 5 feet	.60	3.00	25.00
PILLAR OF FIRE Brilliant Red, green foliage, 6 feet	.50	3.00	25.00
WINTZER'S COLOSSAL Bright Scarlet, green foliage, 5 feet	.70	4.50	40.00

PINK FLOWERED VARIETIES

	Doz.	100	1000
HUNGARIA Rich Geranium Pink, green foliage, 3½ feet	$0.70	$4.50	$40.00
MRS. ALFRED CONARD We have the Genuine Variety. Beware of Cheap Substitutes. Salmon Pink, green foliage, 4 feet	1.15	8.00	75.00
ROSEA GIGANTEA Rich Rose Pink, green foliage, 3½ feet	.85.	6.00	55.00
VENUS Rose Pink, green foliage, 4 feet	.65	.4.00	35.00

WHITE FLOWERED VARIETY.

	Doz.	100	1000
MONT BLANC Almost White, green foliage, 3½ feet	$0.70	$4.50	$40.00

YELLOW FLOWERED VARIETIES.

	Doz.	100	1000
AUSTRIA Lemon Chrome, spotted red, green foliage, 5 feet	$0.50	$3.00	$25.00
KATE F. DEEMER Oriole Yellow, turkey red at base, 4 feet	.60	3.50	30.00
GLADIATOR Deep Yellow, dotted red, green foliage, 4½ feet	.60	3.50	30.00
GUSTAV GUMPER The Ideal Yellow variety, green foliage, 3½ feet	.60	3.50	30.00
GOLDEN GATE Yellow and Red, green foliage, 4 feet	.60	3.50	30.00
YELLOW KING HUMBERT Golden Yellow, spotted red, green foliage, 4½ feet	.70	4.50	40.00
FLORENCE VAUGHAN Yellow, spotted red, green foliage, 5 feet	.50	3.00	25.00
RICHARD WALLACE Light Yellow, green foliage, 4½ feet	.60	3.50	30.00

RED AND YELLOW FLOWERED VARIETIES.

	Doz.	100	1000
MME. CROZY Scarlet, with Orange Yellow border, green foliage, 3 feet	$0.60	$3.50	$30.00
PANAMA Rich Orange, red bordered, with a broad edge of golden yellow, 5 feet	.75	5.50	50.00
QUEEN CHARLOTTE Rich Pomegranate, red bordered with golden yellow, 3½ feet	.65	4.00	35.00
SOUV.DE A CROZY Crimson, with gold band, 4 feet	.65	4.00	35.00

BRONZE LEAF VARIETIES.

	Doz.	100	1000
EGANDALE Currant Red, bronze foliage, 4 feet	$0.60	$3.50	$30.00
DAVID HARUM Red, dark bronze foliage, 3½ feet	.60	3.50	30.00
KING HUMBERT Scarlet, Bronze foliage, 4½ feet	.75	5.00	45.00
WYOMING Orange Chrome, bronze foliage, 6½ feet	.65	4.00	35.00

Prices on Cannas are subject to 5% discount for **cash with order.**

DAHLIAS

Undivided field clumps for March shipment

Note: The high class varieties offered below have been grown for several years to produce cut flowers for one of our largest markets and are only offered now because of the large increase of roots that have been obtained during that time.

DECORATIVE DAHLIAS.

Delice, Soft Pink.
Lockenkoff, Yellow.
Nymphaea, Shrimp Pink, tinted lighter.
Morning Ray, Deep Bronze, long stems.
Mrs. Winters, Pure White, very large.
Grand Duke Alexis, Pure White.
Souvenir de Gustave Doazon, Orange Red, largest flower grown.
Jeanne Charmet, Pink, lilac edge, white center, yellow margin, long stem.
Helene Chavet, Large Waxy White.
Lyndhurst, Bright Scarlet, very free bloomer.

POMPON DAHLIAS.

Catherine, Bright Yellow, full and fine.
Fascination, Pink and Lavender, sometimes a blotch of white.
Purity, Fine Pure White.
Mars, Scarlet.

SINGLE DAHLIAS.

White Century.
Red Century.
Big Chief, Red.

SHOW AND FANCY DAHLIAS.

Stradella, Deep Purple Crimson, long stems, fine.
Queen of Yellows, Deep Yellow.
Queen Victoria, or Mary D. Hallock, Canary Yellow.
Mrs. Stancomp, Salmon and Pink.
Pink Magento, Extra Free Bloomer.
Wm. Garrett, Cardinal Red.

CACTUS DAHLIAS.

Dainty, Lemon Yellow, tips of petals golden, base rose; should be in every collection.
Delight, Pale Pink, yellow center, large.
Mrs. F. Grinsted, Deep Rich Crimson.
Green's White, Pure White.
Britannia, Soft Salmon Pink.
Libelle, Clear Magenta, an extra fine variety.
Wm. Treseder, White Shaded Pink
Mrs. Murray Ind, Bright Rose.
Genista, Amber, shaded to golden yellow.
Ida, Deep Clear Yellow, very early large.
Fred Cobbold, Bright Crimson, large and free.
Danthe, Salmon.

Prices: Per doz., $2.00; per 100, $16.00; per 1000, $125

Write for full Price list of Spring Bulbs

A. HENDERSON & CO., 166 N. Wabash Ave., CHICAGO

Big Drop in Flower Prices

The decline in prices which we advertised in last week's issue of this paper set in last Saturday and is continuing. We call the attention of our customers to the reduced prices charged on their orders and assure them that all flowers will be billed at market prices on the day of shipment. Today prices are lower than yesterday and this decline will probably continue.

One great advantage in buying direct of the growers is that we must please our trade both in price and quality as the value of our greenhouse investment lies in our ability to retain our customers. All our flowers are grown by specialists and the quality of our stock is famous all over the country. Give our flowers a trial and then compare our service with what you have been getting.

Tulips, Jonquils and other bulb stock as well as all miscellaneous flowers are in large supply at much lower prices. Any flowers which we do not grow ourselves we will buy for our customers and give them the advantage of the lowest market prices and best quality. Greens of all kinds, especially fancy asparagus in large stock on hand always.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

NOTICE:—We close at 5 o'clock week days. Closed all day Sundays.

Chicago.

STOCK IS IN HEAVIER SUPPLY.

Stock is in heavier supply at this writing, consequently prices have dropped considerably, which was expected by some of the larger growers, who kept pretty close tab on conditions. Business was rather quiet last week owing to the opening of Lent, but trade is showing a great improvement and large quantities of stock have been moved the past few days. The shipping trade has been surprisingly good considering conditions and the local demand is gradually showing a decided improvement. Roses are in heavier supply, especially in the longer stemmed grades. American Beauty roses are having a good call and the same holds true for Mrs. Chas. Russell, Columbia and Premier. Ophelia, Mrs. Aaron Ward, Sunburst, Milady, Hoosier Beauty, Killarney, Killarney Brilliant, White Killarney, Champ Weiland, Montrose and a few of the other varieties grown for this market but not already mentioned are to be had in heavier supply. Carnations are a big factor in the market this week and an increased supply may be expected in the near future with continued favorable weather. White and yellow daisies are obtainable in limited supply and there will be a fair cut of mignonette for a few more weeks. Orchids are to be had and the same holds true of gardenias, although the latter seem to be holding their own. Lily of the valley is plentiful. Lilies and callas are seen at a few of the stores in fair sized quantities. Sweet peas are arriving in larger supply and so are violets. Calendulas, stevia, snapdragons, stocks, pansies and candytuft are included in the offerings. Tulips, Darwin tulips, jonquils, freesia and narcissi are to be had in the bulb line and are quite plentiful at this writing. Advertising in the local dailies right

WE DO

AS WE SAY

All the Year Around

We serve the

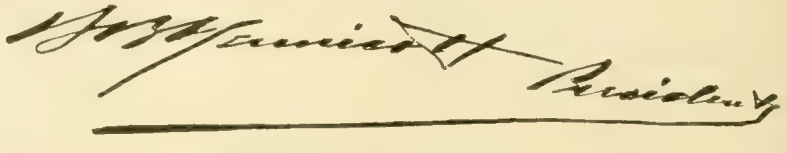
CUT FLOWER REQUIREMENTS OF THE RETAIL FLORISTS DEPENDANT UPON US.

In Times

YOUR

Protection

OF SCARCITY OR OVERABUNDANCE WE PROVIDE A SERVICE NOT ALWAYS OBTAINABLE ELSEWHERE.



Kennicott Bros. Co.
Wholesale Cut Flowers
CHICAGO

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

Heavier Supply-Lower Prices

Can supply the demand for Roses and Carnations in any quantity at attractive prices. Best stock in this market.

OUR OTHER OFFERINGS INCLUDE:

Orchids--Violets--Valley--Sweet Peas
Freesia --- Tulips --- Jonquils --- Stevia
Narcissus -- Calendulas -- Etc. Greens.

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

ROSES--CARNATIONS

Place your orders with us and they will receive the best possible attention.

Buy Direct from the Grower — **CURRENT PRICE LIST** — **Subject to Change Without Notice.**

	Per 100
MRS. CHAS. RUSSELL	
Extra Special	$35.00
Specials	$25.00 to 30.00
Select	20.00
Medium	15.00 to 18.00
Short	12.00
COLUMBIA	
Specials	$35.00
Select	25.00 to 30.00
Medium	15.00 to 20.00
Short	12.00
MILADY	
Specials	25.00
Select	20.00
Medium	15.00 to 18.00
Short	10.00

	Per 100
Champ Weiland	
Killarney	
Killarney Brilliant	
White Killarney	
My Maryland	
Specials	$20.00
Select	$15.00 to 18.00
Medium	8.00 to 10.00

	Per 100
SUNBURST, OPHELIA	
Special	$20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
PREMIER	
Specials	35.00
Select	25.00 to 30.00
Medium	15.00 to 18.00
Short	12.00
ROSES, OUR SELECTION	8.00 to 10.00
Carnations	6.00 to 8.00
Extra Special Carnations	10.00
Jonquils	8.00 to 10.00
Sweet Peas	4.00 to 5.00
Adiantum	2.00
Asparagus, per bunch	50c
Boxwood	per bunch, 35c
Ferns	per 1.000, $4.00
Galax, bronze and green, per 1.000,	$2.00
Leucothoe Sprays	1.00
Smilax	per doz. strings, $3.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

EXCELLENT CROPS OF

ROSES and CARNATIONS

In All the Leading Varieties

CURRENT PRICE LIST Subject to Change Without Notice.

RUSSELL, PREMIER, COLUMBIA	Per 100
Special	$30.00
Select	25.00
Medium	20.00
Short	15.00
OPHELIA and SUNBURST	
Special	$15.00
Select	12.00
Medium	10.00
Short	$6.00 to 8.00

KILLARNEY, WHITE KILLARNEY and BRILLIANT	Per 100
Special	$12.00
Select	10.00
Medium	8.00
Short	6.00
ROSES, OUR SELECTION	$12.00
CARNATIONS.	Per 100
Extra fancy	$ 8.00
Good	6.00

MISCELLANEOUS.	
Calla Lilies, per doz.	$3.00 to $4.00
Ferns, per 1,000	4.00
Smilax, per doz	3.00
Galax, per 1,000	2.00
Sprengeri, bunch	.50

Other Greens at Market Prices.

WIETOR BROS., 30 East Randolph St., L. D. Phone Randolph 2081 **Chicago**

NOW is the time to push Cut Flowers when they are more plentiful. Get your share of the trade in your neighborhood by featuring our **Quality Stock** at **Reasonable Prices.**

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

now would help the market considerably and some of the retailers, wholesalers and growers, who have signed in favor of the Milwaukee plan of advertising, feel that something should be done at once notwithstanding the fact that the assessments do not begin until March 1. A little printer's ink would move a lot of stock that is now accumulating in the market and mean hundreds of dollars in the pockets of the retailers, wholesalers and growers. Those who have not already signed in favor of the great publicity movement should do so immediately for they have everything to gain and nothing to lose by doing so. Many of those who signified their intention of not signing have done so within the past few days for they are broad-minded enough to realize that it would be unfair for their competitors to share the burden of the cost when they are realizing the same benefits.

NOTES.

Harry Blewitt and John Prickett, proprietors of the Des Plaines Floral Co., had such a good season that they have both invested in a new Reo touring car. A nice crop of daisies is in sight at this establishment.

J. E. Pollworth, of Kennicott Bros. Co., has been dividing his time between the store and the Ravenswood hospital, where his wife is seriously ill with double pneumonia.

Miss Charlotte Paradise, bookkeeper and cashier for A. L. Vaughan & Co., celebrated a birthday, February 22.

Tonner

Wholesale Cut Flowers and Supplies

30 East Randolph Street

CHICAGO

Telephone Central 6284

You'll Feel at Ease

When sending to Tonner's—Your order filled, prompt delivery, and at market price—the result.

Night Letter or Phone Central 6284.

Mention the American Florist when writing

PRICES ARE GOING DOWN

Sweet Peas, Fancy Tulips, Jonquils, Home Grown Single Violets, New York Double Violets, Freesia, Calendula, Callas, Premier, Columbia, Russell, Ophelia, Sunburst, Hearst, Pink and White Killarney, Carnations, Pussy Willow, Mexican Ivy, Asparagus, Sprengeri, New Decorative Ferns, Salal, Deer Tongue, Colored Huckleberry, Leucothoe, Boxwood, Galax, Ferns. More stock with lower prices means more business with larger profits to you. **GIVE US A CALL.**

GREEN DYE

Enough for coloring 100 to 200 Carnations, per package, 50c; 300 to 400 Carnations, large package, $1.00. We have the most successful Green Dye, which is cheaper and more economical than any other on the market.

A. T. PYFER & COMPANY

164 N. Wabash Ave., Chicago, Ill.

L. D. Phone, Central 3373.

Heavier Supply

ROSES--CARNATIONS

Our receipts have increased in these two items to such an extent that we can handle more orders in addition to taking A1 care of our regular trade.

Push Spring Flowers Now

Fancy Freesias, Tulips, Darwin Tulips, Jonquils, Mignonette, Sweet Peas, Daisies, Stevia, Snapdragons and Calendulas. Can also supply **Callas, Lilies, Valley, Etc. Complete line of Greens.**

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572

161 North Wabash Ave. Chicago

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones: Central 3283, Central 3284

Our Offerings Include:

ROSES.
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MINIATURE ROSES
Cecile Brunner

CARNATIONS

MISCELLANEOUS
Valley Cattleyas
Jonquils
Paper Whites Violets
Sweet Peas
Mignonette
Darwin Tulips
Tulips Freesia
Calendulas
White and Yellow Daisies

GREENS.
Plumosus Sprengeri
Galax, bronze. Galax, green
Ferns
Adiantum Smilax
Boxwood

Mention the American Florist when writing

Chris. Blameuser hit it lucky with a crop of mignonette in the market this season which brought him high returns. It was of splendid quality and found ready buyers. Carnations are grown principally at his range at Niles Centre and one thing that attracts the attention of the visitors is a device called a marker used for planting carnations. It consists of a number of boards nailed together on the bottom of which are about 50 or more pegs arranged separately about the distance the plants should be set apart. The pegs are forced into the soil and all the grower has to do is drop the plants in the holes and the rest is easy. It will bear investigation.

Ed. Blameuser has everything at his place in splendid condition, and some very promising varieties of carnations are being tried out at his range at Niles Centre. Good Cheer and Theo are seen at his place in quantity. Broadway, a sport of Good Cheer, looks promising as does No. 37, a dark pink seedling of Good Cheer, and Matchless. A red Laddie has originated here as have several other new sorts.

In the bankruptcy matter of William Langhout, Sidney C. Eastman, referee in bankruptcy, has given notice to creditors that a meeting will be held in his office, 907 Monadnock building, March 2, at 10 a. m., at which time a hearing will be held on a petition for an order to compromise a claim against the Delaware, Lackawana & Western railroad.

Albert Lies is growing carnations and roses at his place at Niles Centre. He has done nicely since he has been in the greenhouse business and is one of the old reliable shippers to this market. Most of the ranges in Niles Centre are devoted to carnations and he is one of the few that give much space to roses.

Nic Dahm has a good cut of carnations, and a few sunshiny days will hurry along the stock which is in splendid condition. Judging from the appearance of the carnation plants here the proprietor should have no reason to complain of his investment the past six months.

Emil Blameuser, of Niles Centre, has had much success growing Enchantress Supreme carnations in the past and will produce them on a large scale again next season. Joy occupies considerable bench space at his range and is considered a good paying variety.

Zech & Mann received word this week from S. N. Peck, Toledo, O., that he has sold his store to Mrs. Edith Navarre, who will conduct the business in the future under the name of the Navarre Flower Shop. Mr. Peck will leave for Florida in the near future.

The Commercial Flower Growers' Association held a meeting at the Hotel Randolph, Thursday afternoon, February 19, when the principal topic of discussion was publicity, particularly the assessment plan that goes into effect March 1.

Poehlmann Bros. Co. is featuring orchids in quantity and some particularly fine stock in this line is obtainable. Cattleyas comprise the greater part of the orchid shipments.

Herbert Hansen reports business as good at Peter Reinberg's store and that the demand so far has cleaned up their supply notwithstanding the present market conditions.

Hans Jepsen, of Maywood, has placed an order with the Foley Greenhouse Manufacturing Co. for two new pipe-frame houses 32½x200 feet and also one propagating house.

Wietor Bros. are having a strong out-of-town call for stock, especially roses and carnations and no complaint is heard in regard to the demand at this establishment.

George Wittbold has booked an order for a store decoration for the Marshall Field Co. that will call for a large quantity of stock in this market.

C. L. Washburn reports that February 23 was a big day with Bassett & Washburn, the demand from out-of-town points being surprisingly heavy.

Theodore Vogel, formerly with W. J. Smyth, and wife left, January 25, for Los Angeles, Calif., where they expect to make their home in the future.

Herbert Baumann, of Niles Center, will operate his carnation range until July 1 when the new parties who have purchased it will take charge.

Nic Schmidt, formerly with Frank Schram, at Crystal Lake, has rented the Sigwalt place at Arlington Heights, taking possession last week.

A. T. Pyfer & Co. report a good call for sweet peas, which they are handling in quanaity. This item has been one of their leaders all season.

Andrew Chronis reports business as very good at the Alpha Floral Co.'s store with the sales Saturday, February 21, exceptionally heavy.

Fred Krauss, of the E. F. Winterson Co., is still seriously ill at home, but is expected to weather the gale and be back on the job soon.

Peter Kellen has erected two Ickes-Braun houses at Niles Centre and is about ready to harvest a fine crop of lettuce and radishes.

Mrs. L. M. Jones has recovered sufficiently from the influenza to again attend to her duties at the store of Percy Jones, Inc.

The Weiland-Risch Co. is filling a large number of orders for pussy willows this month. Their pink one is a winner.

Dan Lundin, formerly with Bassett & Washburn as a rose grower, is now with the Weiss-Spandikow Co. at Maywood.

At the Joseph Foerster Co.'s store fancy sweet peas are now attracting the attention of the buyers.

The florists' club will meet at the Hotel Randolph, next Thursday evening, March 4, at 8 o'clock.

An Increased Supply Has Reduced Prices

BEST QUALITY TO BE HAD IN

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Ward, Welland, Brilliant, Double White and Pink Killarney, Sunburst, Hearst, Nesbit and Brunner.
NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

IN GOOD SUPPLY
DARWIN TULIPS--TULIPS--JONQUILS

Choice stock of Valley, Sweet Peas, Daisies, Yellow Narcissus, Freesias, Rainbow Freesias, Calendulas, Violets, Stevia, Mignonette, Hyacinths, Pansies, Callas, Paper Whites, Cyclamen Blooms and all other Seasonable Stock.

Don't Forget Us on GREENS, as We Have Mexican Ivy, Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.
WE ARE CLOSED ALL DAY SUNDAY.

Mention the American Florist when writing

Chas. H. Fisk and wife are on their first lap of their journey to the Orient and probably have reached San Francisco, Calif., by this time. Mr. Fisk, who has been in the retail business here for over 20 years, is making the trip for the A. L. Randall Co. in the capacity of buyer and will secure Japanese lily bulbs and other imported goods. The Randall Co. is confident that in selecting a man of Mr. Fisk's ability and experience that the class of merchandise he will select will be best suited to the needs of its customers. Mr. Fisk's many friends in the trade here wish him a pleasant voyage and a safe return.

Mrs. Woodcock and her son, W. P. Woodcock, of the Spencer Greenhouse Co., Spencer, Ia., were in the city this week looking up greenhouse building and heating materials. Mr. Woodcock has just graduated from the Cornell University department of horticulture at Ithaca, N. Y., and is planning to add another house, 40x150 feet, to the firm's present range.

At Tonner's the receipts of sweet peas seem to have increased with the shipments of other stock, consequently there does not appear to be any shortage on this item.

W. H. Robertson, formerly with the McCray Refrigerator Co., is now assisting William Abrahamson in the florists' fixture department of the A. L. Randall Co.

Vaughan's seed store reports all hands busy now shipping spring bulbs.

Visitors: Robert Greenlaw, representing the S. S. Pennock Co., Philadelphia, Pa.; Logan B. Urice, of Urice Bros., Vinton, Ia.; Bernard Katzwinkle, of the Restland Floral Co., Mendota; M. Kirby, of Kirby's Flower Shop, Little Rock, Ark.

LAKE FOREST, ILL.—There was a large attendance and a good time at the North Shore Horticultural Society smoker, February 24.

LAKE GENEVA, WIS.—William Longland has been elected a member of the board of directors of the Wisconsin State Horticultural Society.

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Violets. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Cincinnati, O.

BETTER SUPPLY AVAILABLE.

No change of any moment has taken place in market conditions since our last letter. However, the commission men are having a little more peace of mind, since stock has improved somewhat in quantity, and they are better able to take care of the big demand. Columbia roses are showing improvement in quality, and with Premier, bring top market prices. Carnations are of good quality, and the past week has not shown any difference in prices, although receipts are about equal to demand. The same can be said about sweet peas. They are fine. Daffodils are good, though somewhat short stemmed, and find a ready market. Single tulips are arriving in good supply, and with the double, meet a brisk demand. Paper Whites are not in very great favor since other bulbous stock is on the market, and as they are running short, the supply is about equal to the call. Freesia is also in good demand, the white variety being about the only one grown locally. The rainbow shades are being shipped into this market. The retailers are kept busy principally with funeral work, and now that Lent is here, business no doubt would be dull, and prices down, were it not for the ravages of sickness, which is general throughout the country. Sunday, February 22, was set aside by the American Legion as a day of respect to the boys that lost their lives in war service, and though a great deal of propaganda was brought into play, Governor Cox asking every one to wear a flower, little if any business resulted to the florist. Our government is certainly poorly advised in this respect. Better results would have been obtained were the florists consulted. Wearing a flower is not a proper way to express our sympathy. No one wears them at funerals, and likewise on Mother's day, we do want to tell the world that our mother is living or dead. Florists will get more business by pushing the sale of flowers in general. Anyone who buys flowers, knows that carnations would cost 25 cents a piece, and if a big demand were created, the price would go to 50 cents. Too much reverence cannot be shown our illustrious dead, but do not let us proclaim our respect from the house tops or with a band. Let us grieve in silence.

CORRECTION.

In a recent issue, your correspondent quoted Gus Adrian, Jr., as saying that the day for overtime for greenhouse helpers was soon here. This was the opinion of your correspondent, and undue haste to make the mails, caused this slip up. We take full credit for the statement, and are glad to say, we are for every one, large or small, employer or employe, and would consider ourselves unfit for this work, if our opinions were biased.

Easter
Cards, Tags, Labels, Stickers, Blotters, Announcements.
Write for samples.
THE JOHN HENRY CO.
Florists' Cards and Printing, LANSING, MICH.

NOTES.

L. H. Kyrk continues to be the market leader in baby primroses. His Ward roses are of good color. Forget-me-nots and wallflowers are also seen here.

H. W. Sheppard's force has been more or less handicapped by sickness. At present, every one is either well, or on the road to recovery.

Some extra fine heather has been received at C. E. Critchell's. Mr. Critchell is on the sick list.

Peter Herb is cutting some good callas. Baby primroses are also very good here. K.

Columbus, O.

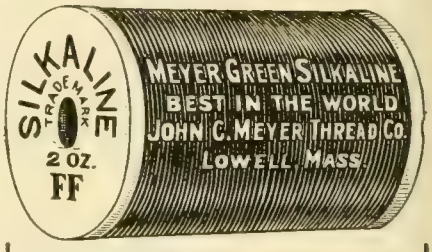
DEMAND INCLINED TO LAG.

Business during the week following St. Valentine's day was rather quiet, but that is to be expected, and all of the florists discount it. But there was a good run of sales in various lines, and prospects are good for a brisk trade in the near future. Funeral work is not as active as formerly, as the epidemic appears to have spent its force. Flowers for sickness are also not in as good demand. But to counteract that falling off, there is much more activity shown in party and reception work. Weddings of prominence are also scheduled for the first part of March, and it is believed that branch of the business will show increased activity. Florists in the down-town section report quite a good demand for loose flowers, and many sell out their supply in short order. The scarcity of stock, which characterized the business during the former week, is past and supplies are more plentiful. This is true in all lines. Roses are coming in better and are of good quality. They are mostly Premier, Sunburst, Killarney, Russell and Ward. They sell from $5 to $10 per dozen. Sweet peas are also coming in well. There is a rather plentiful supply of carnations which retail in the neighborhood of $3 per dozen. Violets are also of fine quality and are in good supply.

NOTE.

The Acme Floral Co. has been incorporated by E. E. Stoughton with a capital of $10,000. J. W. L.

SPRINGFIELD, O.—The range of Thomas McBeth, East High street and Burnet road, was destroyed by fire, February 14.



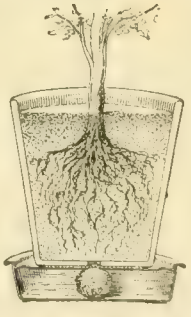
Meyer Green Silkaline

and the Green Smilax Thread comes put up on 2 oz. spools of actual thread, not weighed in wood spools or boxes. Send us your orders direct and you will get the longest and strongest thread in the world, or order from the nearest jobber in your territory. Be sure and get the Meyer Brand and do not take any other.

JOHN C. MEYER FLORIST THREAD WORKS
LOWELL, MASS. Dept. XY.

Mention the American Florist when writing

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a

Little Wonder Plant Irrigator

They keep your plants watered just right. Wholesale price, $20.00 per 100.

If your supply house does not carry them send us their name with your order.

Sample by mail, 35c

The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO

Mention the American Florist when writing

GOLDFISH 1,500,000 (Fancy and Plain)

Ready for market at rock-bottom prices. Ship anywhere in U. S. or Canada. Write for our illustrated catalogue.

Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.

Mention the American Florist when writing

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.

CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Dozen	Per 100
Roses, Beauty	$3.00@$12.00	
" Mrs. Chas. Russell	10.00@	50.00
" Columbia	10.00@	40.00
" Premier	10.00@	40.00
" Hoosier Beauty	8.00@	40.00
" Killarney Brilliant	8.00@	35.00
" Killarney	8.00@	25.00
" White Killarney	8.00@	25.00
" Richmond	8.00@	35.00
" My Maryland	8.00@	35.00
" Mrs. Geo. Shawyer	8.00@	35.00
" Milady	8.00@	35.00
" Sunburst	8.00@	35.00
" Mrs. Aaron Ward	8.00@	25.00
" Ophelia	8.00@	35.00
" Dble. W. Killarney	8.00@	25.00
" Champ Welland	8.00@	25.00
" Stanley	8.00@	35.00
" Bavard Thayer	10.00@	50.00
" Cecile Brunner	4.00@	6.00
" George Elgar	4.00@	6.00
" Baby Doll	4.00@	6.00
" Nesbit	4.00@	6.00
" Our selection	8.00@	10.00
Carnations	6.00@	12.00
Cattleyas per doz	6.00@	12.00
Cypripedium per doz	4.00@	6.00
Mignonette	6.00@	12.00
Snapdragons per doz		1.00
Freesia	6.00@	10.00
Tulips	8.00@	12.00
Daisies	2.00@	4.00
Valley	8.00@	12.00
Calendulas	4.00@	10.00
Gardenias per doz	6.00@	9.00
Lilies per doz		3.00
Jonquils	8.00@	12.00
Paper Whites	6.00@	12.00
Callas	25.00@	50.00
Sweet Peas per 100	3.00@	5.00
Violets	1.00@	2.00
Ferns per 1,000		4.00
Galax per 1,000	1.50@	2.00
Leucothoe	1.00@	1.25
Mexican Ivy	.75@	1.00
Plumosus Strings each	.60@	.75
Sprengeri, Plumosus, Sprays		3.00
Boxwood, 35c per lb., per case		9.00

ZECH & MANN

WHOLESALE FLORISTS

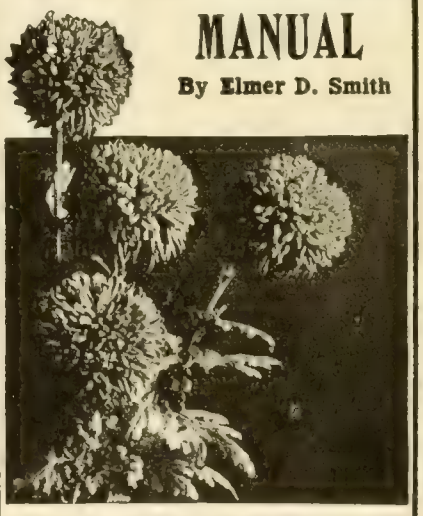
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 No. Clark Street, CHICAGO

GARDENIAS

Until the end of the season we will be very strong on **GOOD GARDENIAS.** The flower that we handle is the best, equally as good as any offered elsewhere.

We represent the largest Gardenia growers in this section. For that reason we are in a position to take care of your requirements and fill your orders to your satisfaction at the lowest market price. Place a regular order with us for your weekly requirements.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

GRATIFYING INCREASE IN SUPPLY.

At last a change has come. For the better shall it be, or,—well anyhow there are more flowers; roughly, about 20 per cent increase with an automatic decrease of about the same amount in price. There was a very good demand all the week, which, notwithstanding the larger consignments of the growers in the last two days, cleaned up everything in sight at but a slight concession in price, except in violets, daffodils and calendulas, which toward the last had to be jobbed off. American Beauties at $1.25 to $1.50 are seen to be scarce. All other varieties of roses are more plentiful, the shorter grades, and, in fact, all lengths, dropping about 20 per cent in price. The quality is very good. Carnations are a trifle more plentiful, and competition among the commission men, to have nothing to carry over Sunday, shaded prices a bit. One lot of 500 was reported as selling for $30.00, but $12 to $15 was the market for the best stock with a few specials at $18. Laddie held well to last week's prices. There were increased shipments of sweet peas. All cleaned up, however, at from $1.00 for the shorts up to $3.00, and a few specials at $4.00. Daffodils are coming a little too fast and were sold at half last week's prices. Narcissi are scarce and hold well. Violets are now almost at full production; they have to be jobbed to clean up. Lily of the valley is plentiful. It is from the New York market, and is not in great demand. Lilacs, double and single, are in better supply than ever before, but prices are maintained very well. Cattleyas are ahead of the demand, with shaded prices, but quantities are sold. Take it all together, the market has absorbed the increased supply at a slight reduction and is in a healthy condition.

February 23.—A combination of rainy weather and the holiday made a bad market, but nothing alarming in the situation, as there is still a strong demand for funeral flowers.

THE SEASON'S SUPPLY.

That the business is growing rapidly is seen in the great demand throughout the entire season, and particularly the past six weeks, when production fell far short of the continuous call for flowers of every kind. Many attributed this to under production, but the large wholesalers say their books show they have handled quite as much stock of all kinds, except carnations, as last season, which proves that the outlet for flowers is growing faster than the supply, and it is up to the growers to in some way speed up production. Edward Reid, in speaking of prices, stated that the high cost of production had nothing to do with prices, they being governed entirely by supply and demand. Last week, daffodils were scarce at 12 cents, while seven days later, they go begging at 6 cents, yet they cost the same to grow. A short supply makes an active market. There is no philanthropy in business; it is get all you can on the one side, and buy as cheap as possible on the other. Competition is a good thing, but not the kind that gets cold feet from the first adverse breeze.

In speaking of the tendency of growers to discontinue carnations, and turn to roses, a large dealer thinks it is the height of folly for a man who has been successful with carnations to give them up. Their largest accounts have the past month been with carnation men. Roses will be much more plentiful the coming spring than carnations, a condition which should make the thoughtful grower sit up and take notice.

CLUB MEETING.

The meeting of the florists' club, March 2, is growing in interest. In addition to the splendid illustrated lecture of J. Otto Thilow, on "Australia," the W. Atlee Burpee Co. will exhibit a collection of orchid sweet peas from their trial houses at Fordhook. They are nearly all new crosses by George W. Kerr, their sweet pea expert, who will be present. These new seedlings are wonderfully fine, with exquisite shades of coloring that should attract the attention of all growers of these lovely flowers. This is also to be ladies' night, and all lady members and their friends are earnestly requested to be present.

NOTES.

Most of those on the sick list are improving. George Aeugele made his first appearance at the store, February 21. It will take another week or two to put him in fighting trim. D. T. Connor is about again ,and spent the week end in Baltimore.

C. U. Liggit reports rooted carnation cuttings selling 100 per cent above last

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Feb. 25. Per 100

Roses, American Beauty	25.00@150.00
" Shawyer, Russell	16.00@ 40.00
" Killarney	12½-16.00@ 25.00
" Milady	12.00@ 30.00
" Radiance	16.00@ 40.00
" White Killarney	12.50@ 40.00
" Killarney Brilliant	16.00@ 25.00
" Ward	12.00@ 35.00
" Hadley	25.00@100.00
" Ophelia	15.00@ 30.00
" Premier	12.50@ 30.00
" Columbia	25.00@ 50.00
" Maryland	25.00@ 50.00
" Hoosier Beauty	15.00@ 35.00
" Stanley	16.00@ 25.00
Cattleyas, per doz	9.00@ 18.00
Cypripediums, per doz	4.00@ 12.00
Sweet Peas	3.50@ 6.00
Carnations	12.00@ 20.00
Longiflorum Lilies	20.00@ 40.00
Violets, a hundred	1.00@ 2.00
Marguerites	4.00-6.00@ 8.00
Calendulas, per doz., .75@1.00	
Callas	30.00@ 50.00
Snapdragons, per doz., 3.00@4.00	
Adiantum	4.00@ 8.00
Asparagus Strings, per doz.	9.00
Asparagus bunches, each	.50
Jonquils	10.00
Freesia	6.00@ 12.00
Anemonies, per doz	2.00
French Iris, per spray	1.00
Pansies	3.00@ 4.00
Myosotis, a bunch	.35@ 1.00

BUFFALO, Feb. 25. Per 100

Roses, Beauty, Special	75.00@100.00
" Fancy	50.00@ 60.00
" Extra	20.00@ 25.00
" 1st	15.00@ 25.00
" Killarney	10.00@ 20.00
" My Maryland	10.00@ 20.00
" White Killarney	10.00@ 25.00
" Sunburst	10.00@ 30.00
" Ward	8.00@ 10.00
" Columbia	20.00@ 40.00
" Ophelia	10.00@ 25.00
" Russell	15.00@ 25.00
" Shawyer	8.00@ 20.00
" Bon Silene	5.00@ 8.00
Cattleyas	100.00@125.00
Daisies	1.00@ 3.00
Valley	12.00@ 15.00
Violets	1.50@ 2.00
Calla Lilies	25.00@ 35.00
Japan Lilies	8.00@ 10.00
Easter Lily	25.00@ 35.00
Paper Whites	5.00@ 7.00
Carnations	8.00@ 12.00
Mignonette	6.00@ 10.00
Snapdragons	8.00@ 15.00
Sweet Peas	1.00@ 4.00
Asparagus Sprengeri	.35@ .50
Ferns, per 1000	3.50
Calendulas	3.50@ 5.00
Smilax	25.00
Stevia	1.00@ 1.50
Golden Spur	8.00@ 10.00
Fressia	6.00@ 8.00
Von Sion	7.00@ 10.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Carnations, Violets, Freesia.

1225 Race St. Philadelphia, Pa.

CINCINNATI, Feb. 25. Per 100

Roses, Premier	12.00@ 50.00
" Columbia	12.00@ 50.00
" Butterfly	12.00@ 35.00
" Golden Rule	12.00@ 35.00
" White Killarney	8.00@ 30.00
" Pink Killarney	8.00@ 30.00
" Sunburst	10.00@ 35.00
" Mrs. Aaron Ward	8.00@ 25.00
" Ophelia	8.00@ 25.00
" Baby Doll	4.00@ 6.00
Carnations	8.00@ 15.00
Calendulas	4.00@ 5.00
Paper White Narcissus	6.00@ 8.00
Sweet Peas	2.00@ 4.00
Freesia	4.00@ 8.00
Violets (California)	1.00
Princess Wales	1.50@ 2.00
Ferns, per 1,000	3.00@ 3.50
Leucothoe, per 1,000	6.00
Galax, per 1,000	1.50
Daffodils	8.00@ 10.00
Mexican Ivy, per 1,000	6.00
Smilax, per string	.15@ .20
Dutch Hyacinths	10.00@ 12.00
Plumosus (south.) per bch.	.25@ .35
Tulips	6.00@ 8.00

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Fancy Chiffons

(About 35 to 40 yards to bolt.)	Per yd.
Dotted effect, 4 in. wide	$0.10
Lily of the Valley effect, 4 in. wide	.10
"Blue" Valley, cut edge, 6 in. wide	.09
Dotted effect, 6 in. wide	.13
Lace effect, 6 in. wide	.13
Lily of the Valley effect, 6 in. wide	.13
"Gold" Valley effect, 6 in. wide	.14
Silk, with Satin Borders, 6 in. wide	.15
Silk, with Satin Borders, 8 in. wide	.20
Maline, 27 in. wide	.30
Silk Gauze (or netting), 6 in. wide	.13
Silk Gauze (or netting), 14 in. wide	.23

Special list of many other useful items sent free.

Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

year, and that not as many will be planted this year as last. Growers who understand carnations, he thinks, will make a great mistake at this time to throw them over for something else.

The Robert Craig Co. is particularly pleased with their Easter lilies, which are looking exceptionally well. All other items of Easter stock are also coming along in fine shape.

The opening gun of the local publicity campaign has been fired, the first ad. appearing, February 19. More are to follow as the interest increases.

Berger Bros. are featuring carnations, sweet peas, daffodils and violets, which can now be handled in the stores at popular prices.

Gardenias, roses, snapdragons and sweet peas are quantity items with the Leo Niessen Co.

K.

Cleveland.

LENT SHORTENS DEMAND.

The past week has been lacking in activity so noticeable for some time past and the cut flower supply has increased. Prices remain practically unchanged however, a few to a lower level being hardly noticeable. Funeral work seems to be quite brisk. Roses of all grades and varieties are fairly plentiful. Carnations, sweet peas, freesia and bulbous stock are also increasing. Violets move slowly. Greens are in short supply.

NOTES.

Al. Barber has leased the store and greenhouses of W. A. Calborn, 13, 226 Euclid avenue.

Mr. and Mrs. Knoble, Clarence Myers and Mrs. Frank Schoen are reported on the sick list.

C. F. B.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

Wholesale Flower Markets

PHILADELPHIA, Feb. 25. Per 100

Roses, Beauty, special	125.00@150.00
" " fancy	50.00@ 75.00
" Mrs. Chas. Russell	20.00@ 50.00
" Killarney	12.00@ 20.00
" Hadley	25.00@ 75.00
" Sunburst	12.00@ 25.00
" Wards	12.00@ 20.00
" Ophelia	12.00@ 25.00
" Columbia	15.00@ 30.00
" Premier	15.00@ 30.00
Cattleyas	.50@ .75
Lilac, bunch	1.50@ 2.50
Narcissus	8.00@ 10.00
Mignonette	8.00@ 10.00
Gardenias, doz., .35@ .75	
Cypripediums	35.00@ 50.00
Carnations	10.00@ 15.00
Carnation Laddie	20.00@ 25.00
Snapdragons, per doz.	1.50@ 2.00
Callas	25.00@ 35.00
Easter Lilies	35.00
Violets	.75@ 1.00
Calendulas	3.00@ 6.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus Strings	.50@ .75
Freesia	6.00@ 10.00

PITTSBURGH, Feb. 25. Per 100

Roses, Beauty, spl., per doz.	12.00
" " fcy., per doz.	10.00
" " ex., per doz.	7.50
" " No. 1, per doz.	4.00
" Hadley	20.00@ 50.00
" Killarney	10.00@ 30.00
" Maryland	10.00@ 30.00
" Sunburst	10.00@ 30.00
" Mrs. Aaron Ward	10.00@ 25.00
" Russell	15.00@ 50.00
" Columbia	15.00@ 40.00
" Ophelia	12.00@ 30.00
" Hilda	10.00@ 20.00
" Premier	15.00@ 50.00
Carnations	10.00@ 12.00
Cattleyas, each	1.00
Ferns, per 1,000	3.50
Sweet Peas	3.00@ 6.00
Daisies	4.00@ 6.00
Galax, per 1,000	2.00
Plumosus, per bunch	.40
Sprengeri per bunch	.50
Smilax, per doz.	3.00
Calendulas	4.00@ 8.00
Narcissus, white	10.00
Lilacs, per bunch	2.50
Tulips	8.00
Mignonette	15.00
Snapdragons, per doz.	2.50@ 4.00
Calla Lilies, per doz., 3.00@5.00	
Freesia	8.00@ 10.00

MILWAUKEE, Feb. 25. Per 100

Rose, Killarney, W. Kill'n'y	10.00@ 25.00
" Ward	8.00@ 15.00
" Mrs. Charles Russell	15.00@ 35.00
" Ophelia	12.00@ 25.00
" Columbia	15.00@ 40.00
" Hoosier Beauty	12.00@ 35.00
Carnations, assorted	10.00@ 12.00
Cattleyas, per doz.	9.00@ 12.00
Paper Whites	8.00@ 10.00
Violets	1.50@ 2.00
Callas, per doz.	3.00@ 4.00
Rubrums, per doz.	1.50

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.
Mention the American Florist when writing

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
Mention the American Florist when writing

Roses, Hadley	10.00@ 20.00
" Premier	10.00@ 40.00
" Killarney	8.00@ 15.00
" White Killarney	6.00@ 20.00
" Hoosier Beauty	10.00@ 25.00
" Russell, doz.	10.00@ 40.00
" Ward	4.00@ 8.00
" Sunburst	8.00@ 15.00
Ferns, per 1000	4.00
Carnations, Laddie	15.00@ 20.00
Carnations, Specials	6.00@ 10.00
Orchids, doz.	1.00
Orchids, doz.	4.00
Sweet peas	1.00@ 4.00
Narcissus	6.00@ 8.00
Calendulas	4.00@ 6.00
Calla	15.00@ 30.00
Mignonette, doz.	1.50
Violets	.50@ .75
Galax, per 1,000	1.50
Leucothoe per 1,000	7.50
Boxwood, per lb.	.25
Lily of the Valley	8.00@ 10.00
Freesia	3.00@ 5.00
Jonquils	8.00@ 10.00

New York.

LENT BRINGS PRICE DROP.

It is now certain that extraordinary high prices are at an end for this season. It is true that the beginning of Lent always causes some falling off in the trade, but this year it is but an incident. Some of the most level headed men in the trade—and they are not confined to the retail branch—agree that prices have been too high this winter for the good of the business. So much has of late been said and written about profiteering in food, clothing, rent, etc., that a large portion of the public got the idea that the florists were also profiteers. Consequently, they stopped buying flowers or bought them only in negligible quanties. Again, the winter is now well advanced, the sun now does a good day's work and crops of roses and carnations that have been "off," are now coming forward. Consequently, there is a great increase in the supply over that of a few weeks ago, and the let up in buying from the previously mentioned causes, has caused a heavy drop in prices. We do not mean to be understood that there is an exceptionally heavy supply of stock on the market. There is not. But it is too heavy for the demand. Orchids and lily of the valley, about the only stocks that were plentiful during the scarcity, are now literally going a-begging, the former at $25 to $50 per 100, the latter at from $3 to $6 per 100. Roses will usually hold on, if anything does, but reference to our market quotations will show that there has been a heavy decline. Good carnations are selling for less than half of what inferior stock brought a month ago. Sweet peas are in almost the same condition. There is always a demand for sweet peas, but as the sun returns, there is a great increase in the supply, and a big drop in prices was inevitable. And thus it goes, all along the line. The minor stocks, such as mignonette, wall flowers and calendulas, are now looked on with but little favor. Some good double stocks are beginning to come in, and are more popular than the above mentioned. Good tulips are probably as much or more in demand than any stock on the market, excepting roses. Yellow and white narcissi and violets come near being drugs. All this may seem like a dark picture, but there is no cause for alarm. There has been a long period of high prices, and it was inevitable that a reaction would come. Easter is not far off, and there will undoubtedly be good business, but indications point to the best of it going to the plant trade.

February 23.—The market is quiet, with declining prices. Such stocks as mignonette, calendulas, wallflowers and cut primulas can scarcely be moved.

NOTES.

Miss Meta Ammann, daughter of Charles Ammann, of Yonkers, died in St. John's hospital, Yonkers, February 18, age 36 years. She was born in this city, where for many years her father conducted a florist business. For some years past, he has conducted a nursery on the Tuckahoe road, Yonkers, but recently sold it. Only a few hours after the death of Miss Ammann, her brother-in-law, Thomas Buchanan, passed away, after a long illness. His home was at 407 Warburton avenue, Yonkers. He was a retired manufacturer of oil cloth.

Christ. Karadontes, a member of the firm of Claremont Florists, 3185 Broadway, died, February 11, of pneumonia, at his home in Marsemere, N. J., age 33 years. The firm has greenhouses there, and he was in charge of them. He is survived by his parents, residing in Greece, and three brothers in this country.

R. Franke and wife, of Carlstadt, N. J., have the sympathy of the trade on account of the death of their daughter, Olga, 21 years old, who succumbed to an attack of throat trouble, February 6. Mr. Franke is salesman in this city for the Julius Roehrs Co., Rutherford, N. J.

On February 16, H. E. Froment, president of the Wholesale Florists, Incorporated, signed a 10-year lease with the owners of the Siegel-Cooper building, Sixth avenue and 18th street. The florists will occupy the first floor.

The roof of a large greenhouse conducted by Edward Wang in Flushing, collapsed after the recent storm, destroying a large number of carnation plants.

President Henshaw, of the florists club, who was obliged to take care of himself during the recent bad weather, is all right again, and back at the store.

At the offices of Hitchings & Co., greenhouse builders, it was recently stated that barring the high prices on material, the outlook for the season is good.

Traendly & Schenck are now handling a fine quality of lily of the valley and orchids from the range of the Julius Roehrs Co., Rutherford, N. J.

Fine cut stock of acacia is now being received at the store of Geo. C. Siebrecht, 109 West 28th street.

Thomas Jackson, of the Cut Flower Exchange, is handling good cinerarias and various other plants.

Frank Sheehan, well known in the wholesale district, is now with the Henshaw Floral Co.

A good quality of sweet peas has been noticed at the store of John Young & Co.

Percy B. Rigby, of the S. S. Pennock Co., is visiting his parents in Johnson, Florida.

The United Cut Flower Co. is receiving a good supply of Easter lilies.

George C. Siebrecht's is now headquarters for cut acacia.

G. J. Polykranas is receiving good stock of buddleia.

A. F. F.

Nassau County Horticultural Society.

A special meeting of the Nassau County Horticultural Society was held in Pembroke hall, Glen Cove, N. Y., February 18. President Thos. Twigg occupied the chair.

James Hitchinson, Herbert Woodger, Stanley Balance, Alfred Woodger, David Dean, William Young, Robert M. Burnett, Edward Manda, John D. Wilson and William Alexander were elected to active membership and one petition for active membership was received.

President Twigg was empowered to appoint a committee to secure judges for all shows and exhibitions to be held by the society in the coming year. George Platt, an active member, died with pneumonia last week and the secretary was instructed to write a letter of sympathy to Mrs. Platt and family.

The exhibits for the next monthly meeting, to be held March 10, will be pot or pan of tulips, 12 mixed roses, 12 spikes of antirrhinum.

ARTHUR COOK, Cor. Sec'y.

SWEET PEAS, ROSES, Carnations, Violets.

Joseph S. Fenrich, 51 West 28th Street, NEW YORK
Telephones: 420-421-422 Watkins.

FUTTERMAN BROS.

Wholesale Florists, 102 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

C. Lecakes & Co.

Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Leucothoe Sprays, and Moss, Our Specialties.
116 W. 28th St., New York
Telephone Watkins 2315
No connection with any other concern.
Prompt and careful attention to Mail, Telegraph and Telephone Orders.

Traveling Wholesale Florist
INC.
133 W. 28th St., NEW YORK.
Telephones 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

WHOLESALE FLORISTS
A. L. Young & Co.
54 WEST 28TH ST. NEW YORK.
Consignments Solicited

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone, 2046 Watkins

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Watkins

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone: 759 Watkins

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Watkins 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
34 West 28th St., NEW YORK CITY
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St. NEW YORK
Telephone Watkins 4386
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments Solicited.

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
133 West 28th St., NEW YORK
Established 1887
All consignments receive our special attention.

Wholesale Flower Markets

NEW YORK, Feb. 25. Per 100

Roses, Beauty, Specials	75.00@	100.00
" " extra and fancy	50.00@	60.00
" Hoosier Beauty	8.00@	25.00
" Francis Scott Key	12.00@	50.00
" Columbia	10.00@	25.00
" Prima Donna	8.00@	15.00
" Dble Wht. Killarney	8.00@	28.00
" White Killarney	8.00@	15.00
" Aaron Ward	10.00@	20.00
" Ophelia	8.00@	20.00
" Sunburst	10.00@	20.00
" J. L. Mock	12.00@	25.00
" Mrs. Chas. Russell	15.00@	35.00
" Premier	20.00@	35.00
Cattleya orchids, special		50.00
Carnations	4.00@	8.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Asp. Plumosus, doz. bchs.	3.00@	4.00
Smilax, doz. strings	1.50@	2.00
Lilies, white	30.00@	35.00
Gardenias, per doz.	3.00@	6.00
Callas, per doz.	2.00@	4.00
Paper White Narcissus, doz	.50@	.75
Lilies, Rubrums	10.00@	12.00
Sweet Peas	1.00@	3.00
Lily of the Valley	3.00@	8.00
Violets	.35@	.75
Calendulas, per doz.	15.00@	30.00
Yellow Narcissus, per doz.	.50@	.75
Snapdragons, per doz.	2.50@	3.00
Cypripediums	20.00@	50.00
Mignonette, per doz.	.50@	1.00
Iris, per doz.		6.00
Lilac, per bunch	1.00@	2.00
Freesia	1.50@	3.00
Tulips, per doz.	.50@	.75
Flamingo		1.50
Acacia, per bunch	1.50@	3.50
Buddleia, per bunch		1.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
115 West 28th Street, New York

Telephones {4423 / 4422} Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE {2335 / 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
101 West 28th Street, NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK,

413 Madison Ave.
Bellevue Avenue, NEWPORT, R. I.
Summer Season.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members Florists' Telegraph Delivery Ass'n

Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.

Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

HARTFORD, CONN.

George G. McClunie
165 MAIN STREET

Right in the Hospital District—Hartford, Charter Oak, Williams, Insane, St. Francis and Memorial Hospitals within two blocks of Flower Shop.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.

J. G. Papadem Co.
(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.

A. B. CAZAN
FLOWERS OF QUALITY
2751 Broadway
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.

The Aphrodite Co.
THE ARTISTIC FLORISTS.
Floral Decorations for All Occasions.
2703 Broadway, Phone Academy 2479

Mention the American Florist when writing

ESTABLISHED 1847
F. T. D.

Thos. F. Galvin INC.

THE NAME PROTECTS YOU

BOSTON
1 PARK STREET
799 BOYLSTON STREET

NEW YORK
561 FIFTH AVENUE

Steamers are Again Sailing on Schedule
Deliveries made on board

Mention the American Florist when writing

BRANCHES:
RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

ROANOKE, VA.
FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.
933 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

C. H. FREY

Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Mention the American Florist when writing

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.'s
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

C. Frauenfelder FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

Mention the American Florist when writing

For St. Louis.
WIRE
Grimm & Gorly

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

A. LANGE

77-79 E. Madison St., CHICAGO

Member of F. T. D.

Mention the American Florist when writing

New York DARDS

Member of Florists' Telegraph Delivery.

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction
Nearly 50 Years.

Let Us Fill Your Steamer Orders. **Regular European Sailings Now Established.**

Mention the American Florist when writing

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place

L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

SHERIDAN, WYO.

SHERIDAN GREENHOUSE CO.

Plants and Flowers

FROM NEW YORK EXCEPT AS NOTED

February 26.

Yseldyk, Holland-America Line (Rotterdam).
Edgemont, I. M. M. Lines (London).
FROM BOSTON, Caledonian, I. M. M. Lines (Manchester).
Siberian Prince, Furness-Prince Line (Havre).

February 27.

Brittania, Fabre Line (Marseilles).
FROM PROVIDENCE, Brittania, Fabre Line (Marseilles).

February 28.

NEW ORLEANS, Zyldyk, Holland-America Line (Rotterdam).
La Savoie, French Line (Havre).
FROM BOSTON, A steamer, I. M. M. Lines (Liverpool).
Philadelphia, I. M. M. Lines (Southampton).
Invincible, I. M. M. Lines (London).
FROM BALTIMORE, Maryland, I. M. M. Lines (London).
West Grove, I. M. M. Lines (Manchester).
FROM PHILADELPHIA, West Gambo, I. M. M. Lines (Antwerp).
FROM BALTIMORE, West Harcuvar (Antwerp).
Galahad, I. M. M. Lines (Glasgow).
Vasconia, Cunard-Anchor Line (Danzig).
FROM PHILADELPHIA, Doonholm, Cunard-Anchor Line (Avonmouth).
Thordis, Norwegian-America Line (Norway).

February 29.

Calabria, I. M. M. Lines (Naples).
FROM PHILADELPHIA, Chipana, I. M. M. Lines (London).

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

930 PROSPECT AVE., Erie Building. CLEVELAND

Mention the American Florist when writing

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus.

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Newark, N. J.

Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Mention the American Florist when writing

Pittsburgh, Pa.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Mention the American Florist when writing

Wilkes-Barre and near-by Pennsylvania Towns

Member F. T. D.

14 N. Main St. **A.W.B. EVANS**

Astoria Florist

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

NEW YORK CITY

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exchg. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, W. Madison
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith
Harrisburg, Pa.—Charles L. Schmidt.
Hartford, Conn.—Geo G. McClunie.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Fl. Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—N. Christatos, 1028 Sixth Ave.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—John D. Flessas, Columbus Ave.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—A. B. Cazan.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
Sheridan, Wyo.—Sheridan Greenhouse Co.
St. Louis, Mo.—F. H. Weber.
St. Louis Mo.—Grimm & Gorly.
St. Paul Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo C. Shaffer.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Member of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

FLORIST

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Best Flowers
Best Service

ROSES Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
NINE STORES.
Main Store— **334 Lewis Ave.**
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester ph. 506. Long Dist. Bell ph. 2189
Member of Florists' Telegraph Delivery.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Kansas City, Mo.
W. J. Barnes FLORIST, K.C.MO.
Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890.

Mention the American Florist when writing

J. W. RODGERS
Elks' Building,
4 South Jefferson Street. Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.

Mention the American Florist when writing

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to
Schiller The FLORIST
2221-2223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Washington, D. C.
Louise Flower Shop
Connecticut Ave at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Member of Florists' Telegraph Delivery.

Albany, N. Y.
EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

E. W. PEARSON
38 State St., Newburyport, Mass.
Covers All New England Points

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

Hession
Madison Ave. and 76 St.
NEW YORK
Quality Flowers
TWO GREENHOUSES ON PREMISES
Plant Specialists Phones { 107 / 420 / 775 } Lenox
Member of Florists' Telegraph Delivery.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cincinnati.
JULIUS BAER
FLOWERS
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.

QUALITY and PROMPTNESS
New Orleans, La.
Members F.T.D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.
Mention the American Florist when writing

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.
Mention the American Florist when writing

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

FOR WISCONSIN DELIVERY
— OF —
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, Sheboygan, Wisconsin.
Member of Florists' Telegraph Delivery.

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists, Grand Rapids
Mention the American Florist when writing

DULUTH FLORAL CO.
200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis.
DULUTH, MINN.

TERRE HAUTE, IND.
THINK OF HEINL'S

ORDERS IN OR AROUND PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.
Mention the American Florist when writing

Name Index to Retail Florists Filling Telegraph Orders.

Alpha Floral Co., S. Wabash Ave., Chicago
Anderson, S. A., 440 Main, Buffalo, N. Y.
Aphrodite Co., The, New York.
Astoria Florist, 2188 Broadway, New York.
Avenue Floral Co., The, New Orleans, La.
Baer, Julius, Cincinnati, O.
Barnes, W. J., Kansas City, Mo.
Baumer, August R., Louisville, Ky.
Bergerow's 746 Broad St., Newark, N. J.
Bramley & Son, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Buckbee, H. W., Rockford, Ill.
Bunyard, A. T., Madison Ave., New York.
Burns, H. H., 509 Madison Ave., New York.
California Florist, Tacoma, Wash.
Central Floral Co., N. State St., Chicago.
Central Floral Co., Broadway, Detroit, Mich.
Clarke's Sons, David, New York.
Cooke, Geo. H., Conn. and L., Washington.
Danker's, Albany, N. Y.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., Montreal, Que., Can.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eble, Chas., New Orleans, La.
Evans, A. W. B., Wilkes-Barre, Pa.
Eyres, 106 State St., Albany, N. Y.
Fallon, Florist, Roanoke, Va.
Fleischman, Chicago.
Fox, J. M. & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., 1133 O St., Lincoln, Neb.
Frey & Frey, 1338 O St., Lincoln, Neb.
Friedman, 522 S. Michigan Blvd., Chicago.
Galvin, Thos. F., Inc., New York and Boston.
Gasser Co., J. M., Cleveland, O.
Grakelow, Charles H., Philadelphia, Pa.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St., Louis, Mo.
Gude Bros., Washington, D. C.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., 1000 Madison Ave., N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison and 76th St., New York.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Idlewild Greenhouses, Memphis, Tenn.
Jahn, Hugo H., Brooklyn, N. Y.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. R., Rochester, N. Y.
Kottmiller, 426 Madison Ave., New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 77-79 E. Madison St., Chicago.
Littlefield Florist, Worcester, Mass.
Louise Flower Shop, Washington, D. C.
McClunie, Geo. G., Hartford, Conn.
Malandre Bros., New York.
Mangel, 17 E. Monroe St., Chicago.
Matthews, The Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
Metairie Ridge Nursery Co., New Orleans, La.
Miller Floral Co., Salt Lake City, Utah.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
New York Floral Co., Yonkers, N. Y.
Papadem, J. G. Co., 2953 Broadawy, N. Y.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Philips Bros., 938 Broad St., Newark, N. J.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Rodgers, J. W., Dayton, O.
Rosery Floral Co., The, Newark, N. J.
Rosaia Bros., Seattle, Wash.
Saake, O. C., Los Angeles, Cal.
Salzer Seed Co., John A., La Crosse, Wis.
Schiller, The Florist, Chicago.
Schling, Max, 785 Fifth Ave., New York.
Sceery, Edward, Passaic, N. Y.
Sceery, Edward, Paterson, N. J.
Schlatter, Wm., & Son, Springfield, Mass.
Schmidt, Chas. L., Harrisburg, Pa.
Shaffer, Geo. C., Washington, D. C.
Sheppard, Henry W., Cincinnati, O.
Sheridan Greenhouse Co., Sheridan, Wyo.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St., Louis, Mo.
Weir, James, Inc., Brooklyn, N. Y.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wittbold Co., G., 745 Buckingham Pl., Chgo.
Wolfskill Bros. & M. Goldenson, Los Angeles.

Albany, N. Y.
Danker
FLORIST
The Best Service
MEMBER F.T.D.
Mention the American Florist when writing

Kansas City, Mo.
A. Newell
FLORIST
Established over 30 years.
1122 Grand Avenue.
Mention the American Florist when writing

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none to small.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Rockford, Ill.
H. W. BUCKBEE.
Mention the American Florist when writing

LITTLEFIELD, Florist
WORCESTER, MASS.
Mention the American Florist when writing

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

"SAY IT WITH FLOWERS"
Max Schling Flowers
Schling Service
Nothing Better
785 Fifth Avenue
NEW YORK CITY

Mention the American Florist when writing

Yonkers, N. Y.
New York Floral Co.
Cor. Manor House Square
and North Broadway
Mention the American Florist when writing

Friedman
:::.FLOWERS.:::.
522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO
Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.
Mention the American Florist when writing

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City.
Mention the American Florist when writing

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.
Mention the American Florist when writing

CHICAGO DETROIT
Central Floral Co.
132 N. State St., CHICAGO
35 Broadway, DETROIT
Best service in both cities and adjoining territory.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET
Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street
Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grand Avenue
Mail or telegraphic orders promptly and most carefully executed.
Mention the American Florist when writing

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

New York
Malandre Brothers
2077 Broadway, near 72nd St.
'Phone, Columbus 6883
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Mention the American Florist when writing

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.
Mention the American Florist when writing

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark.
Telephone Market 494
Mention the American Florist when writing

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season
Mention the American Florist when writing

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

CHICAGO
Mangel
The Palmer House Florist
17 E. MONROE ST.
Members of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

CANNERS are reported well sold up on future peas.

IT is said France will be exporting grain next year.

THE price of bags at Chicago, February 25, was $64.

KUDZU VINE plants are selling at $2 per 100 in Florida.

VAUGHAN'S SEED STORE, Chicago, reports mail order business heavy.

VISITED NEW YORK.—L. W. Wheeler and wife, of the Pieters-Wheeler Seed Co., Gilroy, Calif.

EVERETTE R. PEACOCK, Chicago, says the outlook is for a much heavier business than last year.

HOWARD M. EARL, of the Jerome B. Rice Seed Co., Cambridge, N. Y., returned from Europe, February 19.

PHILADELPHIA, PA.—Henry F. Michell and family have returned from the south. The mail order and counter trade is very active here.

LOS ANGELES, CALIF.—John C. Bodger, of the John Bodger & Sons Co., returned from the east, February 14, and his health is now much better.

ONION SET dealers in the Chicago district report a lull in the shipping owing to shortage of cars. Prices remain about the same as last week, however, $3.50 for colors and $4.00 for whites, in carlots.

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade, February 25 were as follows: Timothy, $10.00 to $14.00 per 100 pounds; March sold for $14.50; red clover, $45.00 to $54.00 per 100 pounds.

J. L. HUNT, of the Jerome B. Rice Seed Co., Cambridge, N. Y., has the sympathy of a large circle of trade friends in the death of his son, Legus, a young man of about 28 years of age, who had been in ill health a considerable time.

IT is interesting to learn that the seedsmen contributed more than any other allied trade to the great million dollar advertising campaign of the canners, the only one of the allied branches going over the top and exceeding its quota of $10,000, approximately 57 per cent.

TOLEDO, O.—The clover seed market opened unchanged for old seed, February 24, while October, the new crop month, was down 25 cents. Cash closed at $35.30 and October at $25.50. Timothy was practically unchanged, with March at $6.75, April, $6.70 and May, $6.65.

NATHAN DICKINSON, former treasurer of the Albert Dickinson Seed Co., Chicago, died February 22, at Lake Geneva, Wis., age 72 years. Mr. Dickinson was connected with the firm until ill health forced his resignation as treasurer in 1913. His widow, two children, and two brothers, Albert and Charles, survive him.

VISITED CHICAGO: D. A. Sherwood, of the Sherwood Seed Co., San Francisco, Calif.; Carl Chesmore, of the Chesmore Seed Co., St. Joseph, Mo.; R. C. McGill, of R. C. McGill & Co., San Francisco, Calif., left for the east last week; J. W. Edmundson, of the California Seed Growers' Association, San Jose, Calif., and M. G. Lion, of Fosgate & Lion, Mt. View, Calif., returned home. Mr. Edmundson left the far east unvisited, expecting to make another trip later in the season.

The Late Nathan Dickinson.

Beet Seeds From Poland Offered.

Consul Harry A. McBride, Warsaw, Russia, in a communication printed in Commerce Reports, January 26, says that a Polish merchant, hearing that beet seeds are wanted in America, offers 250 tons for shipment from Danzig in two months, requesting that offers with prices be cabled to the consulate at Warsaw.

Rain Relieves California Growers.

John C. Bodger, of the John Bodger & Sons Co., Los Angeles, Calif., advises as follows, February 25: "Southern California has been favored with one and a half inches rain, breaking the long drought and saving a large acreage of early planted flower seeds, especially sweet peas. We are still behind our normal rain fall, but this amount will start up active farming operations, and if we get another such storm within the next month, will be able to grow fair crop."

Potato Profiteering.

Charges of alleged extensive profiteering in potatoes have been brought to the attention of the government, it is learned, and are being investigated. Consumers in many parts of the country are now being forced to pay at the rate of $3.20 per bushel for potatoes sold over the counter of retail grocery stores, it is learned. Farmers who grew these potatoes received slightly more than $1.57 per bushel, which was the price paid for them in November, according to reports.

CHOICE mules for cotton planters' work sold recently at Kansas City, Mo., at $300 each.

GAINESVILLE, GA.—The Gainesville Seed Co., opened for business February 16 at 17 North Bradford street.

SEATTLE, WASH.—Alfred E. Lilly, of C. H. Lilly & Co., has been named a member of the established industries committee of the local chamber of commerce.—H. M.

SOME catalogue firms are now convinced that the present conditions in the printing trades render it necessary that they make an early start on their fall books and in the purchase of paper.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
— Growers Exclusively of —
Sweet Corn Seed

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA

We are headquarters for the BEST OF EVERYTHING in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Yokohama Nursery Co.
LTD.
Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

Catalogues Received.

Everette R. Peacock Co., Chicago, seeds; The J. M. McCullough's Sons Co., Cincinnati, O., seeds and garden accessories; D. Hill Nursery Co., Dundee, Ill., nursery stock; Jackson & Perkins Co., Newark, N. Y., nursery stock; B. Hammond Tracy, Wenham, Mass., dahlias, gladioli; Geo. R. Pedrick & Son, Pedricktown, N. J., wholesale seeds.

Haage & Schmidt, Erfurt, Germany, seeds; Sluis Bros., Ltd., Enkhuizen, Holland, seeds.

Forage Plant Seed Imports.

The following table prepared in the seed laboratory of the bureau of plant industry, United States department of agriculture, shows the amount of the various kinds of forage plant seeds subject to the seed importation act permitted entry into the United States between February 1 and February 15, 1920, inclusive, and during seven and a half months ending February 15, 1920:

Kind of seed.	Feb. 1 to 15, Pounds	7½ Mos. to Feb. 15 Pounds
Alfalfa	157,800	9,543,100
Blue grass:		
Canada	5,600	380,300
Brome grass, awnless	7,600	134,100
Clover:		
Alsike	253,400	4,915,200
Crimson	194,800	5,598,100
Red	921,500	10,181,460
White	59,800	148,000
Clover mixtures:		
White and alsike		21,700
Red and alsike		700
Alsike and timothy	18,000	236,700
Fescue, meadow		800
Millet:		
Broom corn		225,400
Hungarian		25,800
Mixtures:		
Grass		100
Orchard grass	148,000	2,014,800
Rape		4,861,400
Redtop		800
Rye grass:		
English	88,600	1,350,200
Italian	24,600	725,100
Timothy		4,500
Vetch:		
Hairy	76,900	430,400
Spring	33,600	315,800

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.
4013 Milwaukee Ave., (Near Irving Park Blvd.) CHICAGO

Salvia or Scarlet Sage

We have just completed harvesting our own Bloomsdale Farm Grown, crop 1919, Salvia or Scarlet Sage. We offer you this exceptionally good strain, and high vitality seed, of the following varieties:

Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30.00 per lb.; 5 lbs. and over, $25.00 per lb.

Net, 60 days, 2% off 10, f. o. b. Bristol, Pa., if unsold on receipt of order, as we did not have a large crop.

D. Landreth Seed Company, Business Established 1784 **Bristol, Pa.**

Mention the American Florist when writing

C. C. MORSE & CO. Seed Growers San Francisco, Calif.

GROWERS OF SELECTED STOCKS OF

Onion, Lettuce, Radish, Carrot, Sweet Peas, Etc.

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

Bolgiano's "Big Crop" Seeds

"Tested and Trusted" Over a Century.

Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLGIANO & SON, Baltimore, Md.

BULBS AND ROOTS

For Immediate Shipment

T. R. Begonia Bulbs

	Per 1000
Single mixed, 1-1¼ in. diameter	$110.00
Single mixed, ¾-1 in. diameter	90.00
Single, in following separate colors: Scarlet, Pink, Salmon, Orange, Crimson, ¾-1 in diameter	95.00

LILIUM GIGANTEUM

F. O. B. New York

Size	No. to case	Per case
7-9	300	$49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49 50
11-12	130	47.50

F. O. B. Denver

6-8	400	42.00
7-9	300	49.50
8-10	250	47.50
9-10	200	50.00

F. O. B. Chicago

7-9	300	49.50
10-11	150	49.50

F. O. B. London (Ont.)

7-9	300	49.50
8-10	250	47.50
9-10	200	50 00
10-11	150	49.50

BAMBOO STAKES

Size	No. to bale	Per bale
Natural, 2 ft.	4,000	$16.00
" 2½ ft.	5,000	23.75
" 3 ft.	4,000	23.00
" 4 ft.	4,000	30.00
" 5 ft.	3,000	28.50
" 6 ft.	2,500	27.50

TERMS 60 days net, 2% cash 10 days from invoice date, cash with order unless your credit is established with us.

Write for prices on **HARDY LILY BULBS, DRACAENA CANES, PALM SEEDS, RAFFIA, BAMBOO CANES, Etc.**

Established 1902. **"Reliability"** is our motto. We occupy our own building, a city block through, and give prompt, efficient, courteous service.

McHutchison & Co.

95 Chambers St., NEW YORK

Wait for **KELWAY'S** Wholesale

SEED CATALOGUE FOR 1920

before placing your order.

The most favorable prices of the year. If not received wire or write

KELWAY & SON, Wholesale Seed Growers, **Langport, England**

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO — CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO — CALIFORNIA

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Mention the American Florist when writing

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

An experence of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

75 YEARS UNRIVALLED REPUTATION

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

SEEDS

Flower, Vegetable and Farm.

Send your inquiries to

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Spring Bulbs

For Your Counter Trade and for Your Greenhouses.

GLADIOLUS

The finest bulbs produced the past summer.

We are large growers and in addition to the following can offer many other named kinds. Write us.

	Per 1000
Mrs. Francis King, First size	$25.00
Mrs. Francis King, Medium size	20.00
Chicago White, First size	33.00
Chicago White, Medium size	30.00
Augusta, First size	35.00
Augusta, Medium size	30.00
America, First size	27.00
America, Medium size	22.00
Halley, First size	35.00
Halley, Medium size	30.00
Europe, First size	65.00
Europe, Medium size	60.00
Niagara, First size	$50.00
Niagara, Medium size	45 00
Peace, First size	45 00
Panama, First size	47.00
Panama, Medium size	38.00
Mrs. Frank Pendleton, First size	47.00
Mrs. Frank Pendleton, Medium size	43.00
Schwaben, First size	55.00
Schwaben, Medium size	50.00
Primulinus Sunbeam, First size	60.00
War, First size	60.00

CALADIUMS

With sound center shoots.

Sizes	Doz.	100	1000
5 to 7 in. circum	$1.00	$ 7.50	$ 70.00
7 to 9 in. circum	1.25	9.00	85.00
9 to 11 in. circum	2.35	15.00	140.00
11 to 12 in. circum. (scarce)	4.25	30.00	.....
12 in. and upwards, very large (scarce)	each, 40c		

Lilium Giganteum

From Ice Storage.

7- 9 in. (300 to case)	Per Case
8- 9 in. (260 to case)	
8-10 in. (225 to case)	
9-10 in. (200 to case)	$52.00

TUBEROSES

Well cured Bulbs. Free from rot.

	100	1000
Dwarf Excelsior Pearl, second size, 3-4 inch	$3.25	$27.50
Dwarf Excelsior Pearl, First size, 4-6 inch	5.00	45.00
Variegated Leaved, single	4.00	35.00
Albino, early single white	4.00	35.00
Armstrong's Ever Blooming	4.00	35.00
Mexican	3.00	25.00

CALADIUM.

CANNAS

Stored in our special moist cellars, not dried and stunted.

	100	1000
Chas. Henderson, Crimson, 4 ft	$ 4.00	$35.00
David Harum, Vermilion, 3½ ft	5.00	40.00
Eureka, White, 4 ft	8.00	75.00
Florence Vaughan, Yellow spotted, 5 ft	4.00	35.00
Firebird, best Scarlet, 4 ft	10.00	90.00
Gustav Gompper, Yellow, 3½ ft	5.00	40.00
Hungaria, best Pink, 3½ ft	7.50	70.00
King Humbert, Scarlet, 4 ft	5.50	50.00
Long Branch, bright Crimson, 5 ft	8.00	75.00
Mad. Crozy, Vermilion, 3½ ft	4.00	35.00
Meteor, brilliant Crimson, 4 ft	6.50	55.00
Orange Bedder, Orange color, 4 ft	6.00	50.00
Yellow Humbert, deep rich Yellow, 4 ft	6.00	50.00
Queen Charlotte, Orange Scarlet, 4 ft	5.00	40.00
Souv. Antoine Crozy, Crimson, 4 ft	5.00	40.00
The Express, Crimson Scarlet, 2½ ft	6.00	55.00
Mrs. A. Conard, Salmon Pink, 4 ft	12.00	100.00
Venus, Rosy Pink, 4 ft	4.00	35.00
Wintzer's Colossal, bright Scarlet, 5 ft	4.00	35.00
Wyoming, Orange, 7 ft	4.00	35.00

WRITE FOR OUR "SPRING BOOK FOR FLORISTS"

NEW YORK **Vaughan's Seed Store** CHICAGO

TUBEROSE.

PRICE LIST ON CANNAS

Select 2 to 3 eyes. We have never handled finer stock.

Bronze-Leaved Varieties

	Height	Per 100	Per 1000
BRANDYWINE. Wine red dappled with crimson	3½ ft.	$3.00	$25.00
DAVID HARUM. Bright vermilion scarlet mottled dark red	3 ft.	3.00	25.00
EGANDALE. Deep currant red	4 ft.	3.00	25.00
KING HUMBERT. Orange scarlet	4 to 4½ ft.	5.00	45.00
WYOMING. Orange-colored	7 ft.	3.00	25.00
MUSAFOLIA. Immense foliage	6 to 8 ft.	3.00	25.00
SHENANDOAH. Rose pink	4 ft.	3.00	25.00

Variegated Flowers with Green Foliage

	Height	Per 100	Per 1000
ALLEMANIA. Bright scarlet, broad yellow border, beautifully mottled	4 to 5 ft.	$3.00	$25.00
GLADIOFLORA. Crimson edged with gold	3½ ft.	3.00	25.00
ITALIA. Clear yellow overlaid with orange	3½ ft.	3.00	25.00
Mme. CROZY. Brilliant scarlet, orange gilt edge	3½ ft.	3.00	25.00
SOV. D'ANTOINE CROZY. Bright golden yellow	4 ft.	3.00	25.00

Pink Shades with Green Foliage

	Height	Per 100	Per 1000
HUNGARIA. Pink with satiny sheen	3 ft.	$5.00	$40.00
MLLE. BERAT. Deep rose pink	4 ft.	3.00	25.00
MRS. A. CONARD. Salmon pink	4 ft.	5.50	50.00
ROSEA GIGANTEA. Rich rose pink	4 ft.	6.00	55.00
LOUISE. Soft rose pink	5 ft.	3.00	25.00
VENUS. Rose pink, creamy yellow border	4 ft.	3.00	25.00

Yellow Shades with Green Foliage

	Height	Per 100	Per 1000
AUSTRIA. Bright yellow, crimson throat	3½ ft.	$3.00	$25.00
BURBANK. Sulphur yellow, inner petals dotted red	6 ft.	3.00	25.00
FLORENCE VAUGHAN. Yellow with bright red spots	5 ft.	3.00	25.00
INDIANA. Rich golden orange	5 ft.	3.00	25.00
GLADIATOR. Bright yellow, spotted crimson	4 ft.	3.00	25.00
R. WALLACE. Canary yellow	5 ft.	3.00	25.00
YELLOW HUMBERT. Deep rich yellow heavily spotted bright red	3 to 3½ ft.	5.00	40.00
GUSTAV GUMPER. Golden yellow, lower petals spotted red	4 ft.	3.00	27.50

Red Shades with Green Foliage

	Height	Per 100	Per 1000
A. BOUVIER. Clear crimson	5 ft.	$3.00	$25.00
BEAUTE POITEVINE. Crimson	4 ft.	3.00	25.00
CRIMSON BEDDER. Red	3½ ft.	3.00	25.00
CHAS. HENDERSON. Crimson scarlet, yellow flame throat	4 ft.	3.00	25.00
FIREBIRD. Glistening scarlet, without markings	4 ft.	8.00	75.00
JEAN TISSOT. Vermilion, bright orange shadings	3 ft.	3.00	25.00
LOUISIANA. Crimson scarlet	5 to 6 ft.	4.00	35.00
METEOR. Brilliant scarlet	5 ft.	5.00	40.00
KATE GRAY. Soft orange shaded carmine, dotted yellow throat	5 to 6 ft.	3.00	25.00
PENNSYLVANIA. Scarlet overlaid with orange	4½ ft.	3.00	25.00
TARRYTOWN. Crimson	3½ ft.	3.00	25.00
WINTZER'S COLOSSAL. Vivid scarlet	5 to 6 ft.	5.00	40.00
PANAMA. Dull red, overlaid rose, with mottled yellow edge	3 ft.	6.00	50.00
EXPRESS. Crimson scarlet	2½ ft.	3.00	25.00
BLACK PRINCE. Dark velvety crimson	4½ ft.	3.00	25.00

Prices subject to change without notice.

A. B. C.

"Watch Us Grow."

American Bulb Co.

172 North Wabash Ave., CHICAGO, ILL.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Seed Packets

FLOWER SEED SIZES TO CATALOG ENVELOPES — RETURN ENVELOPES

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS SEED

GREENHOUSE GROWN

1000 seeds	$ 3.50	10,000 seeds	$30.00
5000 seeds	16.25	25,000 seeds	68.75

LATHHOUSE GROWN

1000 seeds	$2.00	10,000 seeds	$18.50
5000 seeds	9.75	25,000 seeds	43.75

ASTER SEED

Our Asters are grown for us by specialists and we can recommend our stock with the utmost confidence to produce the best results.

	Tr. Pkt.	Oz.
ASTERMUM		
White	$0.40	$2.25
Rose Pink	.40	2.25
Lavender	.40	2.25
Mixed	.40	2.00
ASTER, CREGO		
White	.40	2.00
Shell Pink	.40	2.00
Rose Pink	.40	2.00
Purple	.40	2.00
Lavender	.40	2.00
Mixed	.30	1.50
ASTER, EARLY ROYAL BRANCHING		
Lavender	.40	2.25
Purple	.40	2.25
Rose Pink	.40	2.25
Shell Pink	.40	2.25
White	.40	2.25
Mixed	.40	2.00

	Tr. Pkt.	Oz.
ASTER, QUEEN OF THE MARKET		
White	$0.25	$1.00
Rose Pink	.25	1.00
Blush Pink	.25	1.00
Dark Blue	.25	1.00
Light Blue	.25	1.00
Crimson	.25	1.00
Mixed	.20	.75
ASTER, MICHELL'S IMPROVED SEMPLE'S BRANCHING		
White	.30	1.50
Shell Pink	.30	1.50
Rose Pink	.30	1.50
Lavender	.30	1.50
Purple	.30	1.50
Crimson	.30	1.50
Mixed	.30	1.50

Also all other Seasonable Seeds, Bulbs and Supplies.
Send for Our Wholesale Price List if you do not receive a copy.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

Dreer's Reliable Flower Seeds

We offer below a few varieties that should be sown early. For complete list, see our Wholesale Catalogue for 1920:

	Trade Pkt.	Oz.
Ageratum, Blue Perfection, Best Dark Blue Bedder	$0.15	$0.60
Alyssum, Little Gem or Carpet of Snow, Very Dwarf, Extra Select Stock	.15	.50
Antirrhinum, Giant, White, Yellow, Pink, Rose, Scarlet and Garnet, each	.20	.75
Antirrhinum, Giant. Finest Mixed	.15	.60
Asparagus Plumosus Nanus. True, Greenhouse Grown. Per 1,000 seeds	3.50	
Begonia, Gloire de Chatelaine, Rose Pink	.50	
Begonia, Luminosa, Fiery Red	.50	
Begonia, Prima Donna, Rose	.50	
Begonia, Vernon, Carmen, Red	.30	2.50
Begonia, Semperflorens, Finest Mixed	.30	2.50

	Oz.	¼ Lb.
Calendula. Orange King. Very large double orange red	$0.20	$0.60
Calendula. Lemon King. Very large double lemon yellow	.15	.50
Candytuft. Giant White Hyacinth, flowered, extra select	.40	1.25

	Trade Pkt.	Oz.
Centaurea Gymnocarpa. Dusty Miller	$0.15	$0.50
Centaurea Cyanus, Double. Blue. Fine for cutting	.15	.50
Centaurea Cyanus, Double. Rose Pink, Fine for cutting	.15	.50
Cobaea Scandens. Purple	.10	.30
Coleus. Dreers Hybrids, Mixed	.50	
Dracaena Australis. Broad Leaved	.15	.40
Dracaena Indivisa. Narrow Foliage. Fine centre plant	.10	.30
Grevillea Robusta. Fine ornamental plant	.20	.60

	Oz.	¼ Lb.
Gypsophila. Elegans Alba Grandiflora. Fine white cut flower	$0.15	$0.50
Ipomœa Grandiflora. Early Flowering Moonflower	.30	1.00

SALVIA SPLENDENS AMERICA.

	Trade Pkt.	Oz.
Lobelia Speciosa. Dark Blue Trailing	$0.25	$1.00
Lobelia Gracilis. Light Blue Trailing	.20	.60
Mignonette Goliath. Giant Spikes. Extra fine	.15	.50
Mignonette Machet. Dwarf large flowering	.15	.40
Petunia. Dreer's Superb. Single. Fringed. The best single	.50	

	500 Seeds	1000 Seeds
Petunia. Dreer's Superb. Double fringed. The best double	$0.75	$1.50

	Trade Pkt.	Oz.
Pyrethrum Aureum. Golden Feather	$0.10	$0.30

	Trade Pkt.	Oz.
Salvia Splendens. Scarlet Sage	$0.30	$1.50
Salvia Splendens. America. The earliest and freest flowering	.50	4.00
Salvia Splendens. Bonfire. Fine bedding sort	1.50	2.50
Smilax. Always useful	.10	.30
Thunbergia. Mixed. Fine for baskets, vases, etc.	.20	.60
Verbena. Dreer's Mammoth. Scarlet, White Pink, Purple, Blue, each	.30	1.50
Verbena. Dreer's Mammoth. Finest mixed	.25	1.00
Vinca Rosea. Rose with Dark Eye	.20	.75
Vinca Rosea. Alba. White with Rose Eye	.20	.75
Vinca Rosea. Alba Pura. Pure White	.20	.75
Vinca Rosea. Mixed. All colors	.20	.60

HENRY A. DREER, 714 Chestnut St., Philadelphia, Pa.

Gladiolus for Forcing

Strictly first size bulbs.

1½ inch and up.	Per 100	1000
America, pink	$3.50	$30.00
Autumn Queen, light yellow, red throat	4.00	35.00
Brenchleyensis, scarlet.	2.75	25.00
Chicago White	3.75	35.00
Francis King, scarlet	3.25	28.00
Halley, salmon	4.00	35.00
Mrs. Frank Pendleton	7.00	60.00
Myrtle	7.50	70.00
Niagara, yellow	5.00	45.00
Peace, white	5.00	45.00
Schwaben, yellow	7.00	65.00
Princeps, red	6.50	60.00

A. Henderson & Co.
166 N. Wabash Ave., CHICAGO

Mention the American Florist when writing

ASPARAGUS PLUMOSUS NANUS

Guaranteed true and fresh seeds.

1000 seeds	25,000 seeds	100,000 seeds
90 cts.	$20.00	$68.00

Packing and postage included.
Cash with order.

F. DAMMANN
LUGANO, (SWITZERLAND)

Lily of the Valley

Best Holland Grown Pips

$22.00 per 1000

Ready for immediate delivery. Order now for Easter forcing.

C. J. SPEELMAN & SONS, 38 Murray Street, NEW YORK CITY
Established 1868

Mention the American Florist when writing

BURPEE'S SEEDS

Philadelphia
Wholesale Price List for Florists and Market Gardeners.

THE
J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO.

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Lily of the Valley Pips

Delphinium Newport Rose
Dracaena Indivisa
Salvia Zurich
Smilax Seeds
Grass Seed Mixtures of all kinds.

Send for our catalogue.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

ALEXANDER'S DAHLIAS

For Florists and Seedsmen

If you are looking for something good for your florists' business, try my New Cut-Flower Varieties offered below. I highly recommend them:

MAUDE ADAMS (New Show Dahlia). A pure snowy white, very daintily overlaid and suffused the sweetest shade of rose-pink imaginable. It is the best of my introductions for florists' use, and a variety I can highly recommend. "Maude Adams" is the most prolific Dahlia of its color, being more than twice as free-flowering as either "Nymphea" or "Sylvia." It has good stems and is an early Dahlia to blossom, continuing throughout the entire season. It has the necessary features that make it stand shipping well, and makes up good in all kinds of work. It has already been tested out in all parts of the country, Raymond Champe, of Michigan, finding it his best commercial variety. I can furnish strong divisions at **$3.50** per dozen, **$20.00** per **100;** and clumps at **$5.00** per dozen, **$35.00** per **100**.

HORTULANUS FIET (Giant Decorative Dahlia). Beautiful salmon-pink with a slight blending of yellow. Good divisions, **$15.00** per **100, $2.00** per dozen.

MADONNA (New Peony-Flowered Dahlia). A very beautiful white, very slightly tinted with a most delicate shade of lavender-pink. The touch of color adds greatly, rather than detracts from its value, especially when made-up in floral work. The form of the flower is perfectly original, each petal curling and twisting in a very pleasing manner. An excellent cut-flower variety. Strong divisions, **$1.50** per dozen, **$10.00** per **100;** clumps, **$3.00** per dozen, **$25.00** per **100.**

Field View of Dahlia Maude Adams.

MINA BURGLE (Decorative Dahlia). The finest scarlet cut-flower Dahlia to my knowledge. Flowers of large size, on long, wiry stems, well above the foliage. Good divisions, **$1.50** per dozen, **$10.00** per **100;** clumps, **$2.00** per dozen, **$15.00** per **100.**

If you are interested in Cut-Flower Varieties, I will be pleased to recommend you the best varieties in the colors you want, and will give your communication my careful personal attention and the benefit of my twenty-five years' experience as a Dahlia Specialist.

My Trade List for 1920 gives complete descriptions and prices of **Over 300 of the Most Up-to-Date Dahlias in the World,** and is mailed free. Write for it now.

FRANK A. WALKER (New Decorative Dahlia). A charming shade of lavender-pink, with long stiff stems, making it first-class as a cut-flower Dahlia. Produces its flowers in great abundance, and is an exceptionally early bloomer. Good divisions, **$3.50** per dozen, **$25.00** per **100;** clumps, **$5.00** per dozen.

MRS. WARNAAR (Peony-Cactus Dahlia). Gigantic flowers of creamy white, suffused a delicate shade of pink. The early flowers are full to the center, and giants of the Hybrid Cactus type, but as the season advances they show the beautiful golden yellow center which lends an individual charm to the flower, a characteristic of the peony-flowered type. An early continuous bloomer. Stems anywhere from eighteen to thirty-six inches long. Good divisions, **$5.00** per dozen, **$35.00** per **100.**

J. K. ALEXANDER, The Dahlia King

The Largest Dahlia Grower in the World, East Bridgewater, Massachusetts

Bailey's New Standard Cyclopedia of Horticulture

Price, $6.00 Per Volume

American Florist Co.

440 S. Dearborn St., CHICAGO

A. F. LONGREN

4249 W. Monroe Street

CHICAGO, ILLINOIS

Geraniums Standard Sorts, labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings, From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA.
From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Lily of the Valley Pips

Finest Quality

Ready for immediate delivery. For prices write

Van Meeuwen & Tegelaar, 1133 Broadway, NEW YORK (Corner 26th Street)

Primula Obconica Gigantea Rosea

Dwarf habit, light and dark shades of pink. Select strain. All fresh seed.

Sample of flower produced, sent on request.

Packet of 1500 seeds for $1.50. Cash.

Ernest Oechslin

Madison and Gale Sts., River Forest, Ill.

Mention the American Florist when writi

If you are interested in

POINSETTIAS

and four and five inch

BOSTON FERNS

for immediate delivery, write

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

Rooted Cuttings

ALTERNANTHERA, red and yellow, per 1,000	$ 8.00
BRILLIANTISSIMA, per 1,000	10.00
CUPHEA, Ageratum, Guernsey and Blue Star, per 100	.90
GENISTA, VINCA VAR.	1.50
DAISIES, Mrs. Sanders, Boston Yellow, 2-in.	.04
Single White, 2-in.	.03
DAISY, R. C., Single White, Boston yellow, per doz.	1.50
SAUNDERS, R. C., per 100	2.00
ALYSSUM, Giant Double, 2-in.	2.00
SMILAX and **PRIMULA,** Malacoides, 2-in.	3.00
GERMAN IVY, R. C., per 100	1.50
SALVIA, R. C., Splendens and Bonfire, per 100	1.25
PETUNIA, Dbl. R. C., per 100	2.00

Cash.

BYER BROS., CHAMBERSBURG, PA.

BOUVARDIA

There is always a shortage in **Bouvardias. Why not order now?** Single white, single pink, single red.

	Per 100	Per 1000
2 inch pots	$7.50	$65.00
2½ inch pots	8.00	70.00

April delivery.

C. U. LIGGIT, 325 Bulletin Building, PHILADELPHIA, PA.

Mention the American Florist when writing

"Hamburg Late Pink" Chrysanthemum

Picture was taken Nov. 23, 1919, and will give a good idea of what **"Hamburg Late Pink"** looks like when grown to single stems and planted six inches each way.

"Hamburg Late Pink" is an improved late pink Maud Dean, having more petals, and if grown for late will hardly ever show an open center.

The average grower of chrysanthemums must have varieties which are easy to handle, and from which he can cut as near 100% of perfect blooms as possible. **"Hamburg Late Pink"** has been grown for the last four years, and produces a very high proportion of good flowers. It is not an exhibition variety, but, for late pink, one of the best for commercial purposes. It can be had in bloom the latter part of November by taking an early bud, but some of the flowers will show open centers; but by selecting late buds, after October 1st, most of the flowers are cut during December, and would advise to select late buds, as the later buds will hardly ever show an open center, and some flowers can be had even in January.

Keeping qualities are excellent, and where a graceful pink flower is wanted, **"Hamburg Late Pink" cannot be surpassed.**

"Hamburg Late Pink" will be disseminated in the spring of 1920.
Plants will be ready March 1st, 1920, and orders will be filled in rotation.

Rooted Cuttings (by parcel post) ..... **$16.00 per 100; $150.00 per 1000**
2-inch pots (by express) ..... **18.00 per 100; 160.00 per 1000**

WILLIAM F. KASTING COMPANY, 568-570 Washington St., BUFFALO, N. Y.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

Geraniums

Rooted Cuttings.

Everything sold until latter part of March.

S. A. Nutt and Buchner.....$20.00 per 1000
Ricard and Poitevine..... 25.00 per 1000
Orders for Ricard alone, at.. 30.00 per 1000

ALBERT M. HERR, LANCASTER, PA.

Robert Craig Co...

High Class PALMS

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

WM. K. HARRIS

55th St. and Springfield Ave.
W. PHILADELPHIA, PA.

SCOTTII and TEDDY, Jr. FERNS, 4 in., 35c; 6-in., $1.10; 8-in., $2.00; 10-in., $3.00 each.
HOLLY FERNS, 4-in., 30c each.
Packing charged at cost. All goods travel at purchasers' risk and expense.

CHRYSANTHEMUM NOVELTIES

Distinct and Meritorious

THE BEST OF STANDARD KINDS
Either Large-Flowering or Pompons

OUR TRADE LISTS have been mailed. Those failing to receive a copy will be supplied upon request.

ELMER D. SMITH & CO., Adrian, Mich.

Mention the American Florist when writing

Van Meeuwen & Tegelaar

Wholesale Dutch Bulb Growers
LISSE, HOLLAND

Write us for Prices on Finest Quality DUTCH BULBS.

New York Office: 1133 Broadway (cor. 26th St.)

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

Prices of Indoor Fruits and Vegetables.

Chicago, February 24.—Cucumbers, 2-dozen box, $4.00 to $5.50; celery, Michigan, square box, $2.50 to $3.00; leaf lettuce, per tomato box, 25 cents; radishes, per dozen bunches, 70 to 85 cents; tomatoes, per crate, six baskets, $3.00 to $6.00.

New York, February 23.—Celery, per crate, $1.00 to $4.50; cucumbers, per dozen, $2.00 to $2.25; mushrooms, 50 cents to $1.75 per three-pound basket; tomatoes, per pound, 10 to 45 cents; lettuce, per dozen, 50 cents to $1.00; radishes, per 100 bunches, $2.00 to $4.00.

Daylight Saving Farmers' Menace.

Heed this grave word, this solemn warning, you city people, you workers in other industry: Your pay, your hours of work, your mode of life, are such that for years towns have grown at expense of country. War stimulated this, until today farms are denuded of labor.

Now add to the farmer's costs by "daylight saving," more taxes, more officials, more waste in public and private, lessened production of goods by shorter hours at higher pay, thus increasing what farmers pay out while seeking to decrease what they take in, and the farmer is forced to restrict his crops to what he can do himself, with machinery instead of hired help.

Reduced supply of food will be the inevitable result. Famine prices will prevail, if not famine itself. America's area now in winter wheat is nearly 25 per cent less than last year. These conditions apply to farming throughout the land, not to New England alone. The world's supply of old grain will be exhausted in July.

Menaced by starvation, you ignore it. You seek special privilege to add further to your ease, but make us sweat for it. Your unions have the gall to ask us to vote for "labor," which now works much shorter time yet earns far more than farmers, so that city may discriminate yet more against country.

This thing must stop. Give farmers a square deal. If you do not, you will not get food. That is the naked truth. You are living in a fool's paradise. Wake up before it is too late. Do not foolishly cry out that farmers threaten strike. God knows that they have fed you for years at such petty profit that country blood has always been leeched away to city. Even in your folly, the farmer will feed you so long as he can. But today he is up against conditions utterly beyond his control. He will do the best he can, but that is not enough to insure you against starvation.

You add to your own peril by whatever you add to the farmer's burden. The least you can do is to let the clock alone. Go to work an hour earlier if you want more leisure before summer's sundown. Can't you do this trifle as some insurance against famine? Forewarned is forearmed.—Herbert Myrick in Boston Post.

The Labor Situation.

At present, no doubt the livest of the live issues, is the labor situation, especially so to the farmer and truck gardener. Fortunate is the industry whose output is of such a nature that any adequate advance in selling prices can always be made to correspond with the increase in wage demands of the workers. That this is not the case with the farmer and gardener is evident, also to the casual observer, as these producers have very little to say in regard to prices received for their products. Especially the truck farmer is in a serious position, as his goods are perishable and must be sold when ready, or be lost entirely. The truck producer today faces the grim determination of the consumer to obtain his supplies at pre-war prices, and on the other hand, his labor demands hours and compensation on an equal with automobile shops and steel-mills. Added to these difficulties must be the advanced costs of all kinds of supplies, and finally the trucker's mainstay, animal manures, threaten to become totally unobtainable. All these conditions require the most careful consideration; each producer must think as never before in order to protect himself. We realize that it is fairly easy to criticize, but to offer efficient remedies is another problem. However, we have seen many years of gardening and trucking, and we believe that we have not yet seen the place where operations could not have been curtailed to the profit of the owner. In other words, as much as we have seen of this business, we believe the average operator attempts too much, each and every season. These excessive operations always bring some losses, at times heavy ones, and if we could eliminate these wasted efforts, a great deal would be gained. Under present conditions the wise motto must be to curtail operations in scope and do well whatever we do undertake. Each and every operation should be crowded to a successful finish and all doubtful issues should be dropped at the beginning.

Thus it would be better for many producers to reduce their active acreage and sow the balance to clover or some other manurial crop. This is not only our idea, but almost a universal one among farmers and gardeners.

MARKETMAN.

School Garden Army.

The United States school garden army, conducted under the department of interior, in which more than 2,500,000 children in the United States, Hawaii, Porto Rico, Alaska and the Philippine Islands are enrolled, has through Helen Fitz Randolph, special assistant director, Washington, D. C., issued a number of interesting publications, several in the form of stories for children in which the technical gardening information is provided. Among the publications, which include garden manuals, adapted to varying climatic conditions, and a complete plan of the organization, are : "The Fall Manual of the United States Garden Army," "The Spring Manual," "The Garden Lady's Stories," and "Over the Garden Wall" and "The Victory of the Gardens," pageants.

500 Antirrhinum

in five good sorts. Stocky, well-branched, from 3-in. pots, at $10.00 per 100.

Also **500 CALCEOLARIA Golden Bedder,** 2½-in., at $6.00 per 100.

500 HELIOTROPE, dark, 3½-in. pots, well-branched, $8.00 per 100.

H. V. LAWRENCE
FALMOUTH, MASS.

CANNAS

Buy Cannas now. There is no surplus of Canna Roots this season. We divide from clumps same day order is received, insuring fresh plump roots, with two or three eyes.

	Per 100	Per 1000
Alphonse Bouvier, deep cardinal, 5 to 6 ft.	$ 3.50	$30.00
Beaute Poitevine, bright crimson scarlet, 3½ to 4 ft	3.50	30.00
City of Portland, deep glowing pink, 3½ ft.	10.00	90.00
Crimson Bedder, dazzling scarlet, 3½ ft.	3.50	30.00
David Harum, bright scarlet, flower, bronze, foliage, 4 ft.	3.50	30.00
Duke of Marlborough, rich crimson maroon, 5 ft.	3.50	30.00
Florence Vaughan, yellow dotted red, 4 ft.	3.50	30.00
Gustave Gumpfer, clear lemon yellow, 4½ ft.	4.50	40.00
Hungaria, clear rose pink, 3½ to 4 ft.	6.00	50.00
Julius Koch, blood red, 3 ft.	4.50	40.00
Long Branch, crimson bordered yellow, 5 ft.	5.00	45.00
Mad. Crozy, rosy scarlet, gilt edge, 3½ ft.	4.00	35.00
Meteor, the one best red, large flower, 4 ft.	4.50	40.00
Mrs. Alfred Conard, silvery pink, 4 ft.	12.00	100.00
Mrs. Kate Gray, orange shaded carmine, 6 ft.	4.00	35.00
Orange Bedder, "Tango tints" (orange and tan) 4 to 5 ft.	5.00	40.00
Papa Nardy, deep carmine rose, 4 ft.	5.00	40.00
Prince Wild, rich crimson, 4 ft.	4.00	35.00
Queen Charlotte, scarlet bordered yellow, 3½ ft.	5.00	45.00
Richard Wallace, canary yellow, 5 ft.	4.50	40.00

THE STORRS & HARRISON CO., Painesville, Ohio

Lily of the Valley

Order Now **FOR EASTER FORCING**

Bruns' Celebrated Chicago Market Brand

Per 1000, $50.00; 500, $27.50; 100, $6.00.

Bruns' Special Early Forcing

Per 1000, $40.00; 500, $22.50; 100, $5.00.

Best Holland Pips

Per 1000, $30.00; 500, $17.50; 100, $4.00.

H. N. BRUNS, 3040 W. Madison St., Chicago

BLOOMING AND SPRING PLANTS

At reduced prices for want of room.

Order today. This advertisement may not appear again. Empty greenhouses do not pay; fill them up, we have the stock. Liberal extras for early orders; packing free.

		100
4 -in.	**Primula Obconicas.** Full of buds and bloom	$20.00
4 -in.	**Chinese Primroses,** Bud and bloom	15.00
4 -in.	**Primula Malacoides.** Bud and bloom	12.50
5 -in.	**Cineraria.** Full of buds	60.00
5 -in.	**Cyclamens.** Full of bud and bloom	80.00
4 -in.	**Easter Greetings.** In buds	25.00
4 -in.	**Marguerites.** White and Yellow	20.00
4 -in.	**Asparagus Plumosus**	12.50
3½-in.	**Geraniums.** Asst. varieties	12.50

Any number plants of the above at hundred rates.

		100	1000
2¼-in.	**Fuchsias.** 12 asst. varieties	$ 4.50	$40.00
2½-in.	**Marguerites.** 3 varieties	4.00	35.00
2¼-in.	**Heliotrope,** 3 varieties	4.00	35.00
2 -in.	**Ageratum.** Light and dark blue	3.25	30.00
2 -in.	**Geraniums.** 8 varieties ready	4.25	40.00
2¼-in.	**Vinca Variegata**	5.00	45.00
4 -in.	**Vinca Variegata**	13.00	125.00
2 -in.	**Cuphea.** Cigar Plant	3.00	28.00
	Canna. King Humbert	5.00	45.00
	Canna. Yellow King Humbert	4.50	40.00
	Canna. Fire Bird	10.00	90.00
	Canna. Mrs. Alfred Conard	10.50	100.00
	Canna. Rosea Gigantea	10.00	90.00
	15 other good varieties	3.25	30.00

Also abundance of other stock. Correspondence solicited.

Alonzo J. Bryan
Wholesale Florist
Washington, New Jersey

When Buying **HOLLAND BULBS**

for next season **BUY THE BEST.** Order from

Segers Brothers, Ltd., WHOLESALE BULB GROWERS **Lisse, Holland**

WRITE OUR

Mr. A. Schravendeel, 116 Broad St., New York, for prices.

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

32 Broadway, New York

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

VISITED CHICAGO: Theodore Wirth, superintendent of parks, Minneapolis, Minn.

JOHN C. OLMSTED, the well known landscape gardener of Brookline, Mass., died February 24.

CHICAGO voters gave the South Park system a new twenty-million dollar bond issue, February 24.

SEVERAL towns in Ogle county, Oregon, are planting trees in honor of their young men who served in the army, navy and marine corps during the war.

ROME, GA.—The city beautiful committee, Mrs. W. M. Henry, chairman, has placed a large order for flowering trees to be set out on residence streets.

THE California Raisin Growers' Association says advertising changed a 30,000 ton surplus on hand in 1914, to a present day demand that it is unable to meet.

PUYALLUP, WASH.—Orders have been booked here by the county agent of Grays Harbor county for 100,000 loganberry bushes, delivery to be made in time for spring planting.

RECEIPTS from the national forests of the United States for 1919 were $783,484.79 more than in the previous year, the largest gain ever made in any like period. Receipts from timber, however, declined $93,549.46.

"Blackboy Tree of Australia."

A peculiar product of the vegetable world is what is known as the "blackboy" tree which flourishes in the state of Western Australia, according to the Canadian department of trade and commerce. It is, in fact, a species of the grass tree, and grows to a normal height of seven to 10 feet, and is found to be useful for a variety of purposes.

Until recently no attempt has been made to utilize the tree commercially, but a company has now been formed to work and market its by-products. The establishment consists of 19 sets of retorts and furnaces, condensers, receiving tanks, etc., and can deal with 100 tons of gum and other material derived from the tree. The company at present employs about 20 men, besides cutters, and among other things being produced are tars (free from harmful acids), tarpaulin dressings, rope tar and sanitary tar, lacquers (such as Japan black), steam and refrigerating pipe lagging, paint for ironwork that requires stoving at high temperature, stains and paints, pitches for marine insulating, phenol, benzol, and alcohols, coke, potash, and pryogeneous acid. The production of dyes, perfumes, and formalin, and various kinds of varnishes is also planned.

The formation of this company is the outcome of experiments made by the late Henry Lowley, the city analyst of Perth, who devised the methods of extracting and treating the gum, pith, and fibre of the tree.

Ibolium THE NEW HYBRID Hardy Privet

(L. Ibota x Ovalifolium)

Now sent out for the first time. Inquire for further information. One-year field-grown plants, $5.00 each. Summer rooted, frame-grown, $3.00 each. Plants in storage for immediate shipment.

Introducers of **Box-Barberry,** well rooted summer frame cuttings, $65.00 per 1000.

The Elm City Nursery Co., Woodmont Nurseries, Inc.
NEW HAVEN, CONN.

Ibolium Privet, Natural Habit.

Ibolium Privet, When Trimmed

Mention the American Florist when writing

Ampelopsis Veitchii

From 2¼ inch pots, $8.00 per 100; $75.00 per 1000.

JACKSON & PERKINS COMPANY, Newark, New York

Kansas City, Mo.

SUPPLY SHOWS SLIGHT INCREASE.

Demand holds up well with little variation in prices. The supply of stock has increased with the warmer weather, the most noticeable gain being in carnations. Roses are none too plentiful at 15 to 50 cents wholesale. Dark weather of the past few weeks caused bud drop of sweet peas, but they are now showing improvement. Bulbous stock is coming on fairly well. Pot plants of all offerings move freely.

NOTES.

The Wm. L. Rock Flower Co. is able to take care of its trade in good shape with an increase in supply. This store is now closed on Sundays except for the handling of Florists' Telegraph Delivery orders.

Alpha Elberfield, of the Alpha Floral Co., has returned from Panama and reports an enjoyable trip. This firm had its delivery truck wrecked, February 14, when another machine collided with it.

The Pinehurst Gardens Co. is now located at 1121 Grand avenue. Roses are still scarce here but the supply of freesia, carnations, jonquils and daffodils is on the increase.

W. J. Barnes had a busy week of hospital and funeral work. He is at present having good cuts of carnations, tulips, narcissi, snapdragons, etc.

A. F. Barbee is cutting good carnations, but the supply is short of the demand.

T. J. Noll & Co. report stock more plentiful but still insufficient to fill all orders.

John Stevens is now bringing in carnations, jonquils and calendulas.

H. Kusik & Co. report good business with an increasing supply. E. J. B.

Nashville, Tenn.

DEMAND AS HEAVY AS EVER.

The flower shortage continues with the demand as insistent as ever. More than one person has remarked that even the floral world has joined in the general unrest and discontent at a time that these beautiful gifts of nature should be plentiful and cheap. Noting in one of the stores recently a wealth of red carnations, we were surprised to learn that the price was $4 per dozen. The flowers were shipped here from northern markets. Roses are doing fairly well, but before they have time to mature, they are cut and on sale. Pot plant sales are helped considerably by the advent of hyacinths and tulips. These offerings are taken as fast as they reach the market. A few jonquils are also offered, also a very nice lot of freesia. The great demand is for funeral work. The weather continues very mild and outdoor vegetation is advancing rapidly. M. C. D.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price $2.00.

American Florist Co.
440 S. Dearborn St., CHICAGO

HARRISONS' NURSERIES

Fruit Trees Budded from Bearing Orchards. Peach, apple, pear, plum, cherry, quince, grape-vines, strawberry plants, raspberries, blackberries, evergreens and shade trees. Catalog free.

Harrisons' Nurseries, Box 39, Berlin, Md.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.
Evergreen Specialists — Largest Growers in America
Box 404. DUNDEE, ILL.

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO. — WEST GROVE PENNA.

Robert Pyle, Pres. — Ant. Wintzer, Vice-Pres.

Ready Reference Section.

12 CENTS, NET, PER LINE.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

Alyssum, Double Giant, 2-in., $2.00 per 100; $18.00 per 1,000. Byer Bros., Chambersburg, Pa.

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii, 2¼-in., $8 per 100, $75 per 1,000. Jackson & Perkins Co., Newark, New York.

ASPARAGUS.

Asparagus Sprengeri, 2½-in., $4.00 per 100. Byer Bros., Chambersburg, Pa.

BEGONIAS.

Begonias, Luminosa, Prima Donna and Erfordii; strong, transplanted seedlings, $2.50 per 100. Cash. Brill Celery Gardens, Kalamazoo, Mich.

Begonias. Single tuberous rooted, separate colors; $15.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

BOUVARDIAS.

Bouvardia. Single white, pink or red. 2-in., $7.50 per 100, $65 per 1,000; 2½-in., $8 per 100, $70 per 1,000. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

BOXWOOD.

CHOICE BOXWOOD SPRAYS

Write us today for prices on Fall and Winter deliveries. Best merchantable fancy tips, Dwarf variety. Quality guaranteed. Satisfactory delivery assured to all parts of U. S. A. and Canada.

PITTSBURGH CUT FLOWER CO.,
116-118 Seventh St. Pittsburgh, Pa.

BULBS.

Dutch Bulbs. Single and double tulips, hyacinths. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. T. R. Begonia. Single mixed and in separate colors. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers St., New York.

Bulbs. Single and double hyacinths. Darwin and single tulips. For prices see display advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Tulips and Lilium Giganteum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

Bulbs. Lilium Giganteum, 7-9-in. (300 to case), $52.00 per case. Vaughan's Seed Store, Chicago and New York.

CALADIUMS.

Caladiums. With sound center shoots. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Fancy Leaved Caladiums. Best varieties, highly colored; fine large sized bulbs. $15.00 to $25.00 per 100. M. H. NEHRLING & CO., Orlando, Fla.

CALCEOLARIA.

Calceolaria Hybrida, choicest mixed, fine plants, 2-in., ready for 4-in., $9.00 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

CALENDULAS.

Calendulas Orange King, 2-in., $2.00 per 100. Seedlings, $1.00 per 100. Byer Bros., Chambersburg, Pa.

CANNAS.

Cannas. Good strong divisions.

	Per 100
King Humbert	$5.00
Crimson Bedder	4.00

THE REESER PLANT COMPANY
Springfield, Ohio.

Cannas. Large flowering in the "better" varieties. Fine 2 to 3 eye, plump, dormant roots, true to name. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Cannas. Stored in our special moist cellars; not dried and stunted, but all first-class stock. For list of varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cannas. Select 2 to 3 eyes. The very finest stock. For varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

15,000 KING HUMBERT

2 to 4 eyes, $4.50 per 100; $40.00 per 1,000. Cash.

BUSHY FLOWER GARDEN
Bushy, Va.

Cannas. The finest we have ever grown. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Cannas. Yellow King Humbert, fine plump bulbs. $4.00 per 100; $37.50 per 1,000. W. W. COLES, Kokomo, Ind.

CARNATIONS.

ROOTED CARNATION CUTTINGS.

Large supply of fine, well-rooted, healthy and strong carnation cuttings in the following varieties, ready for immediate delivery:

	100	1,000
Rose Pink Enchantress	$4.50	$40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.50	40.00
C. W. Ward	4.50	40.00
Aviator	4.50	40.00
Thenanthos	4.50	40.00

PETER REINBERG,
Wholesale Florist
30 E. Randolph St. Chicago

CARNATIONS.

ROOTED CARNATION CUTTINGS
Fine Healthy Stock.
Grown Right!
Packed Right!
Priced Right!
Sure to Please You.
Ready Now.

	100	1000
White:		
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
White Wonder	5.00	45.00
Pink:		
Pink Enchantress	4.50	40.00
Miss Theo	5.00	45.00
Enchantress Supreme	6.50	60.00
Rose Pink Enchantress	4.50	40.00
Ward	5.00	50.00
Alice	5.00	45.00
Roper	4.50	40.00
Rosette	5.00	45.00
Red:		
Aviator	4.50	40.00
Thenanthos	4.50	40.00
Herald	5.00	45.00
Merry Christmas	5.00	45.00

Buy the Best! It Pays!
Order Promptly
Big Demand
M. C. GUNTERBERG,
Wholesale Florist
159 N. State St. Chicago.

ROOTED CARNATION CUTTINGS

	100	1,000
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
Enchantress	4.50	40.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
30 E. Randolph St. Chicago.

Carnations. Rooted Cuttings. Good healthy stock. Herald, Aviator, Pink Enchantress, Matchless, $5.00 per 100, $40.00 per 1,000. Peerless Pink, Winsor, $4.00 per 100, $35.00 per 1,000. Herald, Peerless Pink, Winsor, out of soil, $5.00 per 100, $40.00 per 1,000. Cash with order. James Psenicka & Son, Gross Point, Ill.

SEND FOR 1920 FLORISTS AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago.

Rooted Pink Enchantress carnation cuttings, $4.50 per 100; $40.00 per 1,000. JOHN RINDFLEISCH, Beloit, Wis.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemum Hamburg Late Pink. Rooted cuttings, $16 per 100, $150 per 1000; 2-in. pots, $18 per 100, $160 per 1000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

CINERARIA.

Cinerarias. Vaughan's Columbian, mixed, fine plants, 2-in., ready for 4-in., $4.00 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

COLEUS.

Coleus, R. C., $1.50 per 100. Byer Bros., Chambersburg, Pa.

CYCLAMEN.

Cyclamen. Strong 2¼-inch for early March delivery, $10.00 per 100. Mixed; white; white with red eye. Note:—We do not guarantee these varieties absolutely true to color, but the above varieties will predominate. All very choice strains. J. E. MATTHEWSON, Sheboygan, Wis.

CYCLAMEN—Strong, transplanted seedlings for January and February delivery; all leading varieties. $6.50 per 100; $60.00 per 1,000. PETER PEARSON, 5732 Gunnison St., Chicago.

DAHLIAS.

Dahlias. Undivided field clumps for March shipment. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

FERNS.

SEND FOR 1920 FLORISTS AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Boston ferns out of the bench ready for 6 and 8-inch pots. Come and see the stock and for prices. J. H. FIESSER, North Bergen, N. J.

Ferns. Boston, 4 and 5-in., for immediate delivery. Write for prices. Geo. A. Kuhl, Pekin, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums. Rooted cuttings. S. A. Nutt and Buchner, $20 per 1,000; Ricard and Poitevine, $25 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLI.

GLADIOLI

Reports from all over the world state that DIENER'S new Gladioli are the largest, finest and most wonderful ever produced. Our new catalog showing eight of our new varieties in natural colored plates will be sent free on request.
RICHARD DIENER COMPANY
Kentfield. California

Gladiolus bulbs. First-class stock from our Michigan farms. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus for forcing. Strictly first size bulbs. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

LILY OF THE VALLEY.

Lily of the Valley. Best Holland Pips, $25; Bruns' Special Early Forcing, $35; Bruns' Celebrated Chicago Market Brand, $45 per 1000. H. N. Bruns, 3040 W. Madison St., Chicago.

Lily of the Valley Pips. German and Holland. For prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

Lily of the Valley. Best Holland grown pips, $22 per 1,000. Immediate delivery. C. J. Speelman & Sons, 38 Murray St., New York.

Lily of the Valley pips. Finest quality; ready for immediate delivery. Van Meeuwen & Tagelaar, 1133 Broadway, N. Y.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas. Laellio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants.

You can quickly turn such surpluses into cash by advertising here.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANSIES.

Pansy seedlings, Giant Trimardeau, mixed, large flowering and choice colors, $4.00 per 1,000, $15.00 per 5,000, prepaid by mail. F. DANLEY, Macomb, Ill.

PETUNIAS.

PETUNIAS

Diener's Ruffled Monsters, single, largest and finest in existence. Quickest and surest money-makers of the day; sell at sight. Seed in separate colors, red, pink, white, purple, flesh pink, frilled, variegated and mixed colors, 50c per trade package. Our new catalog with natural colored plates free on request.
RICHARD DIENER COMPANY,
Kentfield, California.

PRIMULAS.

Primula Obconicas. Rosea, Apple Blossom, Kermesina. Good, strong stock from 2¼-in. pots at $6.00 per 100; $55.00 per 1000. J. H. FIESSER, North Bergen, N. J.

PRIVET.

Privet. Box-Barberry, well rooted summer frame cuttings, $65.00 per 1000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

RAFFIA.

Natural Raffia. First grade genuine West Coast Raffia. For prices see display advertisement elsewhere in this issue. A. L. Randall Co., Wabash and Lake Sts., Chicago.

ROSES.

50,000 GRAFTED
ROSE PREMIER
Here is your only
opportunity to buy
CHOICE GRAFTED
PREMIER PLANTS
$35.00 per 100
$300.00 per 1000
Can make delivery at rate of 5000 weekly beginning at once.
Absolutely healthy A No. 1 stock.
Place your order at once for immediate or deferred shipment.
WEISS & MEYER CO.,
MAYWOOD, ILLINOIS.

ROSE STOCK

	Rooted Cuttings Per 100	Rooted Cuttings Per 1000	2½-inch Plants Per 100	2½-inch Plants Per 1000
Russell			$15.00	$130.00
Ophelia	$ 8.00	$70.00	10.00	90.00
Sunburst	8.00	70.00	10.00	90.00
White Killarney	8.00	70.00	10.00	90.00

Bench Plants

Ophelia ...$12.00 per 100; $100.00 per 1000
Pink Killarney ..... 10.00 per 100; 90.00 per 1000

Good Stock—Ready Now

No orders accepted for less than a hundred of each variety.
GEORGE REINBERG,
162 North Wabash Ave., Chicago.

ROSE PLANTS.

Rose plants, last fall propagation. Dormant all winter. Now in 3-inch pots. Ready in about three weeks. Fine stock. Best in market.

	100	1,000
Richmond	$10.00	$ 90.00
Sunburst	11.00	100.00
Killarney Brilliant	11.00	100.00
Pink Killarney	10.00	90.00
Pink Ophelia	10.00	

WIETOR BROS.
L. D. Phone Randolph 2081
30 E. Randolph St. Chicago.

ROSES READY FOR IMMEDIATE SHIPMENT

COLUMBIA, 2½-in. own root, $15 per 100; $125 per 1,000.
CHARLES H. TOTTY COMPANY,
Madison, New Jersey

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

ROSES.

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

List of 2¼ and 4-in. Roses ready, on request. Leedle Co., Expert Rose Growers, Springfield, O.

SEEDS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee, Ave., Chicago.

Seed. Primula Obconica Gigantea Rosea. Dwarf habit, light and dark shades of pink. Select strain; fresh seeds. Packet of 1500 seeds. $1.50. Cash. Ernest Oechslin, River Forest, Ill.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices, Kelway & Son, Langport, Eng.

Seeds. Michell's Flower. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Dreer's reliable flower. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorssinera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash, Western Seed & Irrigation Co., Fremont, Neb.

Seeds, specialists: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Asparagus plumosus nanus, guaranteed true and fresh seeds. 1,000, 90c; 25,000, $20; 100,000, $68; packing and postage included. Cash. F. Dammann, Lugano, Switzerland.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30; 5 lbs. and over, $25 per lb. D. Landreth Seed Co., Bristol, Pa.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds, Aster. For description, varieties and prices see display advertisement elsewhere in this issue. W. Atlee Burpee Co., Philadelphia, Pa.

SEEDS.

Seeds. Growers of selected stocks of onion, lettuce, radish, carrot, sweet peas, etc. C. C. Morse & Co., San Francisco, Calif.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

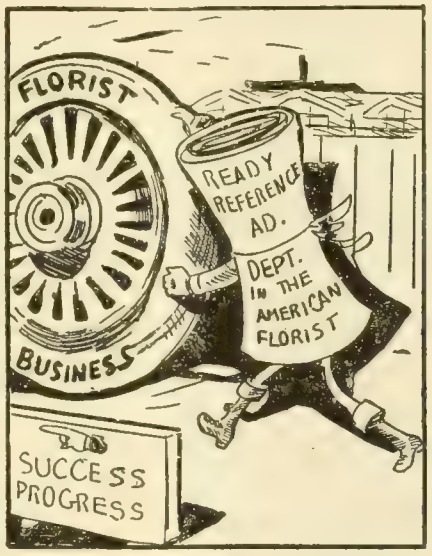
Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea, and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.



It Puts Its Shoulder to the Wheel.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean, Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Sweet corn seed. Grown exclusively by the W. C. Pressing Seed Co., Norwalk, Ohio.

SMILAX.

Smilax. Extra good, strong, well rooted plants. 2-in., $2.50 per 100. Elmer Rawlings, Allegany, N. Y.

VEGETABLE PLANTS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail
EVERETTE R. PEACOCK CO.
4013 Milwaukee Ave. Chicago.

Grand Rapids Lettuce, seedlings, $1.50 per 1,000, prepaid; transplanted $3.00 per 1,000, not prepaid. ODOR GREENHOUSES, Iola, Kans.

MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works, Lowell, Mass.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., W. Philadelphia, Pa.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00 Good stock. Cash, please. Gorham Printery Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices, Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Wired toothpicks, 10,000, $2.50; $50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 52 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL.

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FERTILIZERS

For results use "Master Brand" prepared conecntrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 998 Blackhawk St., Chicago.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braum Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1506 Kingsbury St., Chicago.

GREENHOUSE CONSTRUCTION.

Greenhouse glass, plants and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Louisville, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Fenrich, Joseph H., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuhl, Geo. A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburg, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.

WHOLESALE CUT FLOWERS.

Miller & Musser, Chicago.
Neidlinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Williams, New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.

Bailey's New Standard Cyclopedia of Horticulture

Six Splendid Volumes

Price, $6.00 Per Volume

Carriage paid to any part of the United States

American Florist Co.
440 S. Dearborn St., CHICAGO

YOU WILL BE SURPRISED

At the quality there is in WIZARD BRAND Shredded Cattle Manure this year. New equipment provides a better selection of crude manures than ever before and it shows up in every bag of Shredded Cattle Manure.

WIZARD
TRADE BRAND MARK

PULVERIZED SHEEP—PULVERIZED CATTLE
SHREDDED CATTLE

MANURE

Is dried and sterilized in high temperature direct heat dryers. It saves you time and labor in handling and application. Does not bring you foreign weeds and grasses that come with crude or air dried manures.

WIZARD BRAND may not always be lowest in price but it is highest in quality and the recollection of quality remains long after price is forgotten.

WIZARD BRAND Trade Mark is tagged or printed on every bag for your protection.

Your dealer can supply WIZARD BRAND if you insist or we will quote on any quantity from a bag to a carload promptly.

THE PULVERIZED MANURE CO., No. 32 Union Stock Yards, **Chicago, Ill.**

Mention the American Florist when writing

Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quart, $1.00. Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

QUALITY—SERVICE

"Blauvelt" Hero Pipeless Furnace System

Installed at half the cost of Steam or Hot Water.

70 degrees of heat guaranteed in zero weather.

Can be installed with or without PIT.

Saves 35% of your Coal Bill.

We have also Special Burners for Oil—and Grates for Soft Coal or Wood

A perfect moist heating system. The ideal heat for growing all kinds of greenhouse products. In fact, it is the coming Greenhouse Heating System.

"Blauvelt"
Hero Pipeless Furnace Company
411 Sycamore St., PLAINFIELD, N. J.

Mention the American Florist when writing

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subscription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY
BURNLEY, ENGLAND.

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor

The Peters & Reed Pottery Co.,
SO. ZANESVILLE, OHIO
"Moss Aztec" Ware

HORACE C. GRAY CO.
200 Fifth Avenue New York

Mention the American Florist when writing

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers
FLOWER POTS
Why?

A. H. HEWS & CO., Inc.
Cambridge, Mass.

Mention the American Florist when writing

SUPERIOR
RED POTS
Quality and prices right. ASK US.
FLORIST SPECIALTY CO.
Idaville, Indiana

Lancaster County Florists' Association.

Rather a small number attended the meeting February 19, in spite of the fact that the matter of increasing the dues was up for consideration. This was partly the fault of the weather, as many of the members of this association are men who attend their own fires and cannot leave if the weather is severe.

The dues were left at the old rate, but all of the ladies who transferred from the ladies' auxiliary, are to pay full membership dues, and be entitled to full membership privileges. We are not going to be left behind in the emancipation of women movement.

It was voted that the secretary send out notices to have as many of our members as possible attend the New York flower show, and as Thursday suits the majority of our members better than any other day of the week for visiting, Thursday, March 18, was selected as the day, and this trip will take the place of the regular meeting.

The lecture of the evening was by F. C. Bucher, farm expert for Lancaster county, and the topic, "Soils." Mr. Bucher knows his subject from A to Z, and it is a pity that not more of our members could have heard him, as the information regarding our local soils was worth both time and money. Many were the questions fired at him, and many of them were answered, with those that he did not know argued out between us, making this the best meeting we have had for many a day.

Visitors were T. J. Nolan and a representative of the Robert Craig Co., Philadelphia, Pa.

The W. Atlee Burpee Co., Philadelphia, exhibited a vase of their new sweet peas in such fine shape that there are no adjectives to properly describe them. ALBERT M. HERR.

Rochester, N. Y.

BUSINESS MAINTAINS FIRM TONE.

Business has been brisk the past two weeks with a strong demand for plants, wedding accessories, funeral designs, etc. Spring flowers are very popular. Carnations are more plentiful than they have been for several weeks. Roses of all kinds are excellent. St. Valentine's day developed a heavy call for stock in all seasonable lines from plants to novelties.

NOTES.

Upon the occasion of his seventieth birthday, February 18, Superintendent of Parks Calvin C. Laney was tendered a complimentary dinner at the Rochester club by his friends and associates. John Dunbar was toastmaster.

Frank G. Newell, who was first to propose the erection of greenhouses in Highland park, died at his home in this city February 17. He had been a member of the park commission for many years.

Stephen J. Mahoney, widely known in the florist trade in this section, passed away at Saranac Lake, in the Adirondacks, February 18. The funeral was held from his late residence February 21.

The Rochester Floral Co. has been very busy with orders for a number of large funeral pieces.

Salter Bros. are showing some excellent Cineraria stellata and pans of bulbous stock.

CHESTER.

Greenhouse Construction
BY PROF. L. R. TAFT.
It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE, $2.00.

Greenhouse Management
By the same author. Covers the subject completely. 382 pages. PRICE, $2.00.

American Florist Co., 440 S. Dearborn St., **Chicago**

Nebraska Red Pots
ARE RECOGNIZED EVERYWHERE FOR QUALITY.
Your orders always receive prompt and careful attention. Made of High grade material by skilled workmen in a modern plant. Write for prices on your requirements.
Kindly address all correspondence, and printed matter to
Kahler Pottery Co., Louisville, Neb.

Mention the American Florist when writing

George Keller Pottery Co.
SUCCESSOR TO

GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

DREER'S
Florists' Specialties
New Brand New Style
"RIVERTON HOSE"
Furnished in lengths up to 500 feet without seam or joint.
The HOSE for the FLORIST
¾-inch, per ft.....22c
Reel of 500 ft.....21c
2 Reels, 1000 ft.....20c
½-inch, per ft.....19c
Reel of 500 ft. 18c
Couplings furnished without charge.
HENRY A. DREER
714-716 Chestnut Street
PHILADELPHIA, PA.

Evansville, Ind.

Trade has been fairly good during the past week. The warm weather, however, brought a slight falling off in orders as compared to the cold weather of two weeks ago when the florists here were rushed and had about all the business they could handle. Taken as a whole, trade this year has been better than it was during the corresponding period of last year.

Emil Niednagel, who recently was married to Miss Sadie Meadows, has returned from his bridal tour.

W. B. C.

Horticultural Advertiser
This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscriptions, to cover postage, $1.00.
As the H. A. is a purely TRADE medium applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.
Address EDITORS OF "H. A."
LOWDHAM, NOTTS, ENGLAND.

WE ARE SPECIALISTS IN
GREENHOUSE GLASS
Free From Bubbles—Uniform in Thickness.
PAINTS and PUTTY
Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.
It will pay you to get our estimates.
THE **DWELLE-KAISER** CO.
251 Elm St., - BUFFALO, N. Y.

THE CUSTOMERS' INTEREST FIRST

This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all the Greenhouse Boiler business

NOT CAST IRON

NOT CAST IRON

A KROESCHELL

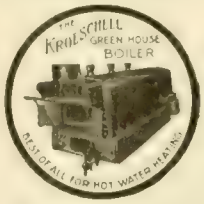
is the key to fuel economy.

Kroeschell Bros. Co. 452 W. Erie St. CHICAGO

THE KROESCHELL POLICY

We make every kind of boiler, but it is our policy to supply only the type of boiler best suited for the conditions. You get the highest boiler value.

NOT CAST IRON



NOT CAST IRON

Dreer's Peerless Glazing Points

For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid. Samples free.

HENRY A. DREER, 714 Chestnut Street, Philadelphia.

Mention the American Florist when writing

For everlasting satisfaction in **Sash Operating Device** use the

"ADVANCE"

This machine has a universal reputation of being the strongest and neatest on the market, so why not be among the satisfied customers of **ADVANCE MATERIALS?** Our Catalogue contains some very interesting information on how we can operate the sash and also how we can reduce your repair work to a very small item.

Write to us today for our latest catalogue.

ADVANCE CO., Richmond, Ind.

Mention the American Florist when writing

1,000 Letterheads 1,000 Envelopes } $7.00

Bond Stock—Send cash with order. No samples sent. All work is guaranteed. Proofs furnished of work before printing, so that any changes necessary may be made.

GORHAM PRINTERY, INC.
542 South Dearborn Street, CHICAGO, ILL.
We Print Everything

Mention the American Florist when writing

In the Erection of

FOLEY GREENHOUSES

Only the Best of Material Is Used.

in designing your house, we always consider the use for which the house is intended—thereby assuring you of proper design and bench arrangement—not forgetting the importance of an efficient heating system.

THE FOLEY GREENHOUSE MFG. CO.

Designer Builders Heating Engineers

Main Office and Factory 3100 S. Spaulding Ave.

Chicago, Ill.

Downtown Office State-Lake Bldg.

Wired Toothpicks

10,000, $2.50; 50,000, $11.00. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For Sale by Dealers.

John C. Moninger Co.

GREENHOUSES

Designers - Manufacturers - Builders.
We sell the complete house or any part.

908 Blackhawk St., CHICAGO, ILL.

Mention the American Florist when writing

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES
Price, $6.00 Per Volume

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO, ILL.

CUT FLOWER BOXES

EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 40c; 25 yds. at 39½c; 50 yds. at 39c; 100 yds. at 38½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices. Try it out now and be convinced.

TURNER BROS., Bladen, Neb.

REED & KELLER,

122 W. 25th St., NEW YORK

Florists' Supplies

We manufacture all our **Metal Designs, Baskets, Wire Work** and **Novelties**, and are dealers in **Glassware. Pottery, Decorative Greens** and **Florists' Requisites.**

Mention the American Florist when writing

Split Carnations

Easily Mended with **Pillsbury's Carnation Staples.**

"They are indispensable to the careful florist. Increase the value at least 50%." Fifth Ave. Floral Co.

1000, 35c; 3000 for $1.00, postpaid

I. L. Pillsbury, Galesburg, Ill.

Index to Advertisers.

Advance Co.....343
Alexander J K.....332
Allen J K.....319
Alpha Floral Co.....323
American Bulb Co.I 330
American Greenhouse Mfg Co.....IV
Amling E C Co.....315
Anderson S A.....323
Angermueller G H Co.....317
Aphine Mfg Co.....341
Aphrodite Co.....320
Astoria Florist.....322
Avenue Floral Co...324
Baer Julius.....323
Barnard W W Co...328
Barnes W J.....323
Bassett&Washburn.308
Baumer Aug.....325
Baur Window Glass Co.....IV
Bayersdorfer H&Co.317
Begerow's.....322
Berger Bros.....316
Berning H G.....316
Blackistone Inc.....325
Bodger J & Sons Co.327
Bolgiano J & Son...327
Bramley & Son.....325
Braslan Seed Growers Co.....326
Breitmeyer's J Sons.322
Brenner Edward.....319
Broadway Florist...323
Brown A J Seed Co..326
Brown Bag Filling Machine Co.....330
Bruns H N.....335
Bryan Alonzo J.....335
Buckbee H W.....324
Budlong Co J A.....313
Bunyard.....320
Burpee W A Co.....331
Byer Bros.....332
California Florists...323
Cazan A B.....320
Central Floral Co...325
Central Refrigerator & Equipment Co..315
Chicago Feed & Fertilizer Co.....344
Chicago Flower Growers Assn.....309
Clark E B Seed Co..328
Clarke's Sons D.....321
Clay & Son.....344
Clipper Lawn Mower Co.....344
Coan J J.....319
Conard & Jones Co..326
Cooke Geo H.....325
Cowee W J.....343
Coy H C Seed Co....323
Craig Robt Co.....333
Dammann F.....331
Danker Fred A.....324
Dards Chas.....321
Dietsch A & Co.....IV
Dominion Floral Co.322
Dorner F & Sons Co.332
Dreer H A.....331 342 343
Duluth Floral Co...324
Dunlop John H.....322
Dwelle-Kaiser Co....342
Eble Charles.....321
Edwards Fold'g Box.343
Elm City Nurs Co...336
Erne & Co.....314
Evans A W B.....322
Excell Laboratories.III
Evres H G.....323
Fallon Florist.....320
Fenrich Jos S.....318
Fleischman.....323
Florist Specialty Co.342
Foerster Co Joseph.310
Foley Greenhouse Mfg Co.....343
Ford M C.....319
Ford William P.....319
Fox J M & Son Inc..323
Frauenfelder C.....320
Freeman Mrs J B...323
Frey C H.....320
Frey & Frey.....324
Friedman.....325
Froment H E.....319
Futterman Bros.....318
Galvin Thos F.....320
Gasser J M Co.....322
Giblin & Co.....III
Gnatt Ove Co The...306
Godineau R & M.....328
Goldstein I.....319
Gorham Printery Inc.343
Grakelow Chas H...322
Grand Rapids Flo Co.320
Grimm & Gorly.....320
Gude Bros.....321
Habermehl's Sons JJ 324
Hammond's Paint & Slug Shot Works..344
Hardesty & Co.....323
Harrison's Nurseries.336
Harris Wm K.....333
Hart George B.....319
Hart Henry.....322
Haven Seed Co The.328
Heinl John G & Son.324
Henderson A & Co.....I 307 331
Henderson Lewis....322
Henry Co The John.314
Henshaw Floral Co.319
Hentz & Nash.....318
Hero Pipeless Furnace Co.....341
Herr Albert M.....333
Hess & Swoboda....322
Hession.....323
Hews & Co A H....341
Hill D Nursery Co.336
Hogewoning & Sons 335
Hollywood Gardens.322
Holm & Olson.....322
Holton & Hunkel Co 317
Hort Trade Journal..341
Hurff Edgar F.....330
Hurst & Son.....328
Ickes-Braun Mill Co IV
Idlewild Greenhs....325
Jackson & Perkins Co.....376
Jahn Hugo.....322
Joy Floral Co.....321
Kahler Pottery Co..342
Kasting W F Co..I 333
Keller Pott'y Co Geo.342
Keller Sons J B.....323
Kelway & Son.....328
Kennicott Bros Co. 308
Kervan Co The.....319
Kessler Wm.....319
Kottmiller A.....320
Kroeschell Bros Co.343
Kruchten John.....315
Kuhl Geo A.....332
Lager & Hurrell....376
Landreth Seed Co...327
Lang Flo & Nurs Co.324
Lange A.....321
Lawrence F V.....334
Lecakes C & Co.....318
Liggit C U.....332
Lindley Flower Box Co.....306
Littlefield Florist....324
Longren A F.....332
Louise Flower Shop 323
McCallum Co.....317
McClunie Geo G...320
McGill R C & Co....328
McHutchison & Co..328
Mackie William.....319
Malandre Bros.....325
Mangel.....325
Matthews the Flo'st.320
Matthewson J E.....324
Meconi Paul.....319
Metaire Ridge Nurs 320
Meyer John C Florist Thread Works....314
Michell Henry F Co..330
Michigan Cut Flower Exchange.....315
Millang Joseph A....318
Miller Floral Co....324
Miller & Musser...315
Moninger J C Co....343
Morse C C & Co.....327
Murray Samuel.....325
Nat'l Florists' Board of Trade.....IV
Neidinger Jos G Co..317
Newell A.....324
N Y Cut Flower Ex.319
N Y Floral Co.....325
Niessen Leo Co.....316
Oechslin Ernest.....332
Oriental Goldfish & Supply Co.....314
Papadem J G Co....320
Park Floral Co.....323
Peacock E R Co....327
Pearson E W.....323
Pedrick G R & Son..328
Penn the Florist....325
Peters & Reed Potty.341
Philips Bros.....320
Pierce F O Co.....IV
Pierson F R Co.....I
Pierson A N (Inc)....I
Pieters-Wheeler Seed Co.....326
Pikes Peak Flo Co..323
Pillsbury I L.....343
Pittsb'rgh Cut Flo Co.306
Podesta & Baldocchi.325
Poehlmann Bros Co. II
Pollworth C C Co...317
Polykranas Geo J...319
Potter Floral Co....324
Pressing Seed Co W C.....326
Proto-Feed & Guano Co.....344
Pulverized Manure Co The.....341
Pyfer A T & Co.....311
Raedlein Basket Co.315
Randall A L Co.....304 305 315
Randall's Flo Shop..325
Randolph & McClements.....324
Rawlings Elmer....332
Ready Reference....337
Reed & Keller.....343
Regan Ptg House...344
Reid Edw.....316
Reinberg Geo.....315
Reinberg Peter.....309
Rice Bros.....317
Rice Jerome B Seed Co.....327
Robinson J C Seed Co .331
Rock Wm L Flo Co..320
Rodgers J W.....323
Rohnert Waldo.....328
Rosata Bros.....320
Rosery Floral Co...325
Routzahn Seed Co..330
Rusch G & Co.....317
Saake O C.....325
Salzer Seed Co Jno A .325
Sceery Edw.....323
Schiller the Florist..323
Schillo A Lum Co...IV
Schlatter W & Son..344
Schling Max.....325
Schmidt Chas L.....325
Segers Bros Ltd..335
Shaffer Geo C.....325
Sharp Partridge & Co.344
Sheppard H W.....325
Sheridan Grhs Co...321
Sheridan Walter F..319
Siebrecht George C..319
Simon & Son I N....328
Situations & Wants.303
Skidelsky SS& Co....I
Smith A W & Co....322
Smith & Co E D..333
Smith & Fetters Co 321
Smith Henry.....324
Speelman C J & Sons.331
Storrs & Harrison...334
Stumpp G E M.....322
Thorburn J M & Co..331
Tonner O A & L A..310
Totty Chas H.....333
Traendly & Schenck.319
Traveling Wholesale Florist.....318
Trepel Joseph.....323
Turner Bros.....343
United Cut Flo Co..319
Van Meeuven & Tegelaar.....332 333
Vaughan A L Co....311
Vaughan's Seed Store.....I 304 329
Vick's Sons Jas.....330
Vincent R Jr & Sons Co.....I
Walker F Co.....321
Weber F H.....324
Weiland & Risch...315
Weir James.....324
Western Seed & Irrigation Co.....327
Wietor Bros.....310
Williams Mrs E A...325
Winterson Co E F...314
Wittbold G Co.....321
Wolfskill Bros & Morris Goldenson.323
Wonder Plant Irrigator Co.....314
Woodruff SD & Sons.328
Yokohama Nurs Co.327
Young A L & Co....318
Young John & Co...319
Zech & Mann...312 315

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.

809 Exchange Ave., U. S. Yards, Chicago

"Master Soil Builders"

Send for prices on **Master Brand Vine and Plant Manure**—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.

4121 S. La Salle St., CHICAGO

The Regan Printing House

LARGE RUNS OF

CATALOGUES

OUR SPECIALTY

WRITE FOR PRICES

523 Plymouth Ct., Chicago

No loss if you mend your split carnations with

Superior Carnation STAPLES

35c per 1000; 3,000 for $1.00. Postpaid.

Wm. Schlatter & Son

Before

After

422 Main Street, Springfield, Mass.

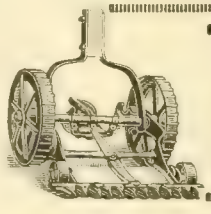
SLUG SHOT

Used from Ocean to Ocean for 35 Years

Sold by Seed Dealers of America

Saves Currants, Potatoes, Cabbage, Melons, Flowers, Trees and Shrubs from Insects. Put up in popular packages at popular prices. Write for free pamphlet on Bugs and Blights, etc., to B. HAMMOND, Beacon, New York.

Mention the American Florist when writing



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plaintain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER CO., Dixon, Ill.

Mention the American Florist when writing

THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

GREENHOUSE

GLASS

BEST BRANDS

SHARP, PARTRIDGE & CO.

2263 LUMBER ST. CHICAGO, ILL.

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LIV. **CHICAGO AND NEW YORK, MARCH 6, 1920.** **No. 1657**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company.

Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,

440 S. Dearborn St., Chicago.

Long Distance Phone: Harrison 7465.

Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901.
Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treas. **The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.**

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next annual convention and exhibition, Washington, D. C., November 1920. OFFICERS: THOMAS W. HEAD, Lake Forest, Ill., President; Z. D. BLACKISTONE, Washington, D. C., Vice-President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary; CHAS. H. TOTTY, Madison, N. J., Treas.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Washington, D. C., January, 1921. OFFICERS: C. W. JOHNSON, Chicago, President; D. G. GRILLBORTZER. Washington, D. C., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa. President; F. L. ATKINS, Rutherford, N.J., Vice President; E. A. WHITE, Cornell University Ithaca, N.Y., Secretary; HARRY O. MAY, Summit N. J., Treasurer.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition, Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR. Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Sweet Peas From Cuttings.

New sweet pea varieties being always expensive and not always seeding freely, multiplication by cutting may be made to increase the production from a certain amount of seed four or five fold. First of all, the mother plants must be grown short and stocky, for cuttings from weak plants would be worthless. When the plants are four to five inches high and have five to six joints, make the cuttings with a good pair of scissors, just above the third joint. Scissors are better than a knife, on account of the fibrous stems, which, resisting the knife, are apt to tear or pull the roots. Remove the leaves from the cutting, except the upper two, and pot in sand in thumb-pots, taking care to place them near the edge. Water before and after potting and cover with glass; wipe the glass now and then, to remove superfluous moisture, and shade if too hot, though the cuttings like the light. They will be rooted in two or three weeks, when the glass may be removed, and a week later they may be repotted and treated the same as seedlings, well cared for, and will bloom and give the same results about the same time.

Marguerites.

As the warm days of spring approach, the marguerite plants will bloom profusely and those in pots will have, to a great extent, exhausted the plant food in the soil, so to keep up the size of the flower and length of stem watering with liquid manure will be necessary. Liquid cow manure can be safely used in frequent waterings with no danger of any injury if the plants are in a healthy condition. The flowers should be cut daily and placed in water; they will keep much longer than if allowed to remain on the plants, where they quickly fade if not picked when the warm spring days come on. This should be prevented, for it not only gives the plant an untidy appearance but takes the strength of the plants and the following flowers are often much shorter in stem. A few well bloomed plants are very decorative at Easter, especially in churches, where they make a splendid showing. Propagation for next year's stock should now be carried on; the cuttings root easily and there are plenty to be obtained at this time. As soon as rooted they should be grown on in good soil, and to secure the best results another year given the best culture.

Easter Lilies.

The one important crop to the plantsman at this time is the lilies for Easter, for they must be properly timed to be at their best on that date. Easter this year comes April 4, and most growers like to see buds on their plants six weeks before that time. If the buds are not showing, the temperature will have to be increased to 70° at night. This will do the plants no harm if they have good sunlight during the day and are given all the ventilation possible, but the ventilators should not be opened unless the sun is shining and the thermometer at least at the same degrees as the night temperature, and avoid all draughts possible, for the plants grown so warm are very tender. It is next to impossible to bring a lot of lilies in all together, so it is better to grow them so the slowest ones will be in on time, and move those that are more advanced into a cooler house and retard them, but this should not be done until the buds are nearly full grown. A lily retarded when the buds are forming is very difficult to start into active growth again, but after the first buds begin to turn white the plants

can be moved into a house of 50° or lower and they come on slowly and will be of better quality than those grown warmer. The plants should be all tied to a neat stake as soon as the buds form, if not already done, for the buds add considerable weight to the top of the stems and they bend over very quickly. When the buds form, if the plants are pot bound, a watering of liquid manure will increase the size and substance of the flower. It will be a continued fight against aphis from this time on, and fumigation or spraying with nicotine will have to be regularly and continually practiced to bring the plants into bloom in the best condition.

Mignonette.

The grower will always find some plants in his beds of mignonette that produce exceptionally large spikes of bloom; the plants are more vigorous in foliage or the blooms of better form, and these spikes that show special characteristics should be selected and the seed saved, and in this way the grower can procure a strain which, after two or three years' selection, will be far ahead of any seed he can buy. This seed should, however, be saved before the bees and other insects are flying around and attracted to the houses, for they will cross-fertilize the flowers with undesirable strains. The seeds of mignonette do not ripen all at once, and as the pod remains open the ripe seed falls out and is lost, so special preparation must be made to receive it. Select the spikes that are to be saved for seed and tie them to strong stakes and mark them. The flowers should then be cross-fertilized by rubbing a camel's hair brush up and down the flowers. This should be done every bright day, so as to secure a thorough pollination. To catch and hold the seed, take a piece of heavy brown paper and roll it into a cone shape, and after winding a piece of cotton around the stem and stake below the flowers tie the small end of the cone-shaped paper around the cotton, the paper spreading upwards so as to catch all the seeds that drop out of the seed pods. This can remain until all the seed has ripened, and as the spike grows, the cross-fertilization continues, but care should be taken that no water gets into the paper to wet the cotton, and the seed must be gathered before the days become so warm that insects and bees are in the houses.

Violets.

With the approach of spring the violet plants grow rapidly and quantities of runners will spring from the old stools and propagation of the runners at this time will save much time and room later in the season when the spring stock is insistently demanding space, and much better plants are procurable from cuttings taken now than from divisions in May, when the days are often warm and the plants more or less exhausted. And if the young stock is procured now the old plants can be thrown out as soon as through blooming, securing available room at once. These runners or laterals root easily at this time in a propagating bench or can be taken off with a few small roots and either potted or placed in flats and will take but little room, and as early as possible placed in a cold frame. Treated in this manner, splendid stock may be obtained for planting out early, either in the field or in the houses, and with good strong stock to start with much better results are sure to be attained than by being obliged to plant small, weak stock later in the year. As the warm days approach the houses will need to be shaded, for the sun bleaches the flowers, and a watering of liquid manure will greatly assist in maintaining the size of the blooms and also keeping up the color.

Lily Prospects.

There will be a fair supply of Lilium giganteum for the Philadelphia, Pa., market if all those now under cultivation arrive on time. They were planted for the most part in early December, and the various stocks show first class condition, being exceptionally vigorous and free from disease. They appear to be forming or are well set with a good quantity of buds. Most of the stock is the standard size, 7 to 9, while Alfred M. Campbell is forcing 10 to 11 as he believes the strength and vigor of the larger size gives an extra quantity and quality of flowers that warrant the increased price of the bulbs. About 40 per cent of the stock will be grown for cut flowers, the balance finished in single or made up plants for the Easter market.

Some of the growers are not quite sure as to the proportion of stock that will be ready for market. There is always a period of worry and uncertainty about this time, and as Easter is early this year, much will depend on the weather. The rule is that it takes at least six weeks after the buds can be counted, to get them ready, and the date of delivery is not Easter, April 4, which many include, but Palm Sunday, a week earlier. At the price which lilies are likely to bring this year, it will be best to have the buds well advanced, as 25 cents or more per, for green nubbins one-inch in length, will be likely to bring violent protests.

In the Chicago territory, lilies for Easter are looking well and promise from three to five blooms per bulb. August Poehlmann, of the Poehlmann Bros. Co., says his firm is growing about the same quantity as in previous years, and other growers appear to be similarly situated in the matter of supply.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

At last, the long hoped for period has arrived. One sunny day follows another, and there are flowers enough to fill all orders, with some to spare.

The most important thing, at this time is to carry a good stock and feature the plentiful items, such as sweet peas, violets, calendulas, daffodils, tulips, etc. Small vase or tumbler baskets are most useful in showing these shorter stemmed flowers to advantage. A half dozen or more bunches of sweet peas are often jammed in a jar, much to their detriment, while they add nothing in decorative effect. Arranged a bunch to a basket, with a little green, there is at once an artistic effect that attracts attention. Each spray stands out in its graceful form and coloring, while the flowers in the six baskets, as compared to the one crowded jar, are very much more attractive and salable.

There is an art in the display of all kinds of goods that has much to do with their sale. The tailor spreads out his cloth to show the patterns and their colors to the best advantage. The haberdasher arranges his various gents' furnishings with the greatest care, many with the most expensive window fixtures, and so feature the novelties that they are sure to attract attention. In many other lines, everything possible is done to show articles off and present them in the most attracive manner. Even the newspapers have trained men whose business is to write alluring headlines, and so feature the various news columns that they will not be overlooked.

It should from this time forward be the business of the whole trade, and particularly the retailer, to keep the public posted by displays, store literature and advertisements, that flowers are plentiful—and prices moderate. This can be greatly helped by a good showing of flowering plants, which are now available in considerable variety. Primula obconica are seen at their best, cinerarias are fine, and still a few cyclamens and heathers are choice stock. There are azaleas and genistas, tulips, daffodils and hyacinths in single pots

SHAMROCKS GALORE, 35,000 PLANTS.
Individual Pots on Pedestal. Grown by Wm. K. Harris, Philadelphia, Pa.

and pans, all of which, when decorated, make a fine display and give an atmosphere of spring that is a decided incentive to the sale of the stock.

The difference between a good, active business and one that just drags along, is very marked. In every case, the credit or discredit lies with the management. With the successful man, "now is the time," no waiting until tomorrow or next week. Get everything possible out of it today because if not utilized, it will be only a lost opportunity by tomorrow.

TAUSENDSCHON ROSES WELL SET WITH BUDS.
Photographed at Wm. K. Harris', Philadelphia, Pa., February 28, 1920.

Boxes of spring flowers can be featured to good advantage at this time. A dozen daffodils, a spray or two of pussy willow, and a bunch of pansies, will arrange prettily. A bunch of sweet peas adds variety for a box a trifle more expensive. Window displays are now in order, such as a number of small vase baskets of sweet peas, of daffodils or calendulas, each basket of a shade in blue, green, yellow or orange, as will best contrast or blend with the flowers used. Pink sweet peas or short pink roses look best in light blue baskets, the daffodils in light green, and the calendulas in bronze or orange tints. Two color or duo-tone shades are better than all of one. A little knot of fibre, silk or chiffon ribbon at the handle is a great help. Displays such as these are sure to attract attention, and in stores in the crowded shopping districts, move off quickly.

Preparations for the busy days ahead, incident to Easter week, should now occupy every spare moment. A large grower of Easter plants stated recently, that with the exception of certain buyers, very few storekeepers began placing their orders until two weeks before the event. It is a great mistake to leave the purchasing of this important stock until such a late day. Scarce and choice lines of plants are only to be looked at by that time, when two weeks before they were open to purchase. There is so much to do the last two weeks, each day bringing its increased pressure, that everything possible, particularly the ordering of stock, while it is available, should be attended to at once.

St. Patrick's day, is the great Irish holiday, an event that should be planned for. While of no great moment as a flower day, yet it gives an opportunity to feature flowers in connection with a celebration that is given considerable newspaper comment. The florist supply houses always have something in the way of novelties to offer, while the growers' stocks of shamrocks can be relied on, and planted into receptacles that properly displayed meet with a ready sale.

As sweet peas are now so plentiful, a bunch of choice stock in a cornucopia paper or small box, sent as a "Breath of Spring" to some of the best customers, will bring splendid returns. Such attention is appreciated, and the expense can well be charged to publicity.

Do not forget the birthday anniversaries. This feature of the business has great possibilities. It should be kept to the front all the time.

St. Patrick's Day.

This holiday in memory of the patron saint of the Emerald Isle celebrated March 17, comes in the middle of Lent, the dull social season. While the celebration creates no extra demand for flowers, it presents an opportunity to make an attractive window decoration in keeping with the sentiment of the day, a subject which is always well played up by the newspapers. Stationers always present something novel in cards or souveniers, as do also the confectioners in their line of sweets. Hibernian societies and other Irish associations have dinners in the evening, at which the decorations are sometimes quite elaborate.

A number of the trade grow shamrocks in pots and shamrock shaped pans especially for this occasion with which considerable business is done in stores who carry enough of this stock to feature it. The largest grower of shamrocks in this country is Wm. K. Harris, Philadelphia, Pa., who handles over 70,000 two-inch pots annually. These are grown for a large department store, which presents each customer at the store for a few days before the 17th with a pot of shamrock. There has been much discussion as to the name of the real shamrock. The solution is easy; it is shamrock in Ireland, and clover in America, the dwarf, small-leaved white clover.

A pot of this bright, fresh green shamrock is a treasured possession on St. Patrick's day, particularly to those who were born in Ireland, and they are very good stock to carry and feature all the week before the event. Each little pot should be covered with green crepe paper, and can have as an addition, a small Irish flag, which come in miniature sizes. All sorts of odd conceits are made up; one which has been found to be a good seller is a good-sized potato, hollowed out on the side at one end, in which is planted a small shamrock. A band of narrow green ribbon around the center, tied with a bow, makes a color finish. A box of the size to hold one of these so that it can be delivered or mailed to a distance safely, gives it an added value that makes it attractive to many.

Miniature wheel barrows and hods, the appliances of the Irish laborer, are filled with shamrock, as are clay pipes. All of these are tied with narrow green ribbon. Miniature gilt harps, with a small receptacle at the base filled with shamrocks, are very pretty and more symbolical than the tools. But as these are all made up to sell, they work in together, and if well displayed, will attract attention and a ready sale.

Greened flowers, principally carnations, were at one time quite a novelty, and sent the market price of white varieties up two to three times, as these alone would take the color perfectly. Nearly all white flowers can be greened by placing their stems for a few hours in a jar of water, colored with green dye.

LILIUM GIGANTEUM AT WM. K HARRIS', PHILADELPHIA, PA.
Pots on Pedestals Show Size. Photo Taken February 28, 1920.

All flowering plants can be featured to be in keeping with the day and answer as appropriate gifts by a little decoration of green chiffon or ribbon and the addition of an Irish flag or two. Quite a display can be made with plants touched in this way for a day or two, which decoration can be removed the day after if the plants are not sold.

Storekeepers are often heard to say of Paddy's day business: "It does not amount to anything with me," and when asked, "Well, do you stock up for it?" "No, what's the use," and, of course, the result is no interest created, and no sales.

Letting such opportunities go by shows lack of enterprise. The hustler grasps at every such event and plays it, not so much for the gain, as for the attention or publicity he can get out of it. A feature for the window is a good sized harp, the frame made of wrapped leucothoe leaflets or leaves of the leucothoe sprays. These can be used green, or after being made up, given a coat of gilt. Miniature green electric lights, studded rather closely, and outlining the frame, make this a very striking and conspicuous window ornament. Corsages of Killarney roses, tied with green chiffon, and a miniature Irish flag, are appropriate for the day.

Attractive Windows.

Successful, wide-awake retailers value the publicity gained by their well arranged and frequently changed windows as the greatest factor in holding the old and creating new business. Almost invariably, customers who are calling to give an order or make a purchase, stop to take a look in the window before they enter, some because they enjoy the beautiful decorative effect that is always on view, and which is sure to be different from that of the week before, and others, to see if the plants or arranged flowers on display will help them to a decision as to just what they want.

The florist's window should be, from one year's end to the other, a series of well planned, seasonable and effective decorations, examples of his skill, and at the same time, featuring the stocks in which he desires to interest the public. Their effectiveness, as is the test of good advertising, is in their pulling power. Do they help to sell flowers? Is there seen to be an extra demand for articles following their display in the window? If not, why not? Last week's results were fine, but somehow the display now in, while apparently just as showy and complete, fails to move the stock. There is a medium between failure and success that is hard to determine. It is so in many lines of business. Certain songs, of which much is expected, do not take. It is the same with books, and is seen in expensive settings on the stage. Generally speaking they are not quite good enough, lacking the originality or finish that gives them the necessary punch to put them across.

Every decoration, however plain or simple, should have a theme or an object. It may be only a study in pink, which in the various shades, can in their arrangement from the darkest to the lightest tones, be made very striking. This, as well as every decoration, should have its explanatory card or cards. There is something almost compelling about an attractively written window card. One feels as if they must stop and see what it says. The most simple, those that tell their story in the fewest words, are the best.

Recently, a window display consisted of a vase of each variety of roses then in the market. These were nicely placed, but the throngs on the street passed them by almost without notice. Cards on which was written the name of each variety, were to have been placed on each vase. These were mislaid for a time, and an hour later set in place. Immediately, a crowd collected before the window, all reading the names. This continued until the closing hour. People are like sheep; one follows another in much that they do. If one stops to look, another wonders what he sees of interest, and these two soon attract two more, and so on.

A good idea is "Flower Values," the window to be filled with a vase of every kind of flower in stock. Each vase bears a small card with the price per bunch or dozen. This will make an attractive display, and show that flowers are not as expensive as many suppose them to be. The large card marked, "Flower Values," should occupy a central position.

Anniversaries is another good subject in which a number of more or less elaborate arrangements from corsages and small vase baskets, up to a vase or basket of choice roses or other flowers, included in which can be a line of various sized flowering or foliage plants. Each item should have a card. A filled wooden receptacle is marked, "For the wooden wedding," the tin utensil, "For the tin wedding." One basket is inscribed, "Sister's Mother's;" a choice blooming plant, "Mothers birthday;" a basket, all yellow, is for the "Golden Wedding;" a handsome corsage bears a card, "for Her birthday.' Such a display will be favorably commented on, and found productive of good results.

The picture frame is a striking novelty for the window after the store is closed. A gilt frame, with rather a wide moulding, mounted on a low easel, over which and attached to the top, is a concealed electric globe, which lights up the flower picture. A vase or basket, which arranged with velvet background of a shade to get the best color effect, is sure to be noticed and spoken about to others. Well lighted, this stands out brilliantly in the darkened window and can be readily distinguished, even across the street.

Shower effects, in which the whole window space is hung with small baskets of short stemmed flowers, are very striking, and particularly when a special in sweet peas, pompon chrysanthemums, pansies, etc., is on.

The above are just a few suggestions of the many that will occur to the man who is planning out seasonable decorations. When worked out on paper, and the list of the various articles required is on hand, it takes but a short time to complete the work.

Florists' Telegraph Delivery Association.

INTERNATIONAL CLEARING HOUSE.

To Canadian and American F. T. D. Members:

To facilitate, encourage and develop a closer relationship and a larger volume of international F. T. D. business, this office has decided to broaden out and establish an international clearing house, whereby to save our members the unnecessary exchange rate that is forced upon our Canadian brothers.

The F. T. D. office has decided to establish a bank account on the Canadian side, as well as an account on this side, to mail checks owed by American F. T. D. A. members to Canadian members from the Canadian bank, and Canadian bills due American members will receive American checks from the F. T. D. A. office.

Therefore, if you have any bills due Canadian members, send them to this office with your check to cover. This will be deposited in the American bank, and a check to cover your bill issued from the Canadian bank, and likewise with the Canadian bills, their checks deposited in the Canadian bank, and a check issued from the F. T. D. A. office instead.

Remember, that with co-operation we can do a great deal of good.

Yours for more F. T. D. A. co-operation,

MARGUERITE IN POT.

CHRYSANTHEMUMS

Plants for the Coming Season.

The arrival of the 1920 chrysanthemum catalogues, reminds us that it is time to give our attention to securing the stock for another season's planting. A good list of novelties, both the large flowered and the pompons, as well as some very fine single varieties, are being introduced this year. A large majority of these new introductions have the endorsement of the examining committees, by having been awarded the Chrysanthemum Society of America certificate, some of them receiving very high scores. This endorsement shows that the committees consider the varieties worth while novelties, and worthy of the growers' attention.

The price of these new chrysanthemums may seem rather high, but to allow the originator to be repaid for his labors, and considering the cost of producing seedlings, the price is very reasonable, and unlike roses and carnations, plants of chrysanthemums purchased up to the end of March, can be propagated and the stock increased, so that when it is time for benching in June, or later, there will be enough young plants on hand to lower the actual cost to very little above that of standard varieties.

A good plan to follow to increase the stock of new introductions, or any scarce variety of chrysanthemum, is set apart a section of one of the front benches in a carnation house, prepare a medium-rich, light soil, fill up the bench and then when the plants are received, plant them directly into it. As soon as the roots have taken hold of the soil, and the plant has lengthened out enough, take off the top for a cutting. After being topped, the plants will very soon branch out and also throw out suckers from the bottom. These can be taken off and propagated. This can be carried on until early in May when one or two of the top shoots should be left on the plants and the plants lifted, potted into 3-inch or 3½-inch pots, and grown on for planting in the benches in June. The cuttings should be taken out of the sand as soon as rooted, potted into 2½-inch pots, and a little extra care given them to push them along so that they will be in good shape for June planting. Cuttings taken from young healthy plants planted in the bench in this manner, come along and grow into vigorous planting stock much faster than cuttings taken from stools carried over from last year's flowering plants, and some of the earliest rooted ones may need a second shift in the pots to prevent them becoming hard before planting time. The important point to consider in following this plan of increasing the new stock, is not to allow the cuttings to accumulate on the plants after they are ready for the sand, but push them along from the start to the time for planting.

By the introduction of some fine late varieties, the chrysanthemum season has been extended to well after the Christmas holidays, into January. This gives the grower a better chance to increase his stock of the novelties because the late flowering varieties do not have to be planted into the benches before late in July. The originators have been giving their particular attention to the production of novelties that have some outstanding improvement over the existing standard varieties, either by late or early flowering, or an improvement of color, form and stem, and intending purchasers will do well to study closely the novelties being introduced this year and add some of them to their stock. It is the same with chrysanthemums as in other lines; the public demands some variation in color and form over the general run of commercial varieties, and it pays to cater to this demand.

EASTER LILIES FOR 1920.

PREPARING PLANTS FOR PROPAGATING.

It is a little early in the season to start the general propagation of the commercial varieties for the season's requirements, but it is none too early to overhaul the stock plants and prepare them for the production of cuttings. First of all, clean up the plants, removing any decayed or diseased leaves, then bring them into the full light so that they will produce sturdy cuttings. Make sure the plants are free from insects, and keep them so by fumigating regularly every week or 10 days. Stock plants of chrysanthemums do not need to be kept very wet at the roots, but do better when the soil is held moderately dry, and the plants grown cool with liberal ventilation on every favorable occasion.

Commence the first of March to propagate the early varieties intended for benching in May, following them up with the second earlies, aiming to reserve the last week of the month or the early part of April for propagating the bulk of the stock. The exhibition sorts, or those that have to have a long season of growth to produce their best blooms, can be started at once, but they must be given the closest attention as to their requirements, or early propagation will not bring the results desired.

It would take too much space to give in detail a description of the full number of the novelties being offered this year, but there are some of them that stand out so prominently as to be worthy of special mention. Elmer D. Smith & Co., Adrian, Mich., as usual, have a strong list of bona-fide novelties in the commercial section. Their December Beauty looks to be one of the best for late. Flowers of this variety were on the Chicago market a few days before Christmas, and sold at a good price. Rose Perfection is another variety reported by the C. S. A. committees to be of exceptional merit. Sunray is a fine yellow that will do well for early October, and Sunbeam, another yellow, is particularly good for Thanksgiving. Smith's Sublime, a fine pink

for early October, should be given a thorough trial by commercial growers. Coming in at a season when good, clear pinks are scarc, it ought to be a winner. This firm is also offering a very fine lot of small flowered or button pompons that are very attractive and will well pay for growing.

The Chas. H. Totty Company, Madison, N. J., features a set of six large varieties that are wonderful. Mrs. J. Leslie Davis, or Pink Turner, will be grown very largely on account of it being a fine pink sport from that wonderful variety, Wm. Turner. Mendon Surprise, a sport of one of the best exhibition varieties, is another good one. Mrs. Charles W. Johnson is considered by some the best white chrysanthemum ever produced. It has all the fine qualities of the best exhibition varieties, and is equally good for commercial purposes, being of good color, fine form and splendid stem. The Chas. H. Totty Company is also featuring a fine list of hardy varieties, pompons and singles.

The E. G. Hill Company, Richmond, Ind., also makes a particular feature of the varieties Pink Turner and Mrs. Chas. W. Johnson, and in addition to these two, gives a prominent place to the new Golden Eaton, or Celebration, a fine variety for Thanksgiving. Richmond, a fine yellow for October, is one of the best, if not the very best chrysanthemum, that the E. G. Hill Company has disseminated. The past year, it did exceptionally well in every section of the country, and will be grown in greatly increased numbers the coming season. As a fine commercial yellow for October, it is unsurpassed.

A. N. Pierson, Inc., Cromwell, Conn., are again very strong on pompon varieties of exceptional merit, many of them being seedlings of the fine sorts which this firm has disseminated. Their stock of seedling pompon chrysanthemums is considered one of the best and largest in the country, giving them a good list to select their novelties from.

C. W. JOHNSON.

Pre-Quarantine Reminiscenses.

We are in receipt of the following interesting communication from a veteran florist of Fredericton, N. B.:

"I was intensely interested in reading the discussion of Plant Quarantine No. 37 by prominent members of the trade, published in THE AMERICAN FLORIST of September 13; also, what could or would be grown in Canada and the United States in the near future. Perhaps among the smaller growers the azalea will be missed the most. As an old-time gardener, my memory carries me back to a period more than half a century ago, in 1866, when I was employed by a small nurseryman and florist named Kinghorn, in the vicinity of the Kew Gardens, Richmond, near London, Eng. He was a genius in the production of geraniums, azaleas and a number of other plants. One of his best azaleas was named Kinghornii, while another excellent variety, light in color, was Ivory. If I am not mistaken, one of the most popular pink, single, bedding geraniums, which was immensely popular at that time, was Christina, named after one of his daughters. The writer was placed in charge of one house devoted principally to geraniums, verbenas and young bedding stock, all in 3-inch pots on a back shelf about two feet from the glass. The stock was about one foot in height, and other employes informed me it was one year old and that about the same number of plants were grown every year, those good enough to name being retained, and the balance used to graft on, largely in house splice grafting.

"The seedlings in 3-inch pots were the picture of health, and all growers with experience with azaleas, know how easy it is to produce seed on these plants after blooming. Will not some of your readers give their ideas in this matter of production, so that through their co-operation both the United States and Canada may be relieved from the present unfavorable conditions resulting from the restrictions. If Mr. Kinghorn was able to sow seed and produce them as easy as scarlet geraniums, surely the expert growers of the present day can do something better.

"At that time, and also later, the camellia was the popular flower for funerals, and also for ladies' adornment. The rose, however, with its long stems, is better suited to our climate, but about 40 years ago C. M. Hovey, of Boston, Mass., produced camellias from seed of named varieties, varying from 10 to 15 feet in height, which produced dozens of flowers in red, white, pink and striped colors, and previous to his death took a large shipment to London, where he disposed of it. He also produced hundreds of azaleas from cuttings. Of course, they develop more rapidly on strong-growing stock.

"In conclusion, I have a large Azalea indica alba, which comes into bloom about January or February, in a cool house with a temperature of about 45 degrees. This is very valuable for funeral work, and I would not dispose of it for $40. "J. B."

Chicago Publicity.

Albert Pochelon, well-known secretary of the Florists' Telegraph Delivery Association, was the central figure at an enthusiastic and well attended meeting of the Allied Floral Association, held at the Hotel Randolph, Chicago, March 2, in an excellent address on the importance of the co-operation of the various branches of the trade in placing the business on a better and more up-to-date basis. Chairman Asmus introduced the speaker, who was warmly received, and Mr. Pochelon told at length, in his own most interesting and instructive style, how the national publicity campaign had helped telegraph delivery, and how not only the national body, but all local societies and the individuals themselves could help one another in meeting conditions. It was very good of Mr. Pochelon to give any consideration to the possible help derived from outside sources, when everyone well knows that the great growth of the telegraph delivery is due to the hard and constant work of Mr. Pochelon himself. In season and out of season he talked telegraph delivery, and as he well says, it was only when the rough road had been well smoothed down, that the rank and file of the trade would consent to travel on it.

The meeting marked the beginning of the assessment plan of the local body for publicity purposes, the growers, wholesalers and retailers combining to contribute varying percentages, according to the value of the plants and flowers bought and sold, March 1 being the opening day. Thanks to the energy of Chairman Asmus and

MARGUERITE NICHOLSON'S WHITE

his co-workers, large numbers in the three lines have already joined the movement, and the secretary reported new names coming in by every mail. So far, the plan is working well, and the promoters feel that everything will be running smoothly and the majority of the trade working in harmony before the end of the month. The suggestion to connect the retail stores with the advertising by means of a trademark or other sign, will go a long way toward bringing the retailers into line, and one of the participants said elimination would work similarly upon the growers and wholesalers.

Carl G. Wilson, of the Floral Syndicate, Cleveland, O., showed a number of floral promotion movies. C. C. Pollworth, Milwaukee, Wis., and James S. Wilson, Des Moines, Ia., also addressed the meeting. Henry Rahaley, of the Michigan Cut Flower Co., Detroit, Mich., was among the visitors.

National Publicity for Flowers.

Had flowers been plentiful, the business for St. Valentine's day would have been such as to make the day rank, as a flower day, next to Mothers' day. The unfortunate condition of the flower markets throughout the country, which existed before and during the St. Valentine's day business period, curtailed possibilities very considerably, and the volume accomplished was limited only by the supply of flowers available. In the emergency, there was a generally good demand for plants.

Now, what has placed St. Valentine's day on the map of business if not our publicity campaign? Two or three years ago, the business for this day was very ordinary in character. A good business prospect was passing into obscurity for want of exploitation. Our publicity committee took the matter in hand, and through judicious, yet most impressive advertising in the magazines, and dissemination of reading articles which were favorably received by a large number of newspapers throughout the country, among them some of the largest, in all of which articles the suggestion was apparent that flowers were more suitable for St. Valentine's day gifts than anything else, the public were led to see that a splendid old custom was falling into the discard, with the result that there has been a revival highly profitable to our industry. This campaign work continued through two more seasons has had the effect desired. To insure all possible publicity for the day, our promotion bureau has urged florists individually to connect with the campaign advertising through the use of their local newspapers' advertising columns, and has supplied many hundreds of special electrotyped advertisements for this purpose, all of which in use have added to the publicity for the day as well as serving the local interests of the advertisers. An additional aid this season has been the enormous quantity of poster stamps and window posters put out by our promotion bureau.

A similar procedure has characterized the campaign work for Mothers' day. We all know this has been a "made" day for florists, made through publicity, in which the work of our publicity committee has been wonderfully conspicuous. All in the trade would suffer if interest in Mothers' day were allowed to lag. Already attempts have been made by hostile interests to sever the connection of flowers with this day of days. Only organized effort can cope with a situation of this kind, and we have it in our publicity campaign.

But the publicity campaign can be only what the members of our trade make it, and they are far short of making it all they could. Only a small percentage of those engaged in our industry, are contributing to its support. These contributors have the interests of the trade generally at heart. They are conscious of the great good our campaign is accomplishing, see their share of the benefit materializing in their own business. They know, and are certain in their knowledge, that we cannot reap the benefit that is in store for all of us with the small fund so far available, and which they have provided. Many of them could contribute even more liberally, but why should they shoulder your burden Mr. Non-Subscriber? Have

Albert Pochelon, Detroit, Mich.
Secretary Florists' Telegraph Delivery Ass'n.

they not a moral right to expect your assistance in so worthy a movement, one that produces as much good for you as for them? You are only expected to contribute a trifle, nothing that need hurt you. If you can only send a cheque for $5, it will be most welcome, a multiplicity of such contributions would carry us to our goal. Take hold of "the big idea," and let us hear from you right away.

The following subscriptions have been received and are in addition to those previously reported, for four years unless otherwise stated:

Stelzig's, Bellefontaine, O. (1 yr.)	$ 5.00
John Eitel, Greencastle, Ind.	3.08
Peter A. Chopin, New Orleans, La.	25.00
Ernst Wienhoeber, Chicago	25.00
Michael O'Brien, Lenox, Mass.	5.00
Arizona Seed & Fl. Co., Phoenix	5.00
Houghton & Gorney, Boston, Mass.	20.00
E. C. Amling Co., Chicago (1 yr.)	100.00
W. Adkisson, Greenville, Tex. (3 yrs.)	10.00
Idlehour Grhs., Macon, Ga. (3 yrs.)	15.00
William Walker Co., Louisville, Ky.	5.00
Davis Floral Co., Pine Bluff, Ark.	10.00
American Bulb Co., Chicago (Add'l)	50.00
J. F. Kidwell Co., Chicago	25.00
Washburn Sons, Bloomington, (Add'l)	50.00
Koerbel Bros., Jeannette, Pa.	25.00
Schulter Floral Co., Durango, Calif.	5.00
Keeney's Fl. Shop, Harrisburg (Add'l.)	5.00
Joseph Traudt, Canajoharie, N. Y.	15.00
Johnson Fl. Co., Nacodouches, Tex.	5.00
C. E. Brown, La Junta, Colo.	10.00
C. M. Hanilton, Kewanee, Ill. (Add'l)	10.00
Stollery Bros., Chicago	10.00
Western N. Y. Pub. Fund (1 yr.)	250.00
St. Louis Florists, St. Louis, Mo. (1 yr.)	575.00
Florists' Telegraph Delivery (1 yr.)	130.00
New York Cut Flower Co. (1 yr.)	250.00
Tenn. State Florists' Ass'n. (1 yr.)	96.00
	$ 1,739.00
Previously reported	37,680.00
Total	$39,419.00

Men of Character.

The Ohio Newsboys' Association, of Columbus, is made up of business and professional men who started in life as newsboys on the street. The members give up their business one day a year, and devote their time to the sale of newspapers for the benefit of the organization. The Ohio State Journal donates its entire issue for that day to the purpose. In its first year the association raised $700; last year it raised $18,000, a thousand dollars of this amount being paid by a Columbus business man for the first paper off the press of one of the Columbus dailies on the date set apart for the collecting of the funds.

Now, what has this to do with our publicity work and its fund? Only the fact, that appreciation is its own reward. The men who are big and successful in later years, know full well the early struggle they had as newsboys, and now big as they are in Columbus, go out and do the newsboy stunt once a year, as an inspiration and a help to the present generation of boys. What a pleasure, as well as a noble act, this physical living demonstration of willingness to do things for a cause.

Does it not make one feel proud to have done his duty to our unselfish cause, when you take into consideration the vast number who as yet have not been sufficiently interested in the national campaign movement enough to send in a first subscription, while others have contributed thrice already. Wake up, you who have not given, and get a little of the spirit shown by the men of Columbus, Ohio.

There may be many who cannot see the wisdom, or even the benefit, of this kind of an investment for their own good, yet those who have already contributed, have felt the pulse. We are in need of further funds to speed up our campaign, and your committee feel its merit more now than ever, and quoting Sir Joshua Reynolds: "Present time and future may be considered as rivals, and he who solicits the one, must expect to be discountenanced by the other."

If we are to bring the demand for more flowers to a higher level, and everybody shares in the effort, then that is what our campaign stands for, and for which you are contributing.

HENRY PENN.
Chairman Nat. Publicity Campaign.

National Association of Gardeners.

A gardeners' conference, under the auspices of the National Association of Gardeners, will be held in the Engineering building, 29 West 39th street, New York, March 18, at two o'clock, to which all those interested in the profession of gardening are invited. An opportunity will be presented for a general discussion of the association's policies, the work outlined for it, and the operation of the service bureau. This meeting occurs during the week of the flower show, at which time many members of the profession are expected to visit New York from distant points.

The Garden Club of America, which is manifesting an interest in the aims of the national association, will be addressed by William N. Craig, of Brookline, Mass., on "The Gardener and His Cause," at the meeting of the club in New York, March 17. Congressman M. L. Davey, of Ohio, will also address the meeting on "Plant Quarantine No. 37." In a recent issue of the Garden Club Bulletin an article appeared by M. C. Ebel on "The Professional Gardeners."

National Flower Growers' Association.

March 17-18, the committee on constitution and by-laws for the National Flower Growers' Association will meet in New York. We will appreciate suggestions anyone has to offer. Write them to the undersigned.

Immediately after Easter, I shall be ready to visit any community, and assist in organizing a local organization. Write so that dates may be agreed upon. We shall not encourage the organizing of locals with a membership of less than 25. Let us take time by the forelock and organize as many locals as we can prior to the big national meeting at Cleveland in August. Illinois already has one local with 100 members, and we expect in the near future, to organize two more locals. So, get busy, you other states: write the undersigned and let us help you.

Why you need a national growers' organization: Because—

It will certainly work for your interests as a flower grower.

It will elevate the flower business in general, and make it both more pleasant and profitable.

It will safeguard your heavy investments in an extremely hazardous business.

It will afford protection from unjust, unfair and harmful legislation.

It will assist you in the production of high grade flowers and plants.

It will remove the drudgery of the grower.

Its activities will procure prices for a grower's products commensurate with the chances he takes.

It will help you to solve many perplexing problems.

It will extend the demand for your products.

It will minimize the annual waste of flowers.

Why the national growers' organization needs you: Because—

With you the organization is stronger than without you.

Your experience will be a valuable asset.

Team work is a necessity always.

More abuses in the trade can be corrected with your assistance.

Meetings are of greater value when many participate.

We live but a short time, so let's make the most of it.

Your financial support will permit the organization to extend its activities.

The more intelligence assembled, the greater force.

In unity, there is strength.

It will add one more booster for better conditions in the trade.

Your interests are common with those of many others.

J. F. AMMANN, Sec'y.

Edwardsville, Ill.

Michigan State Florists' Association.

At an executive meeting of the Michigan State Florists' Association, held at the Michigan Agricultural College, February 16, 1920, it was decided to hold a spring exhibition of cut flowers, pot plants, florists' supplies and anything pertaining to the florists' trade or horticulture in general, at the Michigan Agricultural College, East Lansing, March 16-17.

A banquet will be held on the evening of March 17. Prominent speakers will be present. The ladies are especially invited. A special invitation is extended to the ladies' auxiliaries of the various florists' clubs of the state to attend in bodies and hold their meetings in Lansing at the same time. This being the first exhibition and annual meeting of this new and hustling association, the executive committee will appreciate it very much if you will make a special effort to be present and to exhibit if possible. A nominal charge of 10 cents per square foot will be charged to exhibitors to defray incidental expenses. Applications for floor space should be made at once to the secretary of the association, who will also supply further information on exhibits. There will be no charge for admission to the exhibition, but complimentary tickets can be secured from the secretary by any member wishing to give same to customers or friends.

This is your organization.—Let's go and co-operate.

ROBT. M. PLUMB, Sec'y.

State Florists' Association of Indiana.

At the monthly meeting of the State Florists' Association of Indiana, held at Indianapolis, March 2, plans for the annual meeting of the Florists' Telegraph Delivery Association, to be held in that city, October 12-13, were discussed, and the following committees were appointed, the first named member in each instance being the chairman: Novelties—A. F. J. Baur, Fred Dorner and John Hartje. Finance—Joseph Hill, Herman Junge, George Blackman, W. W. Coles and L. S. Elder. Hotel—O. E. Steinkamp, T. D. Hefler and Irwin Bertermann. Entertainment — E. E. Temperly, Charles Fahud, E. G. Hill, William Roepke and Glen E. Moore. Show windows — Arno Nehrling, Albert Pochelon and John Rieman. Decorative—Clarence Green, Homer Wiegand and Otto Laurenz. Publicity—Ella Grant Wilson, Oscar G. Carlstedt and Charles Barnaby, Jr. Irwin Bertermann will act as general chairman of the state association, since he is vice president of the F. T. D., and is therefore familiar with the wishes of that organization. He emphasized the fact, however, that the state association has a free rein in the matter of arrangements for the October gathering, since the F. T. D. is relatively a new body, and has no set programme. Mr. Bertermann will call a meeting of the committee chairmen in the near future, and plans for the October convention will be mapped out and put into motion.

October 12-13, the dates selected by the F. T. D., appear a little early for the meeting, and it is possible that the Indiana association will ask that they be changed slightly, so that there will be more flowers available for the exhibition to be held in connection with the meeting. There was much discussion as to the advisability of admitting the public to the show, but consensus was that the advertising possibilities of a flower exposition should not be overlooked. The Claypool hotel is the only one in Indianapolis which can provide accommodations for the public, and that hostelry accordingly will be the scene of the convention and show, unless some change in plans is necessitated. In connection with the arguments for and against a flower show in connection with the meeting of the F. T. D., it was stated that no less than 15,000 persons attended the regular fall show of the state association in 1919 and twice that number may be expected at the coming affair, because of the nature of the meeting.

Anders Rasmussen, of New Albany, president of the state association, presided at the meeting, which was held in the quarters of the Smith & Young Company, who served a buffet supper after the business session.

Mr. Rasmussen told of the meeting of the board of directors of the S. A. F. at Cleveland, and A. F. J. Baur described the recent carnation show in Chicago. Mr. Rasmussen said that the Journal of the S. A. F. was authorized to accept advertising and indicated that his personal opinion was that this was hardly fair to the trade journals which serve the flower trade.

A committee on the good of the order was appointed to formulate a definite program for future meetings of the state association. Oscar G. Carlstedt, of the Smith & Young Company, is chairman, other members being T. D. Hefler and E. E. Temperly.

The April meeting was postponed a week because of Easter and will be held the second Tuesday instead of the first in that month.

The following new members were admitted: Thomas Appleck, Norman W. Hukreide and Fred R. Hukreide, of Indianapolis, and Frank D. McConnell, of McConnell & Lutz, of Boonville, Ind.

M. E. C.

Southern Illinois Florists' Association.

The pre-organization meeting of florists of southern Illinois, advance notice of which was given in our issue of February 7, page 156, was held in the city hall, Centralia, February 27, but after due consideration it was thought best to defer further action until the organization of the National Flower Growers' Association was completed, and a meeting of all florists in the southern section of the state will be held at Springfield in April, the call to be issued by Secretary J. F. Ammann of the national body upon his return from an eastern trip. It was the unanimous opinion of all present that a local of the national growers' organization be formed. The subject of spring prices was discussed, and it was decided that the minimum price of good 4-inch geraniums of the Nutt variety should be $2.50 per dozen, and $3 minimum for Poitevine. Many were in doubt as to whether these prices would return a fair retail profit above the wholesale cost of growing. Several growers stated they expected to sell 4-inch geraniums at 35 cents each or $4 per dozen as a maximum figure. The majority of those present expressed the opinion that on soft-wooded stock, such as coleus, etc., from 2 and 2½-inch pots the minimum should be $1 per dozen, and that lilies should sell for not less than 50 cents each. One concern represented, said that while its cut flower department made a good profit during the past year, the pot plant business showed a heavy loss. Discussion brought out the fact that there seemed to be little accurate data as to the cost of production and that this is much higher than previously estimated.

J. W. ROSS.

Boston, Mass.

LENT BRINGS USUAL SLUMP.

The arrival of the Lenten season brought quiet business and a decline in prices. Roses are offered at six to 20 cents each, carnations $6 to $8 per 100, violets, $1 to $1.50 and sweet peas, $1.50 and $2. Easter lilies are holding at $25 per 100.

NOTES.

After 20 years in the capacity of buyer for Philip L. Carbone, Inc., Seymour K. Grose has passed that end of the business on to E. T. Denham, and will hereafter devote all of his time to store details.

William Nicholson, of Framingham, is slowly recovering from his illness, pneumonia following influenza. His stock is being sold by William Hastings.

B. A. Snyder & Co. and the H. M. Robinson Co., wholesale florists, have consolidated and the business will be continued at No. 1 Winthrop square.

The orchid show of the Massachusetts Horticultural Society, scheduled for February 28, has been postponed owing to unfavorable conditions.

Penn, the Florist, reports excellent business. The windows at this store were very attractive during the past week.

Charles E. Evans is planning to tear down two of his old houses, which will be replaced with one modern structure.

Dolansky & McDonald report excellent trade with a remarkable increase in orchid sales.

William Gibson is back on the market after a month's illness with influenza.

The Houghton-Gorney Co. has been busy of late with funeral work.

S. K. G.

San Francisco.

LENT FAILS TO CUT DEMAND.

The opening of the Lenten season seems to have had little or no effect upon the demand for flowers. There is still a steady call from all quarters, particularly for funeral work, which continues to be very heavy. The rose supply has increased somewhat, but there has been no decline in prices. There is still a shortage of good red roses. There is a heavy call for carnations of all grades. They are holding up in price, owing to the demand. Daffodils are again very plentiful and prices have dropped quite sharply this week and great quantities are being handled by the street vendors. Tulips are to be had in limited numbers. The first lily of the valley seen here in a long time is now coming in and sells out quickly at $12 per 100, wholesale. In pot plants, hyacinths and tulips are the leading bulbous stock offered. Good made-up plants in pans find a ready market. Azaleas, rhododendrons, cyclamens and primulas about complete the list of flowering plants.

NOTES.

Victor Ferrari, of Ferrari Bros., has plans ready for the erection of four large greenhouses which will be devoted to gardenias. He is rebuilding several of his older rose houses. The new houses were to be erected last season, but had to be postponed, owing to the difficulty in securing glass. The Pathe Film corporation has just finished moving pictures of their orchid range. One house had over 5,000 blooms open at the time. There are now 10 houses of cattleyas and two of phalaenopsis. A house of lily of the valley is in full bloom at this writing, being the first grown here for a long time.

As one grower aptly put it the other day, "There has been an enormous demand for several years past for all kinds of flowers." This, coupled with the fact that there has been little or no new glass erected for some years, the supply is not equal to the demand. This year it is very probable that there will be quite a lot of building going on.

The California Evergreen Nursery has begun the erection of two large greenhouses to be devoted to the growing of Russell roses. This firm, which is rapidly becoming quite a factor in the local supply of plants, has 17 houses.

Alfred Cuneo, designer for the Art Floral Company, who has been critically ill at St. Joseph's hospital from an attack of spinal meningitis, is reported to be improving slowly. His legion of friends are hoping for his early recovery.

The first Rambler roses of the season, grown in pots, are now being shown at the store of Podesta & Baldocchi. They are very beautiful, and add greatly to the appearance of this handsome establishment.

The Thomas Floral Company, at Ellis and James streets, has secured a desirable location at Polk and Sacramento streets, and will open a branch store there about the first of this month.

The growers of Dutch bulbs this season have realized a handsome profit on their stock. Freesias wholesaled at from $1.00 to $1.50 per dozen, and Dutch hyacinths brought like figures.

J. A. Axell, on Bush street, says that rose prices for the past month have been higher than those received at Christmas. He reports a steady out-of-town demand for all stock.

The Cottage Gardens Nurseries, of Eureka, are shipping large consignments of daffodils to this market. The stock is very fine, and is being distributed by G. Rossi & Co.

The Edward Schwerin greenhouses are sending in an excellent grade of pot plants. This is to be a large feature of the business in the future.

JAMES T. LYNCH.

Buffalo, N. Y.

TRADE CONTINUES SATISFACTORY.

The past week has been one of unusual activity, both as to work and weather. The Lenten season has somewhat lessened the demand for social events, but an unusually large wedding order was a factor and funeral work has been more than plentiful. The supply has been equal to all requirements and bulbous flowers are now becoming quite numerous. Roses are in good supply at prices ranging from $6 to $18 per dozen with a few short stemmed offerings in Killarney quoted at $3 and $4. Carnations are bringing $2.50, $3 and $4, the latter price being for Ward. Violets in corsages return $4 per 100, showing price unchanged. Tulips and jonquils are selling at $2 per dozen. The retail florists' association at its weekly meeting dropped prices on nearly all stock which action should be widely heralded, as no other line of industry exceeds the florists' in proportionate coal consumption.

NOTES.

The event of the season was the auto show, and Albert Reichert certainly produced something original in the way of decorative features. In addition to about four carloads of fireproofed smilax, there were used quantities of palms, birch boxes filled with flowering plants, ferns, etc., studded with many electric lights.

The trade will miss a good member in Robert A. Scott, who has severed his connection with the Wm. Scott Co. to enter other business.

The florists who have been on the sick list are now on the road to recovery.

W. A. Adams spent part of last week in Albany.

BISON.

Cleveland.

PRICES DROP WITH INCREASING SUPPLY.

The past week has witnessed a marked change in the cut flower market, stock in all lines being in greater supply and prices have dropped accordingly. Carnations are now offered at six and eight cents for the good grades and roses have also declined to a much lower level. Greens have been rather limited.

NOTES.

Frank Schoen has the sympathy of many friends in the death of his wife, which occurred February 22, at St. Anne's maternity hospital from pneumonia, which developed from a slight cold. She is survived by her husband and five children.

Mrs. Radi, sister of Mrs. Adrieny, and member of the firm of Adrieny & Radi, 2623 Lorain avenue, died of pneumonia, February 23.

Mrs. Paul Hahn is visiting friends and relatives in Los Angeles, Calif.

C. F. B.

DELAWARE, O.—George W. Cunningham, well known florist of this city, died recently of pneumonia, age 29 years.—J. W. L.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, date and place of meetings.]

Baltimore, Md., March 8, 8 p. m.—Gardeners' and Florists' Club of Baltimore at Royal Arcanum hall, 18 East Saratoga street. Robert T. Peterson, secretary, 934 East Preston street, Baltimore.

Cincinnati, O., March 8, 8 p. m.—Cincinnati Florists' Society at 532 Race street. Alex. Ostendarp, secretary, 14 East Third street, Cincinnati, O.

Davenport, Ia., March 11, 8 p. m.—Tri-City Florists' Club at Davenport Outing Club. Wm. Knees, secretary, Moline, Ill.

Detroit, Mich., March 10, 8 p. m.—Detroit Florists' Club at Hotel Statler. Harry Taylor, secretary, Detroit.

Hartford, Conn., March 12, 8 p. m.—Connecticut Horticultural Society at county building. Alfred Dixon, secretary, Wethersfield.

Hartford, Conn., March 9—Hartford Florists' Club. George Marchant, secretary, 13 Huntington street, Hartford.

Knoxville, Tenn., March 9, 7:30 p. m.—Knoxville Florists' Society at home of member. Robert E. Mapes, secretary, Box 116, Knoxville.

La Crosse, Wis., March 12, 8 p. m.—Associated Florists of La Crosse at the Flower Shop. L. S. Metcalf, secretary, 501 Main street, La Crosse.

Lenox, Mass., March 10, 7:30 p. m.—Lenox Horticultural Society at town hall. Henry Heeremans, secretary, Lenox.

Louisville, Ky., March 10, 8 p. m.—Kentucky Society of Florists at Y. M. H. A. Hall. Joseph Abele, secretary, Louisville.

Madison, N. J., March 10, 8 p. m.—Morris County Gardeners' and Florists' Society at Masonic hall. Edward Reagan, secretary, Morristown.

Newark, N. J., March 11, 8:30 p. m.—Essex County Florists' Club at Roever's hall. David Murphy, secretary, 181 Clinton street, Irvington, N. J.

New London, Conn., March 11, 8 p. m.—New London Horticultural Society at Municipal building. Stanley Jordan, secretary, Harkness estate, Waterford, Conn.

Newport, R. I., March 11, 8 p. m.—Newport Horticultural Society at Music hall, Thames street. Fred P. Webber, secretary, Nelville.

New York, March 8, 8 8p. m.—New York Florists' Club at Engineering building, 33 West 39th street. John Young, secretary, 1170 Broadway, New York.

New York, March 13, 4:30 p. m.—Horticultural Society of New York at American Museum of Natural History. George V. Nash, secretary, Bronx Park, New York.

New York, March 10, 8:30 p. m.—Greek-American Florists' Association at 119 East 23rd street. C. P. Thomas, secretary, 58 West 28th street, New York.

Poughkeepsie, N. Y., March 10, 2 p. m.—Dutchess County Horticultural Society at Falkill building. Theo. H. DeGroff, secretary, Hyde Park, N. Y.

Rochester, N. Y., March 12, 8 p. m.—Rochester Florists' Association at 95 East Main street. Irving W. Briggs, secretary, Rochester.

Seattle, Wash., March 9, 8 p. m.—Seattle Florists' Club at Henry building. Thos. Wylie, secretary, Holly street, Seattle.

Springfield, O., March 8, 7:30 p. m.—Springfield Florists' Club. No regular meeting place. Arthur Leedle, secretary, Springfield.

St. Louis, Mo., March 11, 2 p. m.—St. Louis Florists' Club. No regular place of meeting. J. J. Beneke, secretary, 3648 Humphrey street, St. Louis.

Toronto, Ont., March 8, 8 p. m.—Toronto Retail Florists' Club at Dunlop's hall. H. W. James, secretary, 10 Adelaide street, West, Toronto.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

March 15-22, 1920, New York.—Flower show of the New York Florists' Club at Grand Central Palace. John Young, secretary, 1170 Broadway, New York.

March 24-28, 1920, Boston, Mass.—Exhibition of orchids and other plants of the Massachusetts Horticultural Society at Horticultural hall. William T. Rich, secretary, Horticultural hall, Boston.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.
440 S. Dearborn St., CHICAGO

THIS ISSUE 56 PAGES WITH COVER

CONTENTS.

Suggestions for plant growers....345
—Sweet peas from cuttings....345
—Marguerites....345
—Easter lilies....345
—Mignonette....346
—Violets....346
Lily prospects....346
Shamrocks galore (illus.)....346
The retail trade....346
—Next week in the flower shop....346
—St. Patrick's day....347
—Attractive windows....348
—Florists' Telegraph Delivery Ass'n....348
Chrysanthemums....349
—Plants for the coming season....349
Pre-quarantine reminiscences....350
Chicago publicity....350
Albert Pochelon (portrait)....351
National publicity for flowers....351
Men of character....351
National Association of Gardeners....351
National Flower Growers' Ass'n....352
Southern Illinois Florists' Ass'n....352
Michigan State Florists' Ass'n....352
State Florists' Ass'n of Indiana....352
Cleveland....352
Boston....353
Buffalo....353
San Francisco....353
Club meetings next week....353
Society of American Florists....354
American Rose Society....354
American Carnation Society....354
Lloyd George took all....354
Cincinnati....358
Chicago....360
Columbus....365
Pittsburgh....366
Washington Florists' Club....366
Philadelphia....368
New York....370
The seed trade....378
—Death of Henry Phillipps, Jr....378
—Catalogues received....378
—New York seed trade....378
—Sweet pea annual....378
—Grass and clover seed prices....378
Market gardeners....386
—Prices of indoor fruits and vegetables....386
—New York Vegetable Growers' Ass'n....386
—Sweet potatoes in hotbeds....386
Horticultural Society of New York....387
Seattle....388
The nursery trade....390
—The late John C. Olmsted....390
—Public parks' decay....390

INTEREST rate on commercial loans at Chicago has been advanced to 6½ per cent.

TWENTY per cent more soft coal was mined the past 12 months than in the preceding year.

NOBODY in any business will admit profiteering. If Diogenes were now alive, his search would be, not for an honest, but a dishonest man.

WITH a higher scale of coal prices to be announced April 1, according to the Coal Trade Journal, "railroad rates will advance 25 per cent before that date." Operators and miners will meet to discuss wages, March 9.

THE Anaconda Copper Co. will soon be making a double acid phosphate from prosphorus rock at the rate of 35 tons per day, containing 48 per cent phosphoric acid. The high acid content is expected to enable Anaconda to overcome the handicap of heavy freight rates to eastern markets.

Society of American Florists.

ATTENTION, MEMBERS.

Are you going to attend the New York spring show to be held at the Grand Central Palace, March 15-21, inclusive? If so, make the S. A. F. booth, headquarters during your stay.

A. L. MILLER, Pres.

COMMITTEE MEETINGS AT NEW YORK.

The national flower show committee will meet at the administration offices, 1170 Broadway, New York, March 16, at 3 p. m. At this meeting, the most important business will be the selection of a place for holding the next national flower show. The committee will be pleased to receive suggestions from anyone interested in the project.

The committee on tariff and legislation will meet at the same address, March 17, at 2 p. m., when some very important business will be taken up for action.

The publicity committee will meet at the offices, March 18, practically all of its members being in attendance at the flower show on that day. At this meeting, various details in connection with the national publicity campaign will be discussed, looking to a vigorous continuance of the campaign. Edwin J. Fancourt, Philadelphia, Pa., who has given splendid service on this committee since its inception, believing that someone who can give more time to the duties of the position than he can, could better serve the committee and the campaign, has tendered his resignation, and President Miller has appointed C. C. Pollworth, Milwaukee, Wis., to fill the vacancy thus occurring.

LIFE MEMBERSHIP CERTIFICATES.

The issuance of life membership certificates to those who took out such memberships in the closing months of last year has been delayed through circumstances not under the control of the secretary's office. The dread influenza invade the office of our engrosser and the work of engrossing the certificates was impeded. The framer, who had the contract for framing them, likewise suffered, and in addition, has been obliged to vacate the premises in which his business was established, resulting in delay also from this quarter. The work of dispatching the certificates is now, however, proceeding, and it will not be long before the several hundred held up will reach their destination.

The epidemic, also is responsible for an awkward delay in the receipt of the transcript of the stenographer's notes of the meeting of our executive board at Cleveland last month, consequently an account of the proceedings has necessarily been withheld from publication. Despite the solicitations of Vice-President F. C. W. Brown, who has been in constant communication with the reporting firm, the period of waiting could not be shortened and we have had to curb impatience.

President Miller has engaged, at his own expense, space for a booth at the forthcoming flower show, New York, March 15-21. There he will be pleased to meet all S. A. F. members, as well as visiting florists who are not members, and places at their disposal the facilities afforded by the booth for the receipt and dispatch of mail, interviews, care of inquiries and furnishing information in regard to the trade in and around New York, and any other matters. The booth will be well furnished, and all are invited to make it their headquarters during the show.

Life members are reminded that there is a good supply of life membership buttons at the secretary's office, and a button will be forwarded to any such member on receipt of the price, 75 cents.

JOHN YOUNG, Sec'y.

American Rose Society.

REGISTRATION OF NEW ROSES.

Frederick R. M. Undritz, West New Brighton, N. Y., has requested permission of the executive committee of the American Rose Society to change the name of the variety of rose registered by him August 23, 1917, as Frederick R. M. Undritz to General John Pershing. Inasmuch as this rose has not yet been disseminated, the executive committee of the American Rose Society voted to allow this change of name. Unless objections are received in the office of the secretary of the society within three weeks of this publication, the registration will become permanent.

General John Pershing, H. W. Dr. W. Van Fleet x Mrs. W. J. Grant (Belle Siebrecht). Climber; foliage same as Dr. W. Van Fleet; very vigorous, perfectly hardy; flower double, four inches in diameter, dark pink, center projecting, medium long, quite fragrant; bud pointed and firm; fifty-three petals, curved stiff, center close; blooms profusely in June; may bloom later; lasting quality, on bush five or six days.

E. A. WHITE, Sec'y.

American Carnation Society.

The American Carnation Society has continued the committee which was to look after the welfare of Belgium, France and possibly England, insofar as new varieties of carnations are concerned. It is herewith requested that our leading growers send the introductions of the past two years, so far as it is possible, to either W. E. Wallace, Eaton Bing, Dunstable, England, or C. Engleman, Saffron Waldon, Essex county, England. These gentlemen will see that any plants which arrive in their care will be properly distributed, and have made arrangements for same. Also please see that the information with regard to the sending is mailed to the committee. Since the American Carnation Society has undertaken this kindness, every prominent grower of carnations ought to do his part.

IRWIN BERTERMANN,
THEODORE DORNER,
J. H. DUNLOP.

Lloyd George Took All.

BUT DID NOT BECOME HORTICULTURIST.

When Lloyd George was about 14 years of age, his guardian uncle, Richard Lloyd, was puzzled what to make of him. To help him in choosing a career for the lad, he put him in a room with a Bible, an apple and a shilling. If the boy chose the Bible, he was going to be a parson; if the apple, he was to go into horticulture, and if the shilling, he was to be a lawyer. When the uncle went into the room some time later, he found young David seated on the Bible eating the apple, having painted the shilling to look like a sovereign.—Buffalo Commercial.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—As superintendent and working foreman in large private country home by middle aged man; at present in position. Four in family. Over 20 years experience in all branches of horticulture, floriculture and landscape gardening. Best of references. Please state salary, etc., in first letter. Address.
Key 465, Care American Florist.

Help Wanted—Two good potters; steady position; $20.00 per week. **J. S. Wilson Floral Co.**, Des Moines, Ia.

Help Wanted—At once, first-class storeman. Reply with references, stating experience, etc. Address
Key 467, care American Florist.

Help Wanted—A young man who understands the flower business; good position for right party; references. Address
Key 466, care American Florist.

Help Wanted—Florist for greenhouse and landscaping; new place. Will pay 45c per hour and better. **South Side Nursery**, Henry Gerstenkorn, Mgr., R. R. 6, **Decatur, Ill.**

Help Wanted—All-round man for greenhouse at once; not over 45 years; in retail business; will pay $25.00 per week. Address
W. H. Tracy, 20 Cadwell Ave., Waverly, N. Y.

Help Wanted—Young man for catalogue order work. Must have fair education and familiar with the different kinds of plants and shrubs. A good place for one who wishes to learn the business of both plants and cut flowers. State age, experience and wages wanted.
Joseph Bancroft & Son, Cedar Falls, Ia.

For Sale—Florist business in New York City; no opposition; doing good business. Also inclosed florist delivery car in perfect condition. **John H. Schnanfer**, 969 East 180th St., New York City.

FOR SALE OR RENT

Three greenhouses, one lean-to; about 3,500 sq. ft. of glass; work-shed and a coal bin 40x16; ¼ block land and a six-room all-modern house, built only three years; doing good business.

F. A. DAVIDSON, Aurora, Nebr.

For Sale

Complete set of store fixtures. $300 cash, takes the whole outfit.

Key 468, care American Florist.

HELP WANTED.

Few helpers in rose houses. $4.50 per day. When Sunday work is necessary we will pay an extra $6.00 Good chance for advancement.

Bassett & Washburn
178 N. Wabash Ave., CHICAGO

SITUATION WANTED

Expert Saleslady, Designer, Etc.,

Is desirous of securing a position in an up-to-date Chicago retail store. Salary expected, $25 per week, with chance for advancement.

Key 458, care American Florist.

WANTED

Three Seed Store Counter Hands

Good wages to the right men.

A. HENDERSON & CO.
166 North Wabash Avenue
CHICAGO

FOR SALE

800 boxes of 14x16 double strength glass, per box	$ 5.00
12 Evans Ventilating Machines, complete, each	12.00
300 Ventilating Arms, each	25c
300 Hangers, each	10c
24 6x3 ft. panel doors, with frame, each	$ 2.50
360 4x3 ft. Cedar Ventilators, with glass, each	1.50

GEORGE REINBERG
162 North Wabash Ave., CHICAGO

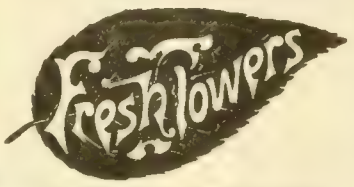
FOR SALE

On account of other interests will sell florist and seed business, established over 20 years, practically for the cost of fixtures; a good opportunity for a live man or lady; in New Jersey, close to New York City. Correspondence solicited. Address

Key 464, care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¾x5¾ inches

FOR CUT FLOWERS: in two colors, gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

For Sale

$50,000 buys a modern carnation range near Chicago, including fine residence and several acres of land. Possession now or in the spring. $10,000 cash and balance on easy terms. Address

Key 446, care American Florist.

Easter Plants

Push them now, also

All Spring Stock

Dealers report heavy inquiries for Bedding Plants of all kinds.

MOVE THE SURPLUSES EARLY

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

Prepared Foliages

The Florists' **"FIRST AID"** when cut flowers are scarce and high priced

GNATT'S PREPARED FOLIAGES have stood the test for years and are now in greater demand than ever before. Send us a trial order and be convinced.

Cycas Leaves

Pliable, Non-Curling

	Per 100		Per 100
8 to 12	$3.80	24 to 28	$ 7.40
12 to 16	4.10	28 to 32	9.80
16 to 20	5.10	32 to 36	10.75
20 to 24	6.25	36 to 40	13.50
		40 to 44	17.00

Magnolia Leaves

GNATT'S "QUEEN QUALITY" BRAND

Non-mouldy—Flexible—Uniform Size

COLORS: BROWN, GREEN, PURPLE

Per carton	$ 1.60 each
10 carton lots	1.50 "
26 carton lots	1.35 "
100 lb. cases	20.00 "
50 lb. case	11.00 "
25 lb. case	6.00 "

PREPARED EVERGREEN or LYCOPODIUM, per carton of 10 lbs.....$3.50 each

Ruscus

Grey Tinted—The new soft pliable grade. Only satisfactory substitute for statice. per lb., $1.00; 10 lb. lots 85c per lb.

Dyed Ruscus—Red, purple, blue or green. Finest quality.....per lb., $1.25; 10 lb. lots, $1.15 per lb.

Green Painted Ruscus—Soft, pliable, freshly prepared, per lb., 75c; 10 lb. lots, 70c per lb.

WRITE FOR SPECIAL EASTER PRICE LIST.
It contains many illustrations of baskets and novelties for this occasion.

THE OVE GNATT CO., Inc.

Preservers of Natural Foliages.
Manufacturers of Baskets and Florists' Supplies.

La Porte, Ind.

Why Florists prefer BULIS Boxes

Because of their sturdy construction. Bulis corrugated Fibreboard boxes invariably deliver flowers in perfect condition.

The patent metal corners eliminate the necessity of glue or tools. Easily put together, they snap in place like a glove and never let go.

Bulis boxes in all sizes comply with the respective rulings and requirements of Parcel Post and Express and are the safest way to send flowers by either method.

Shipped flat, knocked down in bundles of twenty-five, which is the minimum order.

The BULIS Patent Metal Corner Florist Box.

Box No.	Weight per bdl. of 25	Size, Inches L	W	D	Price per 100 200 and under	225 to 500	525 and over
25	68	16	16	8	$32.75	$31.75	$30.50
26	70	20	20	10	34.25	33.25	31.75
7	114	24	24	10	54 00	52.50	50.00
23	108	26	20	10	51.75	50.25	48.00
8	132	30	30	8	64 50	62.50	59 50
11	52	23	12	5	27.00	26.00	25.00
12	34	24	6	4	$19.00	$18.50	$17.75
13	38	30	5	4	21.00	20 50	19.50
15	63	36	8	6	32 25	31.50	30.00
16	93	36	12	8	43.25	42 00	40.00
19	118	48	14	8	58.00	56.50	53.75
21	199	60	16	12	88.00	85.75	81 50

Prices subject to change without notice.

All above sizes in stock. Order today for Easter needs. Shipped only in bundles of twenty-five same day order is received.

Terms, 2% ten days, net thirty days, F. O. B. St. Louis.

J. C. Bulis Manufacturing Company
1126 South 12th Street, ST. LOUIS, MO.

RIGHT ON TIME

For the Easter and Spring Trade

You can secure a large share of this business, which promises to surpass that of all previous years, by liberal advertising in the

SPRING NUMBER

—OF—

The American Florist

To Be Issued March 18

Stimulated by the nation-wide publicity campaign of the Society of American Florists and many local organizations, the opportunities offered the trade this spring have never been more promising.

Go after your full share of this business by using

THE BEST SELLING MEDIUM IN THE TRADE

Single Column Inch, $1.50; Page of 30 inches, $45.00, with the usual discounts on a series of insertions.

AMERICAN FLORIST COMPANY

440 South Dearborn St., CHICAGO, ILL.

For upwards of 30 years the representative paper of the Florists, Seedsmen and Nurserymen of the United States and Canada.

☞ *Please send your copy for this issue as early as possible.*

HEADQUARTERS
EASTER LILIES
WRITE FOR PRICES TODAY.
Biggest and best supply in the country. Place your orders with us now and avoid disappointment. All orders filled in strict rotation.
Heavy Supply of SWEET PEAS FOR EASTER
You will make no mistake by placing your orders with us for we will have the same fancy stock to offer that gave such good satisfaction last year.
ZECH & MANN, 30 E. Randolph St., Chicago
L. D. Phones Central 3283, Central 3284

For Florists' Supplies, Baskets, Chiffons and St. Valentine Novelties
PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., Pittsburgh, Pa.

Cincinnati, O.

STRONG DOWNWARD TENDENCY IN PRICES.

The long expected drop in prices has come and everyone is venturing a prediction as to how low they might decline until Easter will act as a stabilizer for the time being. February, while having an extra day this year, still is considered of short duration and short on opportunities to put the balance on the right side of the ledger. The wholesalers have reached the point where everyone must be shown a little more courtesy, and others who have sought stock elsewhere, must be won back into the fold. Already the retailers are swamped with out-of-town price lists. While the drop is more rapid in large shipping centers, on account of greater volume, in smaller cities it takes somewhat longer to produce the same effect. Roses are about equal to the demand. Carnations are quoted at $8 per 100, and other grades in proportion, consistent with the quality. Calendulas are bringing $4 for the best stock. Paper White narcissus is not so plentiful. The majority of the bulb stock growers are now specializing in daffodils. Sweet peas are coming in at present in large quantites. Now that the prices are reaching a lower level, it would be advisable to use the publicity ads. to notify the public to this effect. Nothing is more demoralizing to industry than exorbitant prices; since flowers are not a necessity, so much being said to the contrary, notwithstanding, it being an item that people can do without though, they do it reluctantly. The retailers have weathered the siege in great shape, and though put to a severe test at times, they are now getting on speaking terms with their patrons. So few realize that the welfare of the industry is in the hands of the retailer, they being the ones to meet the public. On their shoulders falls the greatest burden, to serve the public in a satisfactory manner. Business men, old in experience in the trade, have been selling many items at little more than cost, and will receive their reward in increased patronage in the near future. The prevailing idea that the retailers have made money the past 60 days is a mistaken one. The percentage of profit has been below normal.

NOTES.

J. A. Peterson, of Westwood, has returned from a trip to Florida. Mr. and Mrs. Peterson motored some 800 miles through that interesting section, and thoroughly enjoyed the flora and other objects of interest en route.

The Lampert Floral Co., Xenia, O., is supplying this market with extra fine sweet peas and giant mignonette.

Lodder & Sons, of Hamilton, O., are sending some fine cinerarias to this market.

C. E. Critchell is still on the sick list.

Visitors: Julius Dilhoff, New York; J. W. Rodgers, Dayton, O.; C. Keur, Hillegom, Holland; R. E. Blackshaw of Ove Gnatt Co., La Porte, Ind.

K.

THE PENN FLORAL COLOR CO.
Successors to The PhiladelphiaChemical Co.
Carnation, Flower and Foliage Dyes for Florists a Specialty
All Colors and Full Directions for Its Use on Each Package.
Agents Wanted. Liberal Jobbers' Discounts.
Best Quality Imported Carnation Green, 50c per 2-Quart Package.
All Other Colors, $1.00 each.
Sent free by mail on receipt of price. Address
THE PENN FLORAL COLOR CO.
C. S. FORD, Mgr. P. O. Box 5400, Kingsessing, PHILADELPHIA, PA.
For sale by Pittsburgh Cut Flower Co., Philadelphia Wholesale Flower Exchange, Cokely Bros., Scranton, Pa., and others. Keep this ad. for reference.

LINDLEY BOXES
ARNOLD BOXES
Comprising the largest assortment of Florist Boxes obtainable. The Arnold Florist Box stock has been purchased by the Lindley Company. Write us for prices.
GEO. L. HOOPIS, New York Representative, 601 W. 144th St.
A. V. Z. JENNINGS, Chicago Representative, 20 E. Jackson Blvd.
Lindley Flower Box Company, Quality Box Makers, Marion, Indiana

EASTER LILIES
IN POTS

(Interior View of One of Our Many Lily Houses)

Large Supply of Fancy Stock. Everything Points to a Shortage in this Line. Order Now and Protect Your Supply

Plants will have from 3 to 10 blooms in pot, and will be sold according to height and number wanted.

Will be crated 24 to 30 plants in a crate.
Average cost of crate and packing, $1 50.
Average number of blooms per crate, 130.

Short Plants, per 100 blooms, $30.00 | **Short Plants, per 1000 blooms, $250.00**
Medium - per 100 blooms, 35.00 | **Medium - per 1000 blooms, 300.00**

Plus packing charges. Delivery any time after March 15th.
Stock in first-class condition for shipping.

Poehlmann Brothers Company, MORTON GROVE, ILLINOIS

L. D. Phone Morton Grove 31-J. Chicago Buyers Call Rogers Park 684.

Choice Roses at Lower Prices

We are now cutting a large stock of roses of an exceptionally fine quality, plenty of short and medium being cut, and are quoting them at the following low prices:

BUY DIRECT FROM THE GROWER.

We Are Rose Specialists, and Are Cutting from 245,000 Rose Plants.

PRICE LIST:

OPHELIA, HOOSIER, WHITE KILLARNEY, SUNBURST.

Extra long	per 100,	$16.00 to $20.00
Medium	per 100,	10.00 to 12.00
Good short	per 100,	6.00 to 8.00

RUSSELL and COLUMBIA.

Fancy long	per 100,	$25.00
Long medium	per 100,	20.00
Medium	per 100,	16.00
Short	per 100,	$8.00 to 12.00

ASSORTED ROSES, OUR SELECTION.

Including some **RUSSELLS** and **COLUMBIA,** lots of 200 or more..... .....per 100, $8.00

CARNATIONS .....per 100, $6.00 to $8.00

Big supply of spring flowers is now coming in to this market, and we will procure the best at lowest market prices.

NEW FANCY FERNS.....per 1000, $4.00

ADIANTUM.....	per 100, $1.50 to $2.00	**ASP. SPRAYS**	per 100, $3.00 to $4.00
GALAX, bronze.....	per 1000, 1.50	**SPRENGERII**.....	per 100, 2.50 to 3.00

All seasonable flowers not grown by us will be procured for our customers. A trial order solicited.
In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

NOTICE:—We close at 5 o'clock week days. Closed all day Sundays.

Chicago.

STOCK IS PLENTIFUL.

Stock is more plentiful at this writing, and there is enough in almost all lines to go around with some to spare, which is due not so much to the increased cuts, as it is to the falling off in the demand. Lilies are seen at several of the stores in good sized quantities this week and the receipts of callas have accumulated to such an extent that one might believe that they are in great oversupply. American Beauty roses are seen in larger numbers at present, and it is the same old story that they are best when they are cheapest. Roses in general are in heavier supply and some particularly fine Mrs. Charles Russell, Columbia and Premier are to be had at very attractive prices. The other roses grown for this market are also to be had at very reasonable figures in quantity lots. Carnations have dropped considerably in price, but are cleaning up nicely each day considering the general market conditions. Sweet peas are being sold at prices ranging from $1.50 to $2.50 per 100 for fancy stock, and in some instances more or less, according to the quality and the quantity that one has to offer. Violets are having a good call. Lily of the valley and orchids are in heavy enough supply to meet the demand at very reasonable figures. Daisies, snapdragons, white and yellow narcissus, freesias, calendulas, mignonette, pansies, snapdragons, jonquils and tulips are included in the offerings. Pussy willows are seen in quantity. Greens are having a good call and ferns have advanced in price at some of the stores this week. Some local advertising was done in the leading daily last week, which helped the demand considerably. The assessment plan is now in effect, and everyone is gradually joining the ranks of the members of the Allied Floral Association. It

WE DO

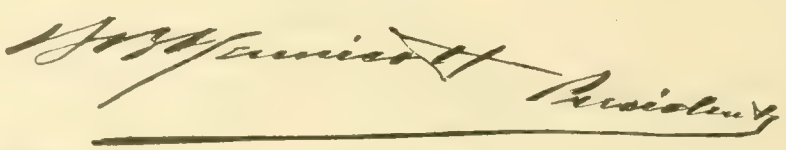
FOUNDED BY FLINT KENNICOTT 1st

AS WE SAY

YOU have read the news—

Three years of individual effort—our work is bringing about wonderful changes toward betterment of trade conditions affecting the CHICAGO MARKET. **Thus**—we began the advance of progressive methods and measures for the trade as a whole in the marketing of the growers' products, and **Fair Dealing** in the distribution of their products to the legitimate Retail Florists. Our **Clean-Cut** record of **Commission Wholesaling** has been approved alike by grower, wholesaler and retailer in the endorsement of our policy.

We challenge comparison.



YOUR

FOUNDED BY FLINT KENNICOTT 1st

Protection

Kennicott Bros. Co.
Wholesale Cut Flowers
CHICAGO

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

LARGEST--FINEST--MOST COMPLETE SUPPLY

Roses==Carnations

and all other Cut Flowers in This Market.

Place your orders with us and get the best possible stock obtainable at reasonable prices.

Easter Lilies

Fancy Cut Blooms at $35.00 per 100,
if you place your order with us now.

We have never had such a magnificent supply of stock to offer as right now, so make arrangements with us immediately for whatever you need in the line of Cut Flowers. **GREENS.**

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

In Large Supply

FANCY ROSES and CARNATIONS

Buy here and get **QUALITY STOCK** at Reasonable Prices.

Buy Direct from the Grower — CURRENT PRICE LIST — **Subject to Change Without Notice.**

	Per 100
MRS. CHAS. RUSSELL	
Extra Special	$35.00
Specials	$25.00 to 30.00
Select	20.00
Medium	15.00 to 18.00
Short	12.00
COLUMBIA	
Specials	$35.00
Select	25.00 to 30.00
Medium	15.00 to 20.00
Short	12.00
MILADY	
Specials	25.00
Select	20.00
Medium	15.00 to 18.00
Short	10.00

	Per 100
Champ Weiland, Killarney, Killarney Brilliant, White Killarney, My Maryland	
Specials	$20.00
Select	$15.00 to 18.00
Medium	8.00 to 10.00

	Per 100
SUNBURST, OPHELIA	
Special	$20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	8.00
PREMIER	
Specials	35.00
Select	25.00 to 30.00
Medium	15.00 to 18.00
Short	12.00
ROSES, OUR SELECTION	8.00
Carnations	6.00 to 8.00
Jonquils	6.00 to 8.00
Sweet Peas	2.00 to 4.00
Adiantum	2.00
Asparagus, per bunch	50c
Boxwood	per bunch, 35c
Ferns	per 1,000, $4.00
Galax, bronze and green, per 1,000, $2.00	
Leucothoe Sprays	1.00
Smilax	per doz. strings, $3.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

EXCELLENT CROPS OF

ROSES and CARNATIONS

In All the Leading Varieties

CURRENT PRICE LIST Subject to Change Without Notice.

RUSSELL, PREMIER, COLUMBIA	Per 100
Special	$30.00
Select	25.00
Medium	20.00
Short	15.00
OPHELIA and SUNBURST	
Special	$15.00
Select	12.00
Medium	10.00
Short	$6.00 to 8.00

KILLARNEY, WHITE KILLARNEY and BRILLIANT	Per 100
Special	$12.00
Select	10.00
Medium	8.00
Short	6.00
ROSES, OUR SELECTION	$12.00
CARNATIONS.	Per 100
Extra fancy	$ 8.00
Good	6.00

MISCELLANEOUS.	
Calla Lilies, per doz.	$3.00 to $4.00
Ferns, per 1,000	4.00
Smilax, per doz	3.00
Galax, per 1,000	2.00
Sprengeri, bunch	.50

Other Greens at Market Prices.

WIETOR BROS., 30 East Randolph St., L. D. Phone Randolph 2081 **Chicago**

CUT FLOWERS will be in heavier demand owing to the increased supply and lower prices. Be prepared to handle the trade in your neighborhood by always having a good supply of our Quality Stock on hand.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

does not seem possible that anyone in the trade can hold out from becoming a member and enjoy the fruits of the advertising that some of the others are paying for. It will only be a question of time before every retailer, grower and wholesaler will be contributing to the publicity fund, and then a campaign will be conducted that will make everyone feel that he at least tried to do his part in making it a wonderful success.

NOTES.

Poehlmann Bros. Co., has a fine crop of lilies in sight for Easter, and it is expected that there will be at least 150,000 buds and blooms ready for cutting and shipping for this occasion. August Poehlmann says that the firm's supply is about normal, and is looking for an early clean-up at the advertised quotations. Everything in Plant "A" is in splendid condition, and the force is busy planting young Premier and Columbia roses. Dunlop and Butterfly are among the new roses that will be given bench space this season at this establishment. Columbia, Premier and Ophelia will be grown the most heavily. The young carnation stock is in particularly fine condition at this place. Mr. Poehlmann's eldest son, Earl, is devoting his entire time at Plant A and is very much interested in the production end of the business.

George Ball, of Glen Ellyn, is the proud father of a brand new baby girl.

Tonner

Wholesale Cut Flowers and Supplies

30 East Randolph Street

CHICAGO

Telephone Central 6284

You'll Feel at Ease

When sending to Tonner's—Your order filled, prompt delivery, and at market price—the result.

Night Letter or Phone Central 6284.

Mention the American Florist when writing

The Most Cut Flowers for the Least Money

Sweet Peas, Fancy Tulips, Jonquils, Home Grown Single Violets, New York Double Violets, Freesia, Calendula, Callas, Premier, Columbia, Russell, Ophelia, Sunburst, Hearst, Pink and White Killarney, Carnations, Pussy Willow, Mexican Ivy, Asparagus, Sprengeri, New Decorative Ferns, Salal, Deer Tongue, Colored Huckleberry, Leucothoe, Boxwood, Galax, Ferns. More stock with lower prices means more business with larger profits to you. **GIVE US A CALL.**

GREEN DYE

Enough for coloring 100 to 200 Carnations, per package, 50c; 300 to 400 Carnations, large package, $1.00. We have the most successful Green Dye which is cheaper and more economical than any other on the market.

A. T. PYFER & COMPANY

164 N. Wabash Ave., Chicago, Ill.

L. D. Phone, Central 3373.

Heavier Supply

ROSES--CARNATIONS

Our receipts have increased in these two items to such an extent that we can handle more orders in addition to taking A1 care of our regular trade.

Push Spring Flowers Now

Fancy Freesias, Tulips, Darwin Tulips, Jonquils, Mignonette, Sweet Peas, Daisies, Stevia, Snapdragons and Calendulas. Can also supply **Callas, Lilies, Valley, Etc. Complete line of Greens.**

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572

161 North Wabash Ave., Chicago

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

ROSES.
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MINIATURE ROSES
Cecile Brunner

CARNATIONS

MISCELLANEOUS
Valley Cattleyas
Jonquils
Paper Whites Violets
Sweet Peas
Mignonette
Darwin Tulips
Tulips Freesia
Calendulas
White and Yellow Daisies

Place your order with us now for Lilies for Easter.
See our Lily Ad. Page 358.

GREENS.
Plumosus Sprengeri
Galax, bronze. Galax, green
Ferns
Adiantum Smilax
Boxwood

Mention the American Florist when writing

C. L. Washburn, of Bassett & Washburn, was 62 years young, February 27, when all the visitors to his establishment were treated to a fine smoke. He has spent about 28 years in the florist business, during which time he built up a splendid trade and made a large number of friends, who are steadily increasing. O. P. Bassett will celebrate his eighty-fifth birthday at Pasadena, Calif., March 31, and E. B. Washburn will be 33 this month. Mr. and Mrs. C. L. Washburn are making a western business and pleasure trip this week, with stops at Kansas City, Mo., and Wichita, Kans.

A meeting of the mid-west branch of the Woman's National Garden Association will be held at the Fine Arts building, March 22-23. Among the speakers will be Mrs. Francis King, president of the organization; Loring Underwood, of Boston, Mass.; W. A. Murrill, of New York, and Mrs. George W. Crocker, president of the New England branch.

Ronsley reports a very satisfactory season, and is optimistic in regard to the spring business. He filled an order last week for 400 corsages of double violets and Milady roses and 25 corsages of orchids and lily of the valley when the members of one of the Masonic lodges held their annual affair at the Edleweiss Gardens.

A. L. Vaughan & Co. report that their sales for February were the best ever experienced, with the heaviest demand from out-of-town points. This firm has not yet secured new quarters, but has several in sight in the immediate vicinity of this market.

Many out-of-town buyers have been in the city the past week making arrangements for their supply of Easter lilies and other stock. The local florists had better get busy and buy what they need, for everything points to an early clean-up in this line.

At Wietor Bros.' store, the receipts of Premier and Columbia roses are much heavier this week and include fancy stock. They have had wonderful success with Premier and the blooms they cut all through the season were of unsurpassed quality.

Arthur Christianson, of the Bohannon Floral Co., was operated upon for stomach trouble last week at the Lutheran Deaconess Home and Hospital, 1138 North Leavitt street. His many friends are hoping for an early and permanent recovery.

In the bankruptcy matter of William Langhout, before Sidney C. Eastman, referee in bankruptcy, March 2, in petition for an order to compromise a claim against the Delaware, Lackawanna & Western railroad, compromise was authorized.

The Wayside Inn at Morton Grove was almost totally destroyed by fire on the evening of March 1. Quite a number of members of the trade have had dinner at this well-known place when visiting the Poehlmann greenhouses.

J. A. Budlong Co. reports the shipping trade as good, considering conditions, and has no complaint whatever to make in regard to business in February, which was the best in the history of the firm.

The E. F. Winterson Co. unpacked a large shipment of baskets last week, which kept the force busy for several days. Fred Krauss is back on the job after being on the sick list for over a week.

Kennicott Bros. Co. is handling a good supply of American Beauty roses, which are moving nicely considering the large supply of stock now offered in this market.

Zech & Mann have started to book orders for Easter lilies and according to Allie Zech, their supply will be even larger than last season.

Luke Schrer, formerly with the Chicago Flower Growers' Association, is planning on going into the retail florist business in the near future.

Peter Reinberg is cutting a good supply of roses and carnations which are moving nicely, considering the general market conditions.

Vaughan's Seed Store reports liberal bookings of advance orders for bulbs, the demand for French bulbs showing better than last season.

The Chicago Flower Growers' Association is handling a good supply of lilies and is bookng advance orders for Easter.

The American Bulb Co. unloaded one car of cannas and caladiums this week and another is in transit.

A. T. Pyfer & Co. have had a splendid season with the total February sales the largest on record.

Ed. Vilter is the latest addition to the force at the Joseph Foerster Co.'s store.

B. Zima has joined the store force of the E. C. Amling Co.

Visitors: J. S. Wilson, Des Moines, Ia.; John L. Johnson, DeKalb; C. C. Pollworth, Milwaukee, Wis.; Albert Pochelon, Detroit, Mich.; P. W. Peterson, Joliet; Henry Rahaley, Detroit, Mich.; R. A. Simmen, La Salle; R. Wilson, Cleveland, O.

ATLANTIC CITY, N. J.—William Penn and wife, Boston, Mass., are here for a two weeks' vacation.

ELMHURST, ILL.—The charter of the Meyer & Dramm Co. has been amended and the concern will be known in the future as the Dramm Greenhouse Co., Inc.

ARDSLEY, N. Y.—A motion picture film of the greenhouses of Adolph Lewisohn showing flowers being grown for the New York spring show was taken recently by the Wm. H. Fox Co.

An Increased Supply Has Reduced Prices

BEST QUALITY TO BE HAD IN

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Ward, Weiland, Brilliant, Double White and Pink Killarney, Sunburst, Hearst, Nesbit and Brunner.
NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

IN GOOD SUPPLY
DARWIN TULIPS--TULIPS--JONQUILS

Choice stock of Valley, Sweet Peas, Daisies, Rubrums, Easter Lilies, Freesias, Rainbow Freesias, Calendulas, Violets, Stevia, Mignonette, Pansies, Callas, Paper Whites, Cyclamen Blooms and all other Seasonable Stock.

Don't Forget Us on GREENS, as We Have Mexican Ivy, Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.
WE ARE CLOSED ALL DAY SUNDAY.

Columbus, O.

ACTIVE DEMAND IN ALL LINES.

The flower trade in this territory has ruled steady during the past week. Every branch has been active and florists are having a good volume of business. Social activities are now coming back briskly, and quite a few have been held during the past week. Weddings are also numerous. The trade in cut flowers is active, and most of the down-town shops report a satisfactory demand. On the whole, the tone of the trade is satisfactory and prospects are good. The supply is ample, although very little, if any, is left over at the close of business. Roses are selling well, and the supply is sufficient for present needs at from $3 to $10 per dozen. Carnations are also in good demand and there is a fairly good supply. They retail at $3 per dozen. Violets are one of the strongest points in the trade and sell at about $2 per bunch. The quality is good. Sweet peas are good property and retail from 75 cents to $2 per bunch. There is also a good call for jonquils, tulips, freesias and forget-me-nots. Some plants are in the market and the demand is good. Greens are plentiful. The outlook for an active Easter business is exceedingly bright. Preparations are being made to supply a large demand. There is some doubt if lilies will be available at that time, because of the continuous cloudy weather, which is holding them back.

ATTENTION!

Members of the S. A. F. & O. H. and Affiliated Societies:

Are you going to attend the 7th International Flower Show, to be held March 15th to 21st inclusive, Grand Central Palace, New York City? If so, during your stay, make the S. A. F. & O. H. Booth your Headquarters.

A. L. MILLER, President
S. A. F. & O. H.
JAMAICA, NEW YORK

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Violets. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

NOTES.

The Rolf Zetlitz Company, Lima, O., has purchased the range and business of the Columbus Floral Co., located on the Groveport Pike. The company has greenhouses at Lima, Dayton, Ada and several other Ohio cities. The name will be changed to the firm name and Mr. Zetlitz will be in active charge of the establishment.

The Acme Floral Co., has been chartered with a capital of $10,000 to operate a retail floral store on East Gay street. The incorporators are Edward E. Stoughton, Will S. Holstein, Katherine Stoughton, G. Mirick and Nelle J. Holstein.

George W. Cunningham, a florist of Delaware, Ohio, died of pneumonia recently at the age of 29 years. He leaves a wife and three children. He was master of a local Masonic lodge.

J. W. L.

Pittsburgh, Pa.

MARKET FAST BECOMING NORMAL.

The long expected break in the market is with us at last; the demand seemed to fall flat over night, and with an increased supply arriving daily, prices dropped quickly. The influenza epidemic is under control, and the death list is again normal, thus causing a falling off in funeral work, which has been the mainstay of the business for the past two months. The oversupply is not in roses and carnations, but in bulbous and miscellaneous stock. American Beauties are more plentiful, but there is no demand for them at any price. All varieties of roses are coming stronger, but with a big cut in prices, there has as yet been no surplus. The supply of carnations still falls short of the demand. Sweet peas are now arriving in large quantites, and at times, it is hard to move them at any price. Easter lilies and callas are cleaned up daily as the supply of both is still small. White lilac is another item that is hard to move. Tulips, jonquils and Paper Whites are in big supply, and are only bringing about one half what they were selling for one week ago. Forget-me-nots, baby primroses, calendulas, freesias, snapdragons and mignonette meet with no demand whatever. The call for violets, lily of the valley and orchids has also fallen flat, as is usually the case during Lent. Taking everything into consideration, it is nothing more than was to be expected, and with prices back to normal again, and the trade all boosting, "Say it With Flowers," it will only be a matter of a short time until the counter trade is back where it was before the shortage of stock and high prices. The street boys were hard at work Saturday night, the first time since last fall.

M.

HASTINGS, NEB.—The Howe Floral Co. has opened a new store and greenhouse.

Easter
Cards, Tags, Labels, Stickers, Blotters, Announcements.
Write for samples.
THE JOHN HENRY CO.
Florists' Cards and Printing, LANSING, MICH.
Mention the American Florist when writing

Washington Florists' Club.

About 50 local florists and their guests participated in the oyster roast staged by the "Say it With Flowers" committee of the Florists' Club of Washington, D. C. The affair took place in one of the large greenhouses of the Washington Floral Company, in Alexandria, Va., arrangements there being made by David G. Grillbortzer, president of the company. The trip to Alexandria was made in a fleet of "jitneys," led by J. Harper Hetherington, who was chairman of the oyster roast committee. Upon arrival at the greenhouse, the guests were welcomed by Mr. Grillbortzer. He told them that the American Carnation Society would meet in Washington next year, and that it was up to each grower to do his part in an effort to make that meeting a success. The growers on their part, pledged the cooperation that he asked for, while the retailers expressed a willingness to do their share in the work.

William F. Gude spoke of the value of the get-together meetings of the club, and enlarged on Mr. Grillbortzer's plea for a successful carnation convention. He also spoke on behalf of the Chrysanthemum Society of America, which plans to hold its convention in Washington this fall.

One of the entertainment features was the proposed presentation of a "cut glass" punch bowl to the florist who could tell the biggest lie. Secretary Rodman was declared the winner by the committee of judges, and Adolph Gude was selected to make the presentation speech. Mr. Gude said it with flowers, but was very careless in presenting the punch bowl with the result that just as Mr. Rodman reached out his hands to receive the prize it fell on the concrete floor and, as one of the colored waiters aptly described the incident for the benefit of THE AMERICAN FLORIST correspondent, "it was just nachally ruined." The award was made when Mr. Rodman declined to tell a lie by declaring that he had never told a lie in his life.

The house was decorated with palms, ferns and American flags. During the evening a colored orchestra played lively airs. There was plenty of both solid and liquid refreshments, and it was voted that this was the best event in many months given by the florists.

B. F. L.

Meyer
Green Silkaline
and the Green Smilax Thread comes put up on 2 oz. spools of actual thread, not weighing in wood spools or boxes. Send us your orders direct and you will get the longest and strongest thread in the world, or order from the nearest jobber in your territory. Be sure and get the Meyer Brand and do not take any other
JOHN C. MEYER FLORIST THREAD WORKS
LOWELL, MASS. Dept. XY.
Mention the American Florist when writing

Sell More Potted Plants

You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a
Little Wonder Plant Irrigator
They keep your plants watered just right. Wholesale price, $20.00 per 100.
If your supply house does not carry them send us their name with your order.
Sample by mail, 35c
The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO
Mention the American Florist when writing

GOLDFISH 1,500,000 (Fancy and Plain)
Ready for market at rock-bottom prices. Ship anywhere in U. S. or Canada.
Write for our illustrated catalogue.
Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.
Mention the American Florist when writing

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

ZANDO BRAND Wabash Ave., and Lake St. CHICAGO, ILL. ZANDO BRAND

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen
Roses,	Beauty	$3.00@$ 8.00
		Per 100
"	Mrs. Chas. Russell	10.00@ 40.00
"	Columbia	10.00@ 40.00
"	Premier	10.00@ 40.00
"	Hoosier Beauty	8.00@ 35.00
"	Killarney Brilliant	8.00@ 25.00
"	Killarney	8.00@ 25.00
"	White Killarney	8.00@ 25.00
"	Richmond	8.00@ 25.00
"	My Maryland	8.00@ 25.00
"	Mrs. Geo. Shawyer	8.00@ 25.00
"	Milady	8.00@ 35.00
"	Mrs. Aaron Ward	8.00@ 20.00
"	Sunburst	8.00@ 25.00
"	Ophelia	8.00@ 25.00
"	Dble. W. Killarney	8.00@ 25.00
"	Champ Weiland	8.00@ 25.00
"	Stanley	8.00@ 25.00
"	Bayard Thayer	10.00@ 40.00
"	Cecile Brunner	3.00@ 6.00
"	George Elgar	3.00@ 6.00
"	Baby Doll	3.00@ 6.00
"	Nesbit	3.00@ 6.00
"	Our selection	8.00@ 10.00
Carnations		8.00@ 15.00
Cattleyas	per doz.	6.00@ 9.00
Cypripedium	per doz	4.00@ 6.00
Mignonette		4.00@ 8.00
Snapdragons	per doz	1.00
Freesia		3.00@ 6.00
Tulips		6.00@ 10.00
Daisies		2.00@ 4.00
Valley		8.00@ 12.00
Calendulas		3.00@ 5.00
Gardenias	per doz	6.00@ 9.00
Lilies	per doz	3.00
Jonquils		6.00@ 10.00
Callas		25.00@ 50.00
Sweet Peas	per 100	1.50@ 3.00
Violets		.75@ 1.00
Ferns	per 1,000	4.00
Galax	per 1,000	1.50@ 2.00
Leucothoe		1.00@ 1.25
Mexican Ivy		.75@ 1.00
Plumosus Strings	each	.60@ .75
Sprengeri, Plumosus, Sprays		3.00
Boxwood, 35c per lb., per case		9.00

ZECH & MANN

WHOLESALE FLORISTS

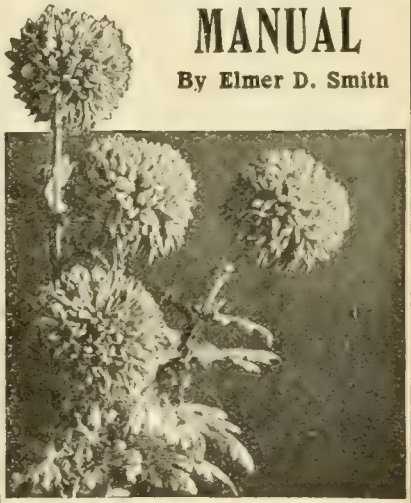
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO,

Estimates Submitted.

155 No. Clark Street, CHICAGO

GARDENIAS

Until the end of the season we will be very strong on **GOOD GARDENIAS.** The flower that we handle is the best, equally as good as any offered elsewhere.

We represent the largest Gardenia growers in this section. For that reason we are in a position to take care of your requirements and fill your orders to your satisfaction at the lowest market price. Place a regular order with us for your weekly requirements.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

INCREASED SHIPMENTS, FAIR DEMAND.

The increase in stock continues, while the demand appears about the same. Some retailers report quite a falling off in their sales, while others are very well satisfied, being helped by the call for funeral flowers, the death rate being still above normal. The increased shipments are mostly of sweet peas, calendulas, violets and from growers of bulbous stock, daffodils being particularly plentiful. There are also very good crops of freesias. Roses are also more plentiful, but not to any great extent. In carnations, there is very little additional stock, but as the market is not cleaning up as well as usual for the past month, their prices have receeded, the low level for good stock being 10 cents, and from that up to 15 cents. The rose stock is of very fine quality, Premier, even on short stems carrying enormous blooms. This is certainly a wonderful rose. Snapdragons are improving, and will soon be a quantity product. Mignonette is a bit draggy, though of good quality. The great majority of the retailers should be taught how to use or sell calendulas, as there is plenty of fine stock in the market at prices much below carnations. Callas are more plentiful, and the first of the cut giganteums have arrived. There appears to be more acacia than usual, but it cleans up very well. Cattleyas are ahead of the demand, to judge by prices, which are at last week's low level.

March 1.—Quantities of flowers, and but little demand, was the situation this morning, with the inevitable shading of prices. There was a drop of 50 per cent in sweet peas over prevailing prices of a week ago. In many other lines, quotations softened considerably. The weather, while cold, is bright and sunny, which should help the transient trade.

FLORISTS' CLUB MEETING.

The meeting of the florists' club, March 2, was a great sucess. J. Otto Thilow's lecture on Australia, his graphic descriptions and wonderful pictures, with the speaker at his best, made a combination that delighted his audience of 400 or more persons. There were many ladies present who greatly enjoyed the lecture and the fine exhibition of cut flowers, included in which were W. Atlee Burpee Co.'s collection of sweet peas and other entries of this flower, the Joseph Heacock Co.'s roses and William Kleinheinz's acacias, all of which were unusually high in quality. A more detailed report of these features will be given in a later issue. Following the lecture, refreshments were served. This was, without doubt, the most important meeting ever held by the club.

PUSHING CUT FLOWERS.

A prominent commission merchant, in speaking of conditions, said he thought the market, while softening, was in very good condition, as generally, the first two weeks of Lent saw a great oversupply, with quite a slump in prices. Bulb growers were unfortunate in bringing in so many daffodils at this time, while the extra shipments of sweet peas were expected, so many carnation growers substituting sweet peas when their plants failed them last summer. He thought it was up to the retailers to push sweet peas, daffodils and other plentiful flowers at this time, as at the prices, they could get choice flowers in quantity lots. It should prove very profitable to them, and help keep down the surplus.

NOTES.

A large grower of plants for the Easter market said that few realize, that in three weeks Easter week would be on them. Much of the success of certain crops depends on the weather, which to get everything in without hard forcing, would have to be generous in sunshiny days. His advice to retailers was to get their orders in early. So many leave it to the last minute, and expect the stock to be saved for them, which when certain essential items, such as lilies and rambler roses are so scarce, it behooves them to be on the job at once.

The advertisement of the local publicity committee, which appeared in three prominent papers the past week, was given an OK as being very fine by all in the trade. Next week's sweet pea ad will be very opportune. What is wanted now, is a cash endorsement, a trifle of one cent added to every dollar's worth of flowers purchased.

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Mar. 3. Per 100

Roses, American Beauty	25.00@	150.00
" Shawyer, Russell	12.50@	25.00
" Killarney	10.00@	16.00
" Milady	12.00@	30.00
" Radiance	16.00@	40.00
" White Killarney	8.00@	25.00
" Killarney Brilliant	16.00@	25.00
" Ward	10.00@	20.00
" Hadley	25.00@	100.00
" Ophelia	15.00@	30.00
" Premier	12.50@	30.00
" Columbia	16.00@	25.00
" Maryland	16.00@	25.00
" Hoosier Beauty	15.00@	35.00
" Stanley	16.00@	25.00
Cattleyas, per doz.	9.00@	18.00
Cypripediums, per doz.	4.00@	12.00
Sweet Peas	1.00@	2.00
Carnations	6.00@	10.00
Longiflorum Lilies	20.00@	40.00
Violets, a hundred	1.00@	2.00
Marguerites	4.00-6.00@	8.00
Calendulas, per doz., .75@1.00		
Callas	30.00@	50.00
Snapdragons, per doz., 3.00@4.00		
Adiantum	4.00@	8.00
Asparagus Strings, per doz.		**9.00**
Asparagus bunches, each		**.50**
Jonquils		10.00
Freesia	6.00@	12.00
Anemonies, per doz.		2.00
French Iris, per spray		1.00
Pansies	3.00@	4.00
Myosotis, a bunch	.35@	1.00
Jonquils	6.00@	8.00

BUFFALO, Mar. 3. Per 100

Roses, Beauty, Special	60.00@	75.00
" Fancy	30.00@	40.00
" Extra	20.00@	25.00
" 1st	8.00@	12.00
" Killarney	8.00@	20.00
" My Maryland	8.00@	20.00
" White Killarney	8.00@	20.00
" Sunburst	8.00@	20.00
" Ward	8.00@	10.00
" Columbia	15.00@	30.00
" Ophelia	8.00@	25.00
" Russell	12.00@	20.00
" Shawyer	8.00@	15.00
" Bon Silene	4.00@	7.00
Cattleyas	75.00@	100.00
Daisies	**1.00@**	**3.00**
Valley	12.00@	**15.00**
Violets	.75@	1.00
Calla Lilies	15.00@	35.00
Japan Lilies	**8.00@**	**10.00**
Easter Lily	25.00@	**35.00**
Paper Whites	5.00@	7.00
Carnations	6.00@	8.00
Mignonette	**6.00@**	**10.00**
Snapdragons	**8.00@**	**15.00**
Sweet Peas	1.00@	4.00
Asparagus Sprengeri	**.35@**	**.50**
Ferns, per 1000		**3.50**
Calendulas	3.00@	6.00
Smilax		**25.00**
Golden Spur	6.00@	7.00
Freesia	4.00@	6.00
Von Sion	6.00@	7.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS

Roses, Carnations, Violets, Freesia.

1225 Race St. Philadelphia, Pa.

CINCINNATI, Mar. 3. Per 100

Roses, Premier	12.00@	35.00
" Columbia	10.00@	35.00
" Butterfly	10.00@	35.00
" White Killarney	8.00@	30.00
" Pink Killarney	8.00@	30.00
" **Sunburst**	10.00@	**35.00**
" **Mrs. Aaron Ward**	8.00@	**25.00**
" **Ophelia**	8.00@	**25.00**
" **Baby Doll**	4.00@	**6.00**
Carnations	6.00@	8.00
Calendulas	3.00@	4.00
Paper White Narcissus	6.00@	**8.00**
Sweet Peas	2.00@	3.00
Freesia	4.00@	6.00
Violets (California)		.75
Princess Wales		1.50
Ferns, per 1,000	3.00@	**3.50**
Leucothoe, per 1,000		**6.00**
Galax, per 1,000		**1.50**
Daffodils	6.00@	8.00
Mexican Ivy, per 1,000		**6.00**
Smilax, per string	.15@	.20
Dutch Hyacinths	10.00@	**12.00**
Plumosus (south.) per bch.	.25@	**.35**
Tulips	6.00@	**8.00**

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Fancy Chiffons

(About 35 to 40 yards to bolt.)	Per yd.
Dotted effect, 4 in. wide	$0.10
Lily of the Valley effect, 4 in. wide	.10
"Blue" Valley, cut edge, 6 in. wide	.09
Dotted effect, 6 in. wide	.13
Lace effect, 6 in. wide	.13
Lily of the Valley effect, 6 in. wide	.13
"Gold" Valley effect, 6 in. wide	.14
Silk, with Satin Borders, 6 in. wide	.15
Silk, with Satin Borders, 8 in. wide	.20
Malline, 27 in. wide	.30
Silk Gauze (or netting), 6 in. wide	.13
Silk Gauze (or netting), 14 in. wide	.23

Special list of many other useful items sent free.

Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

Little as it may seem from each individual, it will make a large sum in the aggregate. Sign your contract slips and send them to the secretary and get behind the movement with a will.

The large house, 72x300 feet, of the Joseph Heacock Co., Roelofs, Pa., planted with sweet peas, is now coming into crop. They are very fine, many having from 15 to 18-inch stems. They will cut heavily from this house until after Easter. Exceptionally fine Premier roses are leading features of their rose stock.

The ground will soon be broken for the large power plant and greenhouse of the Edgeplain Floral Co., at St. Leonards. A lot of the material is now on the place, and work will commence as soon as the weather permits. The house is expected to be ready for planting early in May.

As the time for the New York show approaches, considerable interest is shown, and it is expected that a large number of the trade of this city will visit the exhibition, and also inspect the various Easter stocks of noted growers.

The broken glass of the large house at Florex Gardens is now nearly all reset and the ground for the two new 700-foot houses will be cleared at once, so that their erection may proceed as rapidly as possible.

The large block of giganteum lilies of A. M. Campbell's, at Strafford, are in splendid condition. Those in pots are all 10 to 11-inch bulbs, and should make superb plants.

Russell roses, sweet peas, lilac and cattleyas were features of the Leo Niessen Co's. stock the past week. Receipts were much heavier, but were well handled by their large sales force.

The market is helped by a very good demand from out-of-town points; from the large shipments, it would appear as if half the stock was disposed of to florists of other cities.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

Wholesale Flower Markets

PHILADELPHIA, Mar. 3. Per 100

Roses, Beauty, special	75.00@100.00
" " fancy	35.00@ 60.00
" Mrs. Chas. Russell	8.00@ 50.00
" Killarney	10.00@ 20.00
" Hadley	20.00@ 75.00
" Sunburst	12.00@ 25.00
" Wards	10.00@ 18.00
" Ophelia	12.00@ 25.00
" Columbia	15.00@ 30.00
" Premier	15.00@ 30.00
Cattleyas	.50@ .75
Lilac, bunch	1.50@ 2.50
Narcissus	4.00@ 8.00
Mignonette	8.00@ 10.00
Gardenias, doz., .50@ .75	
Cypripediums	35.00@ 50.00
Carnations	10.00@ 15.00
Carnation Laddie	20.00@ 25.00
Snapdragons, per doz.	1.50@ 2.00
Callas	20.00@ 25.00
Easter Lilies	25.00@ 30.00
Violets	.50@ 1.00
Calendulas	3.00@ 6.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus Strings	.50@ .75
Freesia	6.00@ 10.00

PITTSBURGH, Mar. 3. Per 100

Roses, Beauty, spl., per doz.	9.50
" " fcy. per doz.	7.50
" " ex., per doz.	6.00
" " No. 1, per doz.	2.00
" Hadley	15.00@ 35.00
" Killarney	8.00@ 20.00
" Maryland	8.00@ 20.00
" Sunburst	8.00@ 20.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	10.00@ 35.00
" Columbia	10.00@ 30.00
" Ophelia	8.00@ 20.00
" Hilda	8.00@ 15.00
" Premier	10.00@ 35.00
Carnations	8.00@ 10.00
Cattleyas, each	1.00
Ferns, per 1,000	4.00
Sweet Peas	1.50@ 3.00
Daisies	2.00@ 4.00
Galax, per 1,000	2.00
Plumosus, per bunch	.40
Sprengeri per bunch	.50
Smilax, per doz.	3.00
Calendulas	2.00@ 6.00
Narcissus, white	8.00
Lilacs, per bunch	2.00
Tulips	8.00
Mignonette	10.00
Snapdragons, per doz.	1.50@ 3.00
Calla Lilies, per doz., 3.00@5.00	
Freesia	4.00@ 6.00

MILWAUKEE, Mar. 3. Per 100

Roses, Killarney, W. Kill'n'y	6.00@ 15.00
" Ward	6.00@ 15.00
" Premier	15.00@ 35.00
" Ophelia	8.00@ 25.00
" Columbia	12.00@ 35.00
" Hoosier Beauty	8.00@ 20.00
Carnations, assorted	4.00@ 6.00
Cattleyas, per doz.	5.00@ 6.00
Paper Whites	6.00@ 8.00
Violets	.75@ 1.00
Callas, per doz.	2.50@ 3.00
Sweet Peas	1.00@ 3.00
Rubrums, per doz.	1.50
Lilies	20.00@ 25.00

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.
Mention the American Florist when writing

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
Mention the American Florist when writing

ST. LOUIS, Mar. 3. Per 100

Roses, Hadley	10.00@ 20.00
" Premier	10.00@ 40.00
" Killarney	6.00@ 15.00
" White Killarney	6.00@ 15.00
" Hoosier Beauty	10.00@ 20.00
" Russell, doz.	5.00@ 8.00
" Ward	4.00@ 8.00
" Sunburst	8.00@ 15.00
Ferns, per 1000	15.00
Carnations, Laddie	3.00@ 8.00
Carnations, Specials, doz.	7.50@ 12.00
Sweet Peas	.75@ 3.00
Narcissus	6.00
Calendulas	3.00@ 5.00
Calla	12.50@ 25.00
Mignonette, doz.	1.50
Violets	.50@ .75
Galax, per 1,000	1.50
Leucothoe per 1,000	7.50
Boxwood, per lb.	.25
Lily of the Valley	8.00
Freesia	3.00@ 5.00
Jonquils	4.00@ 6.00

Casper Altemus has opened the Larchwood Flower Shop at 442 South 60th street, which makes the fourth florist below Market street on this busy thoroughfare.

Berger Bros. are looking for a new location, their lease expiring the first of April. Sweet peas, violets and daffodils are quantity items.

Alfred M. Campbell says: "Men may come, and men may go, but the run of automobile trucks to the repair shops goes on forever."

Exceptionally fine Mrs. Ward and other choice carnations are features of the Edward Reid stock. K.

New York.

PRICES CONTINUE TO DROP.

The situation in the wholesale district has steadily grown worse since our notes of February 28 were written. It would seem that prices should have, by this time, reached bed rock, but they continue to decline on almost all stocks. Orchids, which have been comparatively reasonable in price throughout the winter, seem to be falling off in supply, and while, as yet there has been no marked advance in prices, there is a possibility that there may be. But practically every other stock dropped. No. 2 roses are down to $4 to $6 per 100, and the longer grades have fallen in proportion. Excepting Laddie, carnations are running at from $4 to $6 per 100. Gardenias, that for a time wholesaled for $1 each, are now a glut, and the best are going for $3 per dozen. There is an enormous stock of sweet peas on the market. Short stock is offered as low as 50 and 75 cents per 100; the best, very fine stock, at $3 per 100. Good tulips sold well for a time, but quantities of them are now seen in almost all the wholesale stores. There is now on the market a giant daffodil, an exceptionally fine production. Here it goes by the name of "Albert S.," but we cannot vouch for that being its true name. It has been selling for $2 per dozen, wholesale. Other yellow stock and Paper Whites are going as low as 50 cents per dozen. The supply of American Beauty roses is not heavy, but there is so little call for them, that specials range at the wholesale rate of $45 to $75 per 100, depending on quality. It would seem that such great reduction in prices on the bulk of stock should quicken the demand, but no such movement has as yet materialized. Some of the leading retail stores report that the most they are doing is in funeral work. And again, there seems, in certain quarters, to be a disposition to "knock" the florist business. A Jewish rabbi was recently quoted in one of the newspapers, as saying that his people were being advised not to buy flowers. That need not cause great alarm as similar statements have been published in the past. Over in Hackensack, N. J., there is a man who has gained some prominence as an astronomer and weather prophet. He attributed the late war, and pretty much all the "cussedness" that attended it, to spots on the sun.

March 1.—There is considerable buying this morning, but prices are on the decline. Fair weather is increasing the supply.

GREEK-AMERICAN FLORISTS' ASS'N. BALL.

The thirteenth anniversary entertainment and ball of the Greek-American Florists' Association, was held in the grand ball room of the Hotel Commodore on the night of February 26. There was a large attendance, and it was a most successful affair. The stage and balconies were handsomely decorated by a committee, of which Theodore Malandre, of Malandre Brothers, was chairman. Other members of the committee were: George Hanges, George Roudires, D. Anargyros and S. Papadakos. Other well known Greek-American florists were prominent on various committees. Other well-known men noticed were George D. Nicholas, D. J. Pappas and George J. Polykranas. A two-hour entertainment preceded the dancing in which there were clever acrobatic feats, a balcony scene from Romeo and Juliet, topical songs and "bits of grand opera." The grand march was a noteworthy feature of the ball. The officers of this association are: N. J. Lales, president; J. T. Caparell, vice-president; J. Soteriades, treasurer; C. Thomas, secretary, and A. Frank, assistant secretary. A large number of florists, not connected with the association, including native Americans, attended.

FLORISTS' CLUB BANQUET PLANS.

President Henshaw, of the New York Florists' club, is anxious that the banquet to be held on the night of St. Patrick's day, at the Hotel Biltmore, shall be a success, and he hopes that the club members and other florists will turn out in force. We join him in his laudable endeavors. Many visiting florists in the city, attending the flower show, which opens March 15, will be invited to attend. The club has generally been successful with its banquets, and it is hoped that this one will be preeminently so. It should be a banner get-together affair.

NOTES.

The Sun and New York Herald, in its issue of February 29, publishes the following: "To Readers of Farm and Garden Department—Because of the serious shortage in newsprint paper the Sun and New York Herald is compelled to discontinue its Farm and Garden Department." Before the two newspapers were merged into one, the "Farm and Garden Department" was a feature of the Sunday Sun.

The next meeting of the New York Florists' Club will be held in its hall in the Engineering building, 25-33 West 39th street, on the night of March 8. It is expected that extended reports will be made on the final arrangements for the spring flower show, which is to open on the 15th; on the arrangements for the club banquet on the night of the 17th, and on various other matters.

The sympathy of the trade is with Abraham Tischworz, salesman for George C. Siebrecht, whose wife died February 17, of pneumonia, leaving two small children.

Joseph A. Millang is receiving fine stock of the Francis Scott Key rose. Hitherto, it has been largely considered as a summer variety, but it has done well this winter.

Robert G. Wilson, of Brooklyn, now has the cut flower concession in the Heden department store, Newark, N. J., with George Sims in charge.

The market is flooded with lily of the valley and surplus stock has been going at $1 per 100, with plenty of it offered on the streets.

A. J. Anderson, of Manhasset, Long Island, is bringing in fine stock of variegated freesias.

Thomas Rowland, of Boston, was a visitor, February 27. A. F. F.

SWEET PEAS, ROSES, Carnations, Violets.

Joseph S. Fenrich, 51 West 28th Street, NEW YORK
Telephones: 420-421-422 Watkins.

FUTTERMAN BROS.

Wholesale Florists, 102 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicite

HENTZ & NASH INC. N.Y. (WHOLESALE COMMISION FLORISTS) GROWER AGENT 55 and 57 West 26th St.

C. Lecakes & Co.

Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Leucothoe Sprays, and Moss, Our Specialties.
116 W. 28th St., New York
Telephone Watkins 2315
No connection with any other concern.
Prompt and careful attention to Mail, Telegraph and Telephone Orders.

Traveling Wholesale Florist
INC.
133 W. 28th St., NEW YORK.
Telephones 9760 Chelsea
SPECIALTIES - Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

WHOLESALE FLORISTS A. L. Young & Co. 54 West 28th St. New York Consignments Solicited

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Watkins

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone: 759 Watkins

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 1532-3533 Watkins 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
34 West 28th St., NEW YORK CITY
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments Solicited.

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
133 West 28th St., NEW YORK
Established 1887
All consignments receive our special attention.

Wholesale Flower Markets

NEW YORK, Mar. 3. Per 100

Roses, Beauty, Specials	50.00@	75.00
" " extra and fancy	35.00@	40.00
" Hoosier Beauty	6.00@	15.00
" Hadley	8.00@	50.00
" Francis Scott Key	10.00@	50.00
" Columbia	6.00@	20.00
" Prima Donna	5.00@	15.00
" Dble Wht. Killarney	6.00@	20.00
" White Killarney	4.00@	12.00
" Aaron Ward	6.00@	15.00
" Ophelia	4.00@	15.00
" Sunburst	4.00@	15.00
" J. L. Mock	6.00@	15.00
" Mrs. Chas. Russell	8.00@	20.00
" Premier	10.00@	25.00
Cattleya orchids, special	50.00@	75.00
Carnations	3.00@	6.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Asp. Plumosus, doz. bchs.	3.00@	4.00
Smilax, doz. strings	1.50@	2.00
Lilies, white	30.00@	35.00
Gardenias, per doz.	1.00@	3.00
Callas, per doz.	2.00@	3.00
Paper White Narcissus, doz.	.50@	.60
Lilies, Rubrums	10.00@	12.00
Sweet Peas	1.00@	3.00
Lily of the Valley	1.50@	6.00
Violets	.25@	.50
Calendulas, per doz.	15.00@	25.00
Yellow Narcissus, per doz.	.50@	.60
Mignonette, per doz.	.50@	2.00
Lilac, per bunch	1.00@	2.00
Freesia	1.50@	3.00
Tulips, per doz.	.50@	.60
Flamingo		1.00
Acacia, per bunch	1.50@	3.50
Buddleia, per bunch		1.00
Giant Daffodils, per doz.		2.00
Snapdragons, per doz.	.50@	3.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
115 West 28th Street, New York

Telephones {4422 / 4423} Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE {2335 / 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
101 West 28th Street, NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R. I.
Summer Season.

KANSAS CITY, MISSOURI.

Rock's Flowers

Members Florists' Telegraph Delivery Ass'n

Mention the American Florist when writing

ESTABLISHED 1847

F. T. D.

Thos. F. Galvin INC.

THE NAME PROTECTS YOU

BOSTON
1 PARK STREET
799 BOYLSTON STREET

NEW YORK
561 FIFTH AVENUE

Steamers are Again Sailing on Schedule
Deliveries made on board

Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

BRANCHES:
RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

HARTFORD, CONN.

George G. McClunie

165 MAIN STREET

Right in the Hospital District—Hartford, Charter Oak, Williams, Insane, St. Francis and Memorial Hospitals within two blocks of Flower Shop.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

New York.

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing

New York.

A. B. CAZAN

FLOWERS OF QUALITY
2751 Broadway
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co's
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

New York.

The Aphrodite Co.

THE ARTISTIC FLORISTS
Floral Decorations for All Occasions.
2703 Broadway, Phone Academy 2479

Mention the American Florist when writing

C. H. FREY

Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Mention the American Florist when writing

C. Frauenfelder
FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

For St. Louis.

WIRE

Grimm & Gorly

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York

Member of Florists' Telegraph Delivery.

DARDS

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction
Nearly 50 Years.

Let Us Fill Your Steamer Orders. Regular European Sailings Now Established.

Mention the American Florist when writing

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST
ELEVEN STORES
Main Store— 334 Lewis Ave.

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Member of Florists' Telegraph Delivery.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

SHERIDAN, WYO.

SHERIDAN GREENHOUSE CO.
Plants and Flowers

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers Personal Service — Members F. T. D. A.

A. LANGE

77-79 E. Madison St., CHICAGO

Telegraph, Mail and Telephone Orders given most prompt and careful attention and filled with the best stock in the market.

YOUR PATRONAGE SOLICITED.

FROM NEW YORK EXCEPT AS NOTED

March 6

Noordam, Holland-America (Rotterdam).
FROM NEWPORT NEWS, Andyk, Holland-America (Rotterdam).
LA TOURAINE, French Line (Havre).
Cedric, I. M. M. Lines (Liverpool).
FROM GALVESTON, Nortonian, I. M. M. Lines (Liverpool).
Philadelphia, I. M. M. Lines (Southampton).
Mesaba, I. M. M. Lines (London).
FROM PHILADELPHIA, East Shore, I. M. M. Lines (London).
FROM BALTIMORE, Missouri, I. M. M. Lines (London).
FROM BOSTON, Scythian, I. M. M. Lines (Manchester).
FROM BALTIMORE, Gothland, I. M. M. Lines (Antwerp).
West Cherow, I. M. M. Lines (Glasgow).
FROM PORTLAND, ME., Welshman, I. M. M. Lines (Avonmouth).
FROM BALTIMORE, Downshire, I. M. M. Lines (Belfast-Dublin).
Carmania, Cunard-Anchor (Liverpool).
Imperator, Cunard-Anchor (Southampton).
Volumnia, Cunard-Anchor (London).
FROM PORTLAND, ME., Inkula, Cunard-Anchor (London).
FROM PORTLAND, ME., Saturnia, I. M. M. Lines (Glasgow).
Slavic Prince, Prince Line (Yokahoma).

March 8.

Vasari, I. M. M. Lines.
FROM BOSTON, Inkula, I. M. M. Lines (London).
FROM BOSTON, Virgilia, I. M. M. Lines Liverpool).
FROM BALTIMORE, Doonholm, I. M. M. Lines (Bristol).
FROM WEST ST. JOHNS, Verentia, I. M. M. Lines (Bristol).

March 9.

Royal George, I. M. M. Lines (Southampton).

March 10.

Niagara, French Lines (Bordeaux).
Verentia, I. M. M. Lines (Avonmouth).
Norman Monarch, I. M. M. Lines (Smyrna).
FROM PHILADELPHIA, Chipana, I. M. M. Lines (London).

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

930 PROSPECT AVE., Erie Building. CLEVELAND

Mention the American Florist when writing

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus.

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Newark, N. J.

Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Mention the American Florist when writing

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Mention the American Florist when writing

Wilkes-Barre and near-by Pennsylvania Towns

Member F. T. D.

14 N. Main St. **A.W.B.EVANS**

Astoria Florist

NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exchg. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, W. Madison
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith
Harrisburg, Pa.—Charles L. Schmidt.
Hartford, Conn.—Geo G. McClunie.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Fl. Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—N. Christatos, 1028 Sixth Ave.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—John D. Flessas, Columbus Ave.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—A. B. Cazan.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
Sheridan, Wyo.—Sheridan Greenhouse Co.
St. Louis, Mo.—F. H. Weber.
St. Louis Mo.—Grimm & Gorly.
St. Paul Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Member of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Washington, D. C.—Geo C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers, N. Y.—New York Floral Co.

Best Flowers
Best Service

ROSES Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester ph. 506. Long Dist. Bell ph. 2189
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.
Mention the American Florist when writing

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET
Mention the American Florist when writing

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Kansas City, Mo.
W. J. Barnes FLORIST, K.C.Mo.
Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890.
Mention the American Florist when writing

J. W. RODGERS
Elks' Building, 4 South Jefferson Street. Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.
Mention the American Florist when writing

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.
Mention the American Florist when writing

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to
Schiller The FLORIST
2223 W. Madison St. CHICAGO.
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Washington, D. C.
Louise Flower Shop
Connecticut Ave at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Member of Florists' Telegraph Delivery.

Albany, N. Y.
EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

E. W. PEARSON
38 State St., Newburyport, Mass.
Covers All New England Points

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

Hession
Madison Ave. and 76 St.
NEW YORK
Quality Flowers
TWO GREENHOUSES ON PREMISES
Plant Specialists Phones 107 420 775 Lenox
Member of Florists' Telegraph Delivery.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cincinnati.
JULIUS BAER
FLOWERS
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.
Mention the American Florist when writing

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.
Mention the American Florist when writing

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

FOR WISCONSIN DELIVERY
— OF —
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, Sheboygan, Wisconsin.
Member of Florists' Telegraph Delivery.

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists, Grand Rapids
Mention the American Florist when writing

DULUTH FLORAL CO.
200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis.

TERRE HAUTE, IND.
THINK OF HEINL'S

ORDERS IN OR AROUND PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.
Mention the American Florist when writing

Name Index to Retail Florists Filling Telegraph Orders.

Alpha Floral Co., S. Wabash Ave., Chicago
Anderson, S. A., 440 Main, Buffalo, N. Y.
Aphrodite Co., The, New York.
Astoria Florist, 2188 Broadway, New York.
Avenue Floral Co., The, New Orleans, La.
Baer, Julius, Cincinnati, O.
Barnes, W. J., Kansas City, Mo.
Baumer, August R., Louisville, Ky.
Bergerow's 746 Broad St., Newark, N. J.
Bramley & Son, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Buckbee, H. W., Rockford, Ill.
Bunyard, A. T., Madison Ave., New York.
Burns, H. H., 509 Madison Ave., New York.
California Florist, Tacoma, Wash.
Central Floral Co., N. State St., Chicago.
Central Floral Co., Broadway, Detroit, Mich.
Clarke's Sons, David, New York.
Cooke, Geo. H., Conn. and L., Washington
Culp, W. H. & Co., Wichita, Kan.
Danker's, Albany, N. Y.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., Montreal, Que., Can.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eble, Chas., New Orleans, La.
Evans, A. W. B., Wilkes-Barre, Pa.
Eyres, 106 State St., Albany, N. Y.
Fallon, Florist, Roanoke, Va.
Fleischman, Chicago.
Fox, J. M. & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., 1133 O St., Lincoln, Neb.
Frey & Frey, 1338 O St., Lincoln, Neb.
Friedman, 522 S. Michigan Blvd., Chicago.
Galvin, Thos. F., Inc., New York and Boston.
Gasser Co., J. M., Cleveland, O.
Grakelow, Charles H., Philadelphia, Pa.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St., Louis, Mo.
Gude Bros., Washington, D. C.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., 1000 Madison Ave., N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison and 76th St., New York.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Idlewild Greenhouses, Memphis, Tenn.
Jahn, Hugo H., Brooklyn, N. Y.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. R., Rochester, N. Y.
Kottmiller, 426 Madison Ave., New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 77-79 E. Madison St., Chicago.
Littlefield Florist, Worcester, Mass.
Louise Flower Shop, Washington, D. C.
McClunie, Geo. G., Hartford, Conn.
Malandre Bros., New York.
Mangel, 17 E. Monroe St., Chicago.
Matthews, The Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
Metairie Ridge Nursery Co., New Orleans, La.
Miller Floral Co., Salt Lake City, Utah.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
New York Floral Co., Yonkers, N. Y.
Papadem, J. G. Co., 2953 Broadawy, N. Y.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Philips Bros., 938 Broad St., Newark, N. J.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Rodgers, J. W., Dayton, O.
Rosery Floral Co., The, Newark, N. J.
Rosaia Bros., Seattle, Wash.
Saake, O. C., Los Angeles, Cal.
Salzer Seed Co., John A., La Crosse, Wis.
Schiller, The Florist, Chicago.
Schling, Max, 785 Fifth Ave., New York.
Sceery, Edward, Passaic, N. Y.
Sceery, Edward, Paterson, N. J.
Schlatter, Wm., & Son, Springfield, Mass.
Schmidt, Chas. L., Harrisburg, Pa.
Shaffer, Geo. C., Washington, D. C.
Sheppard, Henry W., Cincinnati, O.
Sheridan Greenhouse Co., Sheridan, Wyo.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St., Louis, Mo.
Weir, James, Inc., Brooklyn, N. Y.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wittbold Co., G., 745 Buckingham Pl., Chgo.
Wolfskill Bros. & M. Goldenson, Los Angeles.

Albany, N. Y.
Danker
FLORIST
The Best Service
MEMBER F. T. D.
Mention the American Florist when writing

Kansas City, Mo.
A. Newell
FLORIST
Established over 30 years.
1122 Grand Avenue.
Mention the American Florist when writing

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none to small.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Rockford, Ill.
H. W. BUCKBEE.
Mention the American Florist when writing

LITTLEFIELD, Florist
WORCESTER, MASS.
Mention the American Florist when writing

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

"SAY IT WITH FLOWERS"
Max Schling Flowers
Schling Service Nothing Better
785 Fifth Avenue
NEW YORK CITY
Mention the American Florist when writing

Yonkers, N. Y.
New York Floral Co.
Cor. Manor House Square and North Broadway
Mention the American Florist when writing

Friedman
.:.:.FLOWERS.:.:.
522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO
Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.
Mention the American Florist when writing

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City.
Mention the American Florist when writing

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.
Mention the American Florist when writing

CHICAGO — DETROIT
Central Floral Co.
132 N. State St., CHICAGO
35 Broadway, DETROIT
Best service in both cities and adjoining territory.
Member of Florists' Telegraph Delivery
Mention the American Florist when writing

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET
Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street
Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grand Avenue
Mail or telegraphic orders promptly and most carefully executed.
Mention the American Florist when writing

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

New York
Malandre Brothers
2077 Broadway, near 72nd St.
'Phone, Columbus 6883
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Mention the American Florist when writing

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.
Mention the American Florist when writing

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark.
Telephone Market 494
Mention the American Florist when writing

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season
Mention the American Florist when writing

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

CHICAGO
Mangel
The Palmer House Florist
17 E. MONROE ST.
Members of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

THE price of bags at Chicago, March 3, was $62.

J. C. VAUGHAN, Chicago, returned from Miami, Fla., last week.

SUGAR men in the southwest are asking permits for Mexican laborers.

"GIPSY FULLER" is the way one catalogue house customer orders gypsophila seed.

BOTH English and French seedsmen report a record business this season since December 1.

THE S. F. Leonard Seed Co., Chicago, will discontinue their La Grange, Cook county, farm.

ST. LOUIS, MO.—A heavy demand in all lines of garden seeds is reported by the St. Louis Seed Co.

PHILADELPHIA, PA.—It is rumored that the W. Atlee Burpee Co. will open a store on Market street.

HENRY METTE, Quedlinburg, Germany, in his large trade catalogue, just received, gives prices in shillings.

ONION SETS in the Chicago district are moving more lively this week, price in carlots being about $3.50.

VISITED NEW ORLEANS: L. W. Wheeler and Mrs. Wheeler, of the Pieters-Wheeler Seed Co., Gilroy, Calif.

IT is reported the United States Grain Corporation will turn into the government treasury $50,000,000 profits.

COMMERCIAL travelers crossing into Ontario, it is said, must be vaccinated when they recross the line into the United States.

A PACIFIC Coast grower of freesias writes: "Two crop failures in succession is going to prove rather hard on many growers."

ADOLPH KRUHM, who was with the Beckert Seed Co. at Pittsburgh, Pa., has gone back to the Garden Magazine, New York.

MAIL advices from the south of France indicate that Narcissus Paper White Grandiflora are flowering well and promise a good crop of bulbs.

IT is reported that French inspection certificates will be issued for white Roman hyacinths the coming season. This report has not yet been verified.

TEXAS farm operations have been greatly delayed by lack of labor, and in consequence the business of seedsmen is affected to a considerable extent.

MAIL trade at New York is reported only fair to March 1, while Philadelphia dealers say business shows a fair increase. The New England seed trade has been snowed in.

TOLEDO, O.—The clover seed market opened unchanged for old seed, March 2, while October, the new crop month, was down 25 cents. Cash closed at $34.55 and October at $25.00. Timothy was practically unchanged, with March at $6.52½, April $6.47½ and May, $6.45.

CALIFORNIA reports one-fourth of an inch to one inch of rain at all stations March 2-3. Previously, it had been quite rainy along the west border and very dry in the central valley.

IT is difficult to understand why congress insists upon spending large sums for absolutely unnecessary free seeds, while the people of the entire country are so heavily burdened with other taxes.

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade, March 3, were as follows: Timothy, $10.00 to $13.75 per 100 pounds; March $14.10 bid, $14.40 sellers; red clover, $45.00 to $53.00 per 100 pounds.

A SUPREME court decision of March 1 holds that the anti-trust act does not prohibit price fixing unless intent to create a monopoly is shown. From this, it would appear that wholesale seedsmen may insist that retailers do not cut packet prices.

FRANK G. CUTHBERTSON, of C. C. Morse & Co., San Francisco, Calif., passed through Chicago, February 28, on the last lap of his return from Europe, where he spent two weeks in France and three in Great Britain. He reports a big and active seed trade on in both countries by mail and over the counter. Howard M. Earl, of the Jerome B. Rice Seed Co., Cambridge, New York, was a fellow passenger part of the trip on the way out, dropping off at the Canaries to size up the seed prospects there.

VISITED CHICAGO: C. W. Scott, of Yokohama Nursery Co., New York, en route to the Pacific coast; R. C. McGill, of R. C. McGill & Co., San Francisco, Calif., returning from the east; L. M. Kimberlin, of the Kimberlin Seed Co., San Jose, Calif.; B. E. Brotherton, Port Huron, Mich., en route to California; N. Kirby, of I. N. Simon & Son, Philadelphia, Pa.; D. A. Sherwood, of the Sherwood Seed Co., San Francisco, Calif., leaving for the east early in the week; W. H. de Graaff, of De Graaff Bros., Ltd., Noordwyk, Holland; C. M. Keeney, Le Roy, N. Y.; Mrs. Mary E. Snow, representing the Standard Seed Co., Stockton, Calif; J. B. Agnew, San Francisco, Calif.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
— Growers Exclusively of —
Sweet Corn Seed

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

Death of Henry Philipps, Jr.

Henry J. Philipps, Jr., passed away at his home in Toledo, O., February 15, after a lingering illness of two years, with a throat malady. For 35 years he conducted the Henry Philipps Seed & Implement Co., a business that was established in 1848 by his father, a pioneer merchant of Toledo, and which firm passed out of existence with the retirement of Henry J. Philipps, Jr., about five years ago. The deceased leaves a wife, a son, Henry S., and a daughter, Hermine, also his mother, two sisters and six brothers.

Catalogues Received.

A. Henderson & Co., Chicago, retail seeds, bulbs and plants; Stokes Seed Farms Co., Moorestown, N. J., seeds; Schultz's Seed Store, Washington, D. C., seeds; John Lewis Childs, Floral Park, N. Y., seeds, bulbs and plants; J. J. Wilson Seed Co., Newark, N. J., seeds; Huntsville Wholesale Nurseries, Huntsville, Ala., wholesale surplus list No. 2; William Tricker, Arlington, N. J., aquatics.

New York Seed Trade.

Frank Woodruff, since his return from Florida, has had an attack of pleurisy, but is now improved. He and Mrs. Woodruff have the sympathy of the trade in the death of her father, who was recently killed in an accident, the particulars of which we have not learned.

The seedsmen are now busy filling shipping and mail orders, and their catalogues are being sent out.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Mention the American Florist when writing

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA

We are headquarters for the **BEST OF EVERYTHING** in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

Yokohama Nursery Co.

LTD.

Woolworth Building,

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

Sweet Pea Annual.

We are in receipt of the Sweet Pea Annual of the National Sweet Pea Society of England, containing a large variety of matter of interest to sweet pea specialists, including "Historical Notes," by S. B. Dicks; "Results of Cross Fertilizing," by J. Stevenson; "Sweet Peas in America," by Geo. W. Kerr; "Sulphuric Acid an Aid to Germination," by T. A. Weston; "Jottings from Scotland," by John Yuille; "Sweet Pea Improvement," by Chas. W. J. Unwin; "Sweet Pea Dunedin," by George J. Errington; "Sweet Pea Seed Growing" by George J. Errington; "Sweet Pea Bibliography," by C. Harman Payne.

The book of about 100 pages is well bound with numerous portraits and other illustrations, the variety, Hawlmark Pink, being color plated. The secretary is Henry D. Tigwell, Greenford, Middlesex, England.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution, February 21, 1920, as given by the Government Market Reporter of February 28, 1920:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$14.75	$29.00	$19.00	$57.50
Baltimore	15.00	27.00	20.00	56.00
Richmond	15.00	29.00	20.50	58.00
Buffalo	14.75	28.00	20.00	58.50
Toledo	14.90	31.00	21.00	58.85
Louisville	14.50	31.00	21.00	60.00
Chicago	13.75	29.00	18.00	57.00
Minneapolis	14.25	31.00	22.00	59.00
St. Louis	14.75	31.00	21.50	59.00
Kansas City	14.90	31.00	21.00	59.00
Denver	15.00	31.00	22.25	....
Salt Lake City	14.00	31.00	20.00	60.00
Seattle	18.00	35.00	25.00	62.00
Memphis	15.00	29.00	23.00	60.00
Average for the United States same date, 1919	$10.50	$23.00	$14.00	$41.50

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) **CHICAGO**

Salvia or Scarlet Sage

We have just completed harvesting our own Bloomsdale Farm Grown, crop 1919, Salvia or Scarlet Sage. We offer you this exceptionally good strain, and high vitality seed, of the following varieties:

Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30.00 per lb.; 5 lbs. and over, $25.00 per lb.

Net, 60 days, 2% off 10, f. o. b. Bristol, Pa., if unsold on receipt of order, as we did not have a large crop.

D. Landreth Seed Company, Business Established 1784 **Bristol, Pa.**

Mention the American Florist when writing

C. C. MORSE & CO.

Seed Growers
San Francisco, Calif.

GROWERS OF SELECTED STOCKS OF

Onion, Lettuce, Radish, Carrot, Sweet Peas, Etc.

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, **FREMONT, NEB.** Growing Station, **ROCKY FORD, COLO.**

Bolgiano's "Big Crop" Seeds

"Tested and Trusted" Over a Century.

Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLGIANO & SON, Baltimore, Md.

BULBS AND ROOTS

For Immediate Shipment

T. R. Begonia Bulbs

Single mixed, ¾-1 in. diameter	Per 1000 90.00
Single, in following separate colors: Scarlet, Pink, Salmon, Orange, Crimson, ¾-1 in diameter	95.00

LILIUM GIGANTEUM

F. O. B. New York

Size	No. to case	Per case
7-9	300	$49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49.50
11-12	130	47.50

F. O. B. Denver

6-8	400	42.00
7-9	300	49.50
8-10	250	47.50
9 10	200	50.00

F. O. B. Chicago

7-9	300	49.50
10-11	150	49.50

F. O. B. London (Ont.)

7-9	300	49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49.50

BAMBOO STAKES

Size	No. to bale	Per bale
Natural, 2 ft.	4,000	$16.00
" 5 ft.	3,000	28.50
" 6 ft.	2,500	27.50

TERMS 60 days net, 2% cash 10 days from invoice date, cash with order unless your credit is established with us.

Write for prices on **HARDY LILY BULBS, DRACAENA CANES, PALM SEEDS, RAFFIA, BAMBOO CANES, Etc.**

Established 1902. **"Reliability"** is our motto. We occupy our own building, a city block through, and give prompt, efficient, courteous service.

McHutchison & Co.

95 Chambers St., NEW YORK

BRITISH SEEDS

KELWAY'S

LEADING HOUSE FOR

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for Our SPECIAL PRICES, stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON, Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Mention the American Florist when writing

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

An experence of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City

Mention the American Florist when writing

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

75 YEARS UNRIVALLED REPUTATION

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

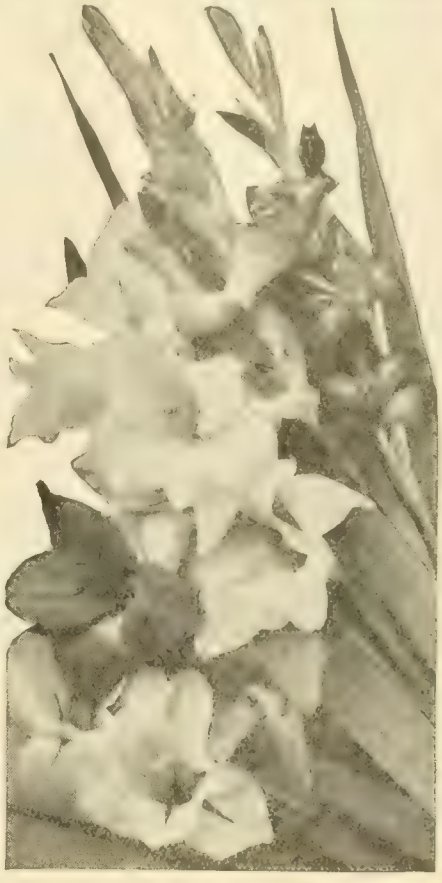
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Spring Bulbs

For Your Counter Trade and for Your Greenhouses.

GLADIOLUS

The finest bulbs produced the past summer.



We are large growers and in addition to the following can offer many other named kinds. Write us.

	Per 1000
Mrs. Francis King, First size	$25.00
Mrs. Francis King, Medium size	20.00
Chicago White, First size	33.00
Chicago White, Medium size	30.00
Augusta, First size	35.00
Augusta, Medium size	30.00
America, First size	27.00
America, Medium size	22.00
Halley, First size	35.00
Halley, Medium size	30.00
Europe, First size	65.00
Europe, Medium size	60.00
Niagara, First size	$50.00
Niagara, Medium size	45 00
Peace, First size	45.00
Panama, First size	47.00
Panama, Medium size	38.00
Mrs. Frank Pendleton, First size	47.00
Mrs. Frank Pendleton, Medium size	43.00
Schwaben, First size	55.00
Schwaben, Medium size	50.00
Primulinus Sunbeam, First size	60.00
War, First size	60.00

CALADIUMS

With sound center shoots.

Sizes	Doz.	100	1000
5 to 7 in. circum	$1.00	$ 7.50	$ 70.00
7 to 9 in. circum	1.25	9.00	85.00
9 to 11 in. circum	2.35	15.00	140.00
11 to 12 in. circum. (scarce)	4.25	30.00	.....
12 in. and upwards, very large (scarce)	each, 40c		

Lilium Giganteum

From Ice Storage.

7- 9 in. (300 to case)	Per Case
8- 9 in. (260 to case)	
8-10 in. (225 to case)	
9-10 in. (200 to case)	$52.00

TUBEROSES

Well cured Bulbs. Free from rot.

	100	1000
Dwarf Excelsior Pearl, second size, 3-4 inch	$3.25	$27.50
Dwarf Excelsior Pearl, First size, 4-6 inch	5.00	45.00
Variegated Leaved, single	4.00	35.00
Albino, early single white	4.00	35.00
Armstrong's Ever Blooming	4.00	35.00
Mexican	3.00	25.00

CALADIUM.

CANNAS

Stored in our special moist cellars, not dried and stunted.

	100	1000
Chas. Henderson, Crimson, 4 ft	$ 4.00	$35.00
David Harum, Vermilion, 3½ ft	5.00	40.00
Eureka, White, 4 ft	8.00	75.00
Florence Vaughan, Yellow spotted, 5 ft	4.00	35.00
Firebird, best Scarlet, 4 ft	10.00	90.00
Gustav Gompper, Yellow, 3½ ft	5.00	40.00
Hungaria, best Pink, 3½ ft	7.50	70.00
King Humbert, Scarlet, 4 ft	5.50	50.00
Long Branch, bright Crimson, 5 ft	8.00	75.00
Mad. Crozy, Vermilion, 3½ ft	4.00	35.00
Meteor, brilliant Crimson, 4 ft	6.50	55.00
Orange Bedder, Orange color, 4 ft	6.00	50.00
Yellow Humbert, deep rich Yellow, 4 ft	6.00	50.00
Queen Charlotte, Orange Scarlet, 4 ft	5.00	40.00
Souv. Antoine Crozy, Crimson, 4 ft	5.00	40.00
The Express, Crimson Scarlet, 2½ ft	6.00	55.00
Mrs. A. Conard, Salmon Pink, 4 ft	12.00	100.00
Venus, Rosy Pink, 4 ft	4.00	35.00
Wintzer's Colossal, bright Scarlet, 5 ft	4.00	35.00
Wyoming, Orange, 7 ft	4.00	35.00

WRITE FOR OUR "SPRING BOOK FOR FLORISTS"

NEW YORK **Vaughan's Seed Store** CHICAGO

TUBEROSE.

PRICE LIST ON CANNAS

Select 2 to 3 eyes. We have never handled finer stock.

Bronze-Leaved Varieties

	Height	Per 100	Per 1000
BRANDYWINE. Wine red dappled with crimson	3½ ft.	$3.00	$25.00
DAVID HARUM. Bright vermilion scarlet mottled dark red	3 ft.	3.00	25.00
EGANDALE. Deep currant red	4 ft.	3.00	25.00
KING HUMBERT. Orange scarlet	4 to 4½ ft.	5.00	45.00
WYOMING. Orange-colored	7 ft.	3.00	25.00
MUSAFOLIA. Immense foliage	6 to 8 ft.	3.00	25.00
SHENANDOAH. Rose pink	4 ft.	3.00	25.00

Variegated Flowers with Green Foliage

	Height	Per 100	Per 1000
ALLEMANIA. Bright scarlet, broad yellow border, beautifully mottled	4 to 5 ft.	$3.00	$25.00
GLADIOFLORA. Crimson edged with gold	3½ ft.	3.00	25.00
ITALIA. Clear yellow overlaid with orange	3½ ft.	3.00	25.00
Mme. CROZY. Brilliant scarlet, orange gilt edge	3½ ft.	3.00	25.00
SOV. D'ANTOINE CROZY. Bright golden yellow	4 ft.	3.00	25.00

Pink Shades with Green Foliage

	Height	Per 100	Per 1000
HUNGARIA. Pink with satiny sheen	3 ft.	$5.00	$40.00
MLLE. BERAT. Deep rose pink	4 ft.	3.00	25.00
MRS. A. CONARD. Salmon pink	4 ft.	5.50	50.00
ROSEA GIGANTEA. Rich rose pink	4 ft.	6.00	55.00
LOUISE. Soft rose pink	5 ft.	3.00	25.00
VENUS. Rose pink, creamy yellow border	4 ft.	3.00	25.00

Yellow Shades with Green Foliage

	Height	Per 100	Per 1000
AUSTRIA. Bright yellow, crimson throat	3½ ft.	$3.00	$25.00
BURBANK. Sulphur yellow, inner petals dotted red	6 ft.	3.00	25.00
FLORENCE VAUGHAN. Yellow with bright red spots	5 ft.	3.00	25.00
INDIANA. Rich golden orange	5 ft.	3.00	25.00
GLADIATOR. Bright yellow, spotted crimson	4 ft.	3.00	25.00
R. WALLACE. Canary yellow	5 ft.	3.00	25.00
YELLOW HUMBERT. Deep rich yellow heavily spotted bright red	3 to 3½ ft.	5.00	40.00
GUSTAV GUMPER. Golden yellow, lower petals spotted red	4 ft.	3.00	27.50

Red Shades with Green Foliage

	Height	Per 100	Per 1000
A. BOUVIER. Clear crimson	5 ft.	$3.00	$25.00
BEAUTE POITEVINE. Crimson	4 ft.	3.00	25.00
CRIMSON BEDDER. Red	3½ ft.	3.00	25.00
CHAS. HENDERSON. Crimson scarlet, yellow flame throat	4 ft.	3.00	25.00
FIREBIRD. Glistening scarlet, without markings	4 ft.	8.00	75.00
JEAN TISSOT. Vermilion, bright orange shadings	3 ft.	3.00	25.00
LOUISIANA. Crimson scarlet	5 to 6 ft.	4.00	35.00
METEOR. Brilliant scarlet	5 ft.	5.00	40.00
KATE GRAY. Soft orange shaded carmine, dotted yellow throat	5 to 6 ft.	3.00	25.00
PENNSYLVANIA. Scarlet overlaid with orange	4½ ft.	3.00	25.00
TARRYTOWN. Crimson	3½ ft.	3.00	25.00
WINTZER'S COLOSSAL. Vivid scarlet	5 to 6 ft.	5.00	40.00
PANAMA. Dull red, overlaid rose, with mottled yellow edge	3 ft.	6.00	50.00
EXPRESS. Crimson scarlet	2½ ft.	3.00	25.00
BLACK PRINCE. Dark velvety crimson	4½ ft.	3.00	25.00

Prices subject to change without notice.

A. B. C.

"Watch Us Grow."

American Bulb Co.

172 North Wabash Ave., CHICAGO, ILL.

Seed Packets

FLOWER SEED SIZES TO CATALOG ENVELOPES — RETURN ENVELOPES

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

SEEDS

Flower, Vegetable and Farm.

Send your inquiries to

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES

Price, $6.00 Per Volume

AMERICAN FLORIST CO.

440 S. Dearborn St., Chicago.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

Dreer's Reliable Flower Seeds

We offer below a few varieties that should be sown early. For complete list, see our Wholesale Catalogue for 1920:

	Trade Pkt.	Oz.
Ageratum, Blue Perfection, Best Dark Blue Bedder	$0.15	$0.60
Alyssum, Little Gem or Carpet of Snow, Very Dwarf, Extra Select Stock	.15	.50
Antirrhinum, Giant, White, Yellow, Pink, Rose, Scarlet and Garnet, each	.20	.75
Antirrhinum, Giant. Finest Mixed	.15	.60
Asparagus Plumosus Nanus. True, Greenhouse Grown. Per 1,000 seeds	3.50	
Begonia, Gloire de Chatelaine, Rose Pink	.50	
Begonia, Luminosa, Fiery Red	.50	
Begonia, Prima Donna, Rose	.50	
Begonia, Vernon, Carmen, Red	.30	2.50
Begonia, Semperflorens, Finest Mixed	.30	2.50

	Oz.	¼ Lb.
Calendula. Orange King. Very large double orange red	$0.20	$0.60
Calendula. Lemon King. Very large double lemon yellow	.15	.50
Candytuft. Giant White Hyacinth, flowered, extra select	.40	1.25

	Trade Pkt.	Oz.
Centaurea Gymnocarpa. Dusty Miller	$0.15	$0.50
Centaurea Cyanus, Double. Blue. Fine for cutting	.15	.50
Centaurea Cyanus, Double. Rose Pink. Fine for cutting	.15	.50
Cobaea Scandens. Purple	.10	.30
Coleus. Dreers Hybrids, Mixed	.50	
Dracaena Australis. Broad Leaved	.15	.40
Dracaena Indivisa. Narrow Foliage. Fine centre plant	.10	.30
Grevillea Robusta. Fine ornamental plant	.20	.60

	Oz.	¼ Lb.
Gypsophila. Elegans Alba Grandiflora. Fine white cut flower	$0.15	$0.50
Ipomœa Grandiflora. Early Flowering Moonflower	.30	1.00

SALVIA SPLENDENS AMERICA.

	Trade Pkt.	Oz.
Lobelia Speciosa. Dark Blue Trailing	$0.25	$1.00
Lobelia Gracilis. Light Blue Trailing	.20	.60
Mignonette Goliath. Giant Spikes. Extra fine	.15	.50
Mignonette Machet. Dwarf large flowering	.15	.40
Petunia. Dreer's Superb. Single. Fringed. The best single	.50	

	500 Seeds	1000 Seeds
Petunia. Dreer's Superb. Double fringed. The best double	$0.75	$1.50

	Trade Pkt.	Oz.
Pyrethrum Aureum. Golden Feather	$0.10	$0.30

	Trade Pkt.	Oz.
Salvia Splendens. Scarlet Sage	$0.30	$1.50
Salvia Splendens. America. The earliest and freest flowering	.50	4.00
Salvia Splendens. Bonfire. Fine bedding sort	1.50	2.50
Smilax. Always useful	.10	.30
Thunbergia. Mixed. Fine for baskets, vases, etc.	.20	.60
Verbena. Dreer's Mammoth. Scarlet, White Pink, Purple, Blue each	.30	1.50
Verbena. Dreer's Mammoth. Finest mixed	.25	1.00
Vinca Rosea. Rose with Dark Eye	.20	.75
Vinca Rosea. Alba. White with Rose Eye	.20	.75
Vinca Rosea. Alba Pura. Pure White	.20	.75
Vinca Rosea. Mixed. All colors	.20	.60

HENRY A. DREER, 714 Chestnut St., Philadelphia, Pa.

Gladiolus for Forcing

Strictly first size bulbs.

1½ inch and up.	Per 100	1000
America, pink	$3.50	$30.00
Autumn Queen, light yellow, red throat	4.00	35.00
Brenchleyensis, scarlet.	2.75	25.00
Chicago White	3.75	35.00
Francis King, scarlet	3.25	28.00
Halley, salmon	4.00	35.00
Mrs. Frank Pendleton	7.00	60.00
Myrtle	7.50	70.00
Niagara, yellow	5.00	45.00
Peace, white	5.00	45.00
Schwaben, yellow	7.00	65.00
Princeps, red	6.50	60.00

A. Henderson & Co.
166 N. Wabash Ave., CHICAGO

Mention the American Florist when writing

Lily of the Valley

Best Holland Grown Pips

$22.00 per 1000

Ready for immediate delivery. Order now for Easter forcing.

C. J. SPEELMAN & SONS, 38 Murray Street, NEW YORK CITY
Established 1868

Mention the American Florist when writing

ASPARAGUS PLUMOSUS NANUS

Guaranteed true and fresh seeds.

1000 seeds	25 000 seeds	100,000 seeds
90 cts.	$20.00	$68.00

Packing and postage included.
Cash with order.

F. DAMMANN
LUGANO, (SWITZERLAND)

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners.

THE
J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO.

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Lily of the Valley Pips

Delphinium Newport Rose
Dracaena Indivisa
Salvia Zurich
Smilax Seeds
Grass Seed Mixtures of all kinds.

Send for our catalogue.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

Of Interest to Seedsmen

New Arrivals of Flower Seeds

PANSY

150 lbs —comprising the following:

Good Mixed. **Trimardeau,** Mixed.
Orchid Flowered, Mixed.
Chicago Bedding Vars.—26 different sorts.
Giant Pure White. **Giant Fire King.**
Golden Queen. **Yellow with Eye.**
White with Eye. **Lord Beaconsfield.**
Paris Market, large spotted. **Mad. Perret.**
Cassier, 3 and 5 spotted. **Masterpiece.**
And others.

Sweet William single and mixed.
Delphinium, Chinese blue and white.
Dianthus Plumarius, separate sorts and mixed.
Ipomoea Bona Nox and Setosa. **Canterbury Bell.**
Cypress Vine, separate colors and mixed.
Geranium Zonale. **Heliotrope,** mixed.
Carnation Margaret, separate colors and mixed.
Browallia, mixed. **Mimosa** Pudica. **Baby Rose.**
Double Daisy, good mixed.
Lobelia Bedding Queen.
" **Erinus Speciosa.**
Zinnia Elegans Fl. Pl., separate colors and mixed.
" **Colossal,** separate colors and mixed.
And many others.

CHICAGO **VAUGHAN'S SEED STORE,** NEW YORK

BLOOMING AND SPRING PLANTS

At reduced prices for want of room.

Order today. This advertisement may not appear again. Empty greenhouses do not pay; fill them up, we have the stock. Liberal extras for early orders; packing free.

		100	1000
4 -in.	**Primula Obconicas.** Full of buds and bloom	$20.00	
4 -in.	**Chinese Primroses,** Bud and bloom	15.00	
4 -in.	**Primula Malacoides.** Bud and bloom	12.50	
5 -in.	**Cineraria.** Full of buds	60.00	
5 -in.	**Cyclamens.** Full of bud and bloom	80.00	
4 -in.	**Easter Greetings.** In buds	25.00	
4 -in.	**Marguerites.** White and Yellow	20.00	
4 -in.	**Asparagus Plumosus**	12.50	
3½ -in.	**Geraniums.** Asst. varieties	12.50	

Any number plants of the above at hundred rates.

		100	1000
2¼ -in.	**Fuchsias.** 12 asst. varieties	$ 4.50	$40.00
2½ -in.	**Marguerites.** 3 varieties	4.00	35.00
2¼ -in.	**Heliotrope,** 3 varieties	4.00	35.00
2 -in.	**Ageratum.** Light and dark blue	3.25	30.00
2 -in.	**Geraniums.** 8 varieties ready	4.25	40.00
2¼ -in.	**Vinca Variegata**	5.00	45.00
4 -in.	**Vinca Variegata**	13.00	125.00
2 -in.	**Cuphea.** Cigar Plant	3.00	28.00
	Canna. King Humbert	5.00	45.00
	Canna. Yellow King Humbert	4.50	40.00
	Canna. Fire Bird	10.00	90.00
	Canna. Mrs. Alfred Conard	10.50	100.00
	Canna. Rosea Gigantea	10.00	90.00
	15 other good varieties	3.25	30.00

Also abundance of other stock. Correspondence solicited.

Alonzo J. Bryan

Wholesale Florist
Washington, New Jersey

Chrysanthemums

THE BEST

In Novelties and Standard Kinds.
Catalogue on application.

Elmer D. Smith & Co.

ADRIAN, MICH.

Michell's Canna Roots

Home Grown; Extra Fine Plump Roots With Numerous Eyes.

	Doz.	100	1000
Alphonse Bouvier. Rich, velvety red, 5 ft.	$0.65	$ 3.50	$30.00
Austria. Lemon chrome yellow, 5 ft.	.65	3.50	30.00
Beacon. Rich cardinal red, 4 ft	1.10	7.00	60.00
Dr. E. Acknernecht. Carmine, suffused deep red, 4 ft	.65	3.50	30.00
Elizabeth Hoss. Superb yellow, spotted vivid red, 4 ft	.75	4.00	35.00
Eureka. One of the best white Cannas, 4½ ft	2.25	15.00	
Florence Vaughan. Yellow, spotted crimson, 5 ft	.50	3.00	25.00
General Merkel. Scarlet, splashed golden yellow, 4 ft.	.65	3.50	30.00
Italia. Scarlet, broadly edged yellow, 6 ft.	.65	3.50	30.00
King Humbert. One of the most popular varieties, color coppery scarlet, 4 ft	.75	5.00	45.00
Louis Reverchon. Large cochineal red flowers, 4 ft	.65	4.00	35.00
Mme. Crozy. Scarlet, bordered golden yellow, 3 ft.	.65	3.50	30.00
Richard Wallace. Light yellow, 4½ ft.	.65	3.50	30.00
Rosea Gigantea. Large, color, rich rose pink, 3½ ft.	1.25	8.00	70.00
Wyoming. Orange, chrome red, 6 ft	.65	3.50	30.00
Yellow King Humbert. Golden yellow flowers, dotted red, 4½ ft.	.75	5.00	45.00

Also all other popular varieties.

Caladiums, Dahlias, Gladiolus, Lilies, Tuberoses and other Seasonable Bulbs, Seeds and Supplies. Send for Wholesale Price List if you haven't a copy.

HENRY F. MICHELL CO., 518 Market Street, PHILADELPHIA, PA.

Mention the American Florist when writing

Lily of the Valley

BRUNS' CELEBRATED CHICAGO MARKET BRAND
Per 1000, $50.00; 500, $27.50; 100, $6.00.

BRUNS' SPECIAL EARLY FORCING
Per 1000, $40.00; 500, $22.50; 100, $5.00.

BEST HOLLAND PIPS
Per 1000, $30.00; 500, $17.50; 100, $4.00.

H. N. BRUNS, 3040 W. Madison St., Chicago

Mention the American Florist when writing

Dreer's Cannas

This season we harvested the finest and largest crop of Cannas that we have evergrown.

KING HUMBERT

And all the other good varieties you should have are included in our list and the roots are heavy and firm.

PRICES. The prices quoted are for dormant roots, which can usually be supplied until about the first of April, after which pot plants will be sent out and in which the advance in price will be as follows: All varieties listed at $7.00 or less per 100 will be supplied in pot plants at $8.00 per 100 or $70.00 per 1000, and on varieties listed above $7.00 per 100 there will be no change in price between dormant roots and pot plants. ALL HAVE GREEN FOLIAGE UNLESS OTHERWISE SPECIFIED.

TWELVE SPECIAL VARIETIES

Carmine Beauty. Deep bright carmine flowers freely produced high above the heavy dark-green foliage which has a narrow red margin 4½ ft., **15 cts.** each; **$1.50** per doz.; **$10.00** per 100; **$90.00** per 1000.

Cheerfulness. No more appropriate name could be given to this brilliant novelty. Its beautiful bright fire-red or deep orange flowers appear early and continue without interruption until frost. Add to the prevailing color a golden border and center with each petal flaked carmine-crimson and you may form some conception of this fascinating variety. 3½ ft. **10 cts.** each; **85 cts.** per doz.; **$6.00** per 100; **$50.00** per 1.000.

City of Portland. A wonderful bright rosy-pink, much deeper in color than Mrs. Alfred Conard or Hungaria; a free-flowering, vigorous grower. 3½ ft. **20 cts.** each; **$2.00** per doz.; **$12.00** per 100; **$100.00** per 1000.

Fairy Queen. The dwarf, compact plants of this distinct novelty are covered with flowers from spring until fall. The plant rarely exceeds 3 feet in height. The flowers, of a clear rose-pink, are of medium size, good substance and borne upright on stout stems in great abundance. Each flower has a distinct cream-colored border.

We believe Fairy Queen will become one of the very popular Cannas. **60 cts.** each; **$6.00** per doz.; **$50.00** per 100.

Flag of Truce. A large-flowered, creamy white with faint pink dots on each petal. The general effect is white. Not as white nor as tall as Eureka, but quite distinct and valuable. 4 ft. **35 cts.** each; **$3.50** per doz.; **$20.00** per 100.

Golden Eagle. A wonderful clear golden-yellow of free, upright growth. The flowers are produced in large clusters well above the foliage. 4 ft. **35c.** each; **$3.50** per doz.; **$20.00** per 100.

Harmony. Great clusters of good-sized, well-formed Geranium red flowers are arranged on good stems in such a manner as to give the trusses an almost globular appearance. 3½ ft. **20 cts.** each; **$2.00** per doz.; **$15.00** per 100.

Pocahontas (Bronze-leaved Olympic). Large oriental-red flowers borne on firm upright stems, just high enough above the foliage to show the entire head. The foliage is a dark bronze-green with emerald shadings; the ribs a darker bronze. 4 ft. **20 cts.** each; **$2.00** per doz.; **$15.00** per 100; **$100.00** per 1000.

Poppy. Intense poppy-red. Large perfect florets in good trusses over greenish-bronzy foliage. Rich and effective. 5 ft. **20 cts.** each; **$2.00** per doz.; **$10.00** per 100; **$90.00** per 1000.

Remarkable. This effective bronze-leaved variety stands out boldly among other sorts, not only on account of its height (6 ft.), but because of the beautiful scarlet-carmine trusses of bloom surmounting the rich green-bronze foliage. **20 cts.** each; **$2.00** per doz.; **$10.00** per 100; **$90.00** per 1000.

Surprise. The brightest red Canna we have. It surpasses in brilliancy such popular varieties as Meteor and Lafayette and produces its great trusses with equal freedom. 4 to 5 ft. **35 cts.** each; **$3.50** per doz.; **$25.00** per 100.

DREER'S SELECT CANNAS

Including many comparatively new varieties, which we can offer in quantity at popular prices.

	Doz.	100	1000
Allemania (Orchid Flowered). Salmon with golden markings; 5 ft.	$0 50	$3 50	$30 00
Austria (Orchid Flowered). Large, pure canary-yellow with reddish dots in center of upper petals; 5 ft.	50	3 50	30 00
Beacon. Rich cardinal-red 3½ ft.	1 00	7 00	60 00
Brilliant. Rich yellow with 2 red petals; 3½ ft.	50	3 50	30 00
Dazzler. One of the best, deep fire-red, very free; 3½ ft.	1 00	7 00	60 00
Dragon. Very rich dark, ox-blood red; 3 ft.	75	5 00	40 00
Dr. E. Ackerknecht. Carmine lake, suffused with deep carmine, bronze foliage; 4 ft.	50	3 50	30 00
Duke of Marlboro. An attractive deep brilliant crimson; 4 ft.	50	3 50	30 00
Fanal. An intense, fiery cinnabar-red, an ideal grower holding its flowers well above the foliage, one of the best bedders; 4 ft.	85	6 00	50 00
Feuermeer. Brilliant fiery-scarlet; 4 ft.	85	6 00	50 00
Gaiety. Reddish-orange mottled with carmine and edged with yellow. The tongue is yellow and densely spotted with carmine; 4½ ft.	50	3 50	30 00
Garam. Very large bright carmine-red flowers, freely produced; 3½ to 4 feet.	50	3 50	30 00
General Merkel. Scarlet suffused with orange, base and edge of flower marbled with golden-yellow; 4 ft.	50	3 50	30 00
Gladiator. Deep yellow freely dotted with red, a popular bedder; 4½ ft.	50	3 50	30 00
Goethe. Very attractive. Bright deep orange flowers of a very penetrating shade; 4½ ft.	85	6 00	50 00
Goldbird. (Oiseau d'Or.) This is the yellow companion to Firebird; the immense soft canary-yellow flowers are of good substance; 4½ ft.	85	6 00	50 00
Golden Gate. Yellow and red; 4 ft.	60	4 00	30 00
Hungaria. Flowers large, in good-sized trusses freely produced. The color is a beautiful rose-pink; 3½ ft.	85	6 00	50 00
Italia (Orchid Flowered). Bright orange-scarlet with broad golden-yellow border; 6 ft.	50	3 50	30 00
Jane Addams. Color a deep rich yellow with a touch of red at the throat; a clean, vigorous grower of upright habit; 4½ ft.	75	5 00	40 00
King Humbert (Orchid Flowered). The most popular Canna. Great orange-scarlet flowers surmount the vigorous dark bronze foliage throughout the season; 5 ft.	75	5 00	45 00
Lafayette. In some respects resembles the variety "Meteor" but the flowers are not quite as dark, stands more erect and the plant grows taller; 5 ft.	1 00	7 00	60 00
La France. Deep carmine-pink; 4½ ft.	1 25	8 00	70 00
Lahneck. A free grower. The color is rose with lines and shadings of scarlet carmine hues, a narrow golden border adds to its beauty; 4 ft.	85	6 00	50 00
Louis Reverchon. A splendid bedder, large cochineal-red flowers; 4½ ft.	60	4 00	35 00
Maid of Orleans. Rich cream ground, mottled and shaded soft pink; 4 ft.	60	4 00	30 00
Mrs. Karl Kelsey. (Orchid Flowered). Orange-scarlet, suffused and striped with yellow; 5 ft.	50	3 50	30 00
Mrs. Woodrow Wilson. A rich but soft crimson-pink, with very large flowers, a robust grower and free bloomer; 4 ft.	2 00	15 00	
Olympic. Rich Oriental-red, shading lighter to the centre and dappled carmine. The individual florets and trusses are very large and of excellent form. 5 feet.	85	6 00	50 00
Orange Bedder. One of our own introductions and unquestionably the best of its color, a particularly bright orange with just sufficient scarlet infusion to intensify the dazzling mass of color; very free flowering. Awarded a certificate of merit by the S. A. F. & O. H. at New York, August, 1917; 5 ft.	60	5 00	40 00
Panama. The color and markings of this splendid Canna are unusual; the rich orange-red face of the petals is bordered with a broad edge of golden-yellow; 5 ft.	60	4 00	85 00
Pennsylvania. Vermilion-scarlet overlaid with orange; 5 ft.	50	3 50	30 00
Philadelphia. Rich deep red; 4 ft.	60	4 00	35 00
Queen Charlotte. Rich pomegranate red bordered with golden-yellow; 3 ft.	85	6 00	50 00
Rosea Gigantea. Large flowers, borne in such abundance that the mass of color is amazing. A deep rich rose, almost a coral-carmine; 4 ft.	1 25	8 00	70 00
Salmon Queen. Rosy salmon-scarlet; blending to a rosy carmine towards the center, a very effective bedder; 5 ft.	85	6 00	50 00
Scharfenstein. The beautifully formed, large round florets are produced in compact but graceful trusses. The color is a unique light red salmon with orange and carmine suffusions that forms a most attractive addition to the range of colors found in Cannas; 5 ft.	85	6 00	50 00
Schopenhauer. A rich brilliant red with yellow throat. Very free; 3 ft.	75	5 00	40 00
Souv. de F. Langle. Very distinct orange-red color, edged with gold; 4½ ft.	75	5 00	40 00
Superb. Deep salmon, bronze foliage; 4½ ft.	60	4 00	35 00
The Gem. An entirely distinct spotted variety. The immense trusses of flowers are borne on upright branching stems well above the foliage, and are of deep cream or straw-yellow, spotted with deep carmine; 4½ ft.	1 50	10 00	90 00
Uhlberg. Entirely distinct, of a soft rosy-carmine; the throat of the flower is of a creamy-yellow; and the edges of the petals are also pale yellow; 3 ft.	60	4 00	35 00
Venus. Flowers of fair size, of a soft rosy pink with a pretty mottled border of creamy-yellow; 3½ ft.	75	5 00	40 00
Wintzer's Colossal (Orchid Flowered). The largest flowered Canna. The florets often measure eight inches across and are of a bright scarlet; 5 ft.	75	5 00	45 00
William Bates. A splendid free flowering yellow of good size; 5 ft.	1 50	10 00	90 00
Wyoming (Orchid Flowered). Massive orange flowers which make a strong contrast with its rich bronze foliage; 6 ft.	50	3 50	30.00
Yellow King Humbert (Orchid Flowered). A sport from King Humbert in which the foliage is green and the flowers yellow with red spots. Very attractive.	75	5 00	45.00

HENRY A. DREER, 714-716 Chestnut St. Philadelphia, Pa.

The Above Prices Are Intended for the Trade Only.

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

THE Connecticut agricultural experiment station, New Haven, has issued Bulletin 216, entitled "Insects Attacking Squash, Cucumber and Allied Plants in Connecticut." 32 pages, illustrated.

Prices of Indoor Fruits and Vegetables.

Chicago, March 2.—Cucumbers, 2-dozen box, $4.00 to $5.00; celery, Florida, crate, $3.50 to $3.75; leaf lettuce, per tomato box, 20 to 22½ cents; radishes, per dozen bunches, 85 cents to $1.00; tomatoes, per crate, six baskets, $4.50 to $5.50.

New York, March 1.—Celery, per crate, $2.25 to $4.25; cucumbers, per dozen, $2.25 to $3.00; mushrooms, 50 cents to $2.25 per three-pound basket; tomatoes, per pound, 10 to 45 cents; lettuce, per dozen, 12 to 30 cents; radishes, per 100 bunches, $2.00 to $6.00.

New York Vegetable Growers' Ass'n.

At the annual meeting of the New York State Vegetable Growers' association, held in Albany, February 25-26, the following officers were elected: Clyde Mason, Williamson, president; John Henkes, Watervliet, president of the Troy Market Gardeners' Association, vice-president; James Leenhout, Williamson, secretary-treasurer; Oscar Day, Fulton, elected to the executive committee to succeed J. H. Wilson of Canastota. The meetings came to a close with a dinner, February 26, at the Wellington. The speakers at the sessions included: Professor H. H. Whetzel, of Cornell University; Senator Henry Manning Sage, of Albany; Mayor George R. Lunn, of Schenectady; Peter G. Ten Eyck, former congressman from the Albany district; Attorney William T. Byrne, of Albany; and H. B. Fullerton, director of the agricultural department of the Long Island railroad. Professor Whetzel spoke instructively on the subject, "Solving the Vegetable Growers' Plant Disease Problems." Mr. Fullerton was heard with interest on, "The Successful Growing of Cauliflower." On account of storms, traffic on railroads and country roads was seriously interrupted, and the attendance was not so large as anticipated.

R. D.

Sweet Potatoes in Hotbeds.

ED. AMERICAN FLORIST:

Please give me complete cultural directions for growing plants of sweet potato in hotbeds and the amount of seed needed to pull 10,000 plants.

Illinois. O. W. E.

According to a sweet potato specialist of the United States department of agriculture, five or six bushels of good seed stock should, under favorable conditions, be sufficient to produce 10,000 plants.

Where it is necessary to grow sweet potatoes in hotbeds, planting in the beds should be done six or eight weeks before weather conditions permit planting in the fields. In order to obtain a quick growth of large stocky plants, bottom heat is necessary, the simplest method of applying which is by the use of fresh, rapidly fermenting horse manure. The hotbed should also be well protected from north and west winds. The excavation under the bed should be 12 to 18 inches deep and before putting in the manure, it is a good plan to pile it and turn it over two or three times in order to make it uniform throughout. The manure should be placed in the excavation to a depth of eight to 12 inches and well trampled. If dry, it should be watered in making the hotbed, as moisture is essential to the decomposition by which heat is produced. As soon as heating starts, sand is spread evenly over the manure to the depth of three or four inches, and when the soil temperature drops to 80 or 85 degrees F., the potatoes are placed on the surface and covered with sand to the depth of one inch.

Where large quantities of sweet potato plants are required and it is difficult to secure sufficient manure for hotbeds, the heat can be supplied by means of a stove or furnace with flues running under the bed. The flue heated bed is made six or 12 feet wide and as long as necessary. The stove or furnace should be so placed that it may be fired from the outside or just inside of a door opening into the space beneath the bed. The stove or furnace is usually connected with 6-inch chimney tiles, which may run the entire length of the bed or discharge the heat into the open space beneath the floor of the bed 25 to 30 feet from the entrance. At the opposite end from the furnace a wooden chimney collects the gases and smoke and carries them to the open air. As the boards forming the floor absorb the moisture from the soil, there is very little danger from fire, but when wood is used for fuel, it may be well to place a wire screen over the ends of the tiles to prevent the passage of sparks. From four to six inches of sand or loose soil is placed on the floor and the potatoes are bedded on this. Where a steam or hot-water boiler is used in heating a greenhouse, residence or other structure, it can often be employed to very good advantage in heating the sweet potato bed. The temperature can be regulated more easily where steam or hot-water is employed than where other methods of supplying heat are used. The best results are secured when the pipes are placed near the bottom of the hotbed pit, the soil being put on a tile or board floor resting on pipe or wood supports so as to leave a space of a few inches between the bottom of the pit and the floor.

The temperature of the plant bed should be about 80 to 85 degrees F., at the time the seed is bedded and should gradually fall until it remains stationary at 70 to 75 degrees F., at the end of six weeks, or before planting out time. The air temperatures beneath the sash or other covering should run between 60 and 80 degrees and during bright days it must be controlled by ventilation. As soon as the potatoes are bedded and covered with soil, the bed should be thoroughly watered. Later waterings should be given when the soil becomes dry, the quantity of water required depending somewhat upon the method of heating employed. Water should never be poured on in a single stream, but by means of a sprinkling can or through a rose or nozzle on the end of a hose. The success of the crop depends largely upon the proper management of the plant bed in order that the right kind of plants may be produced. Where very large beds are in use, it will be necessary to keep some one most of the time caring for the watering, heating and ventilation.

BROOKLYN, N. Y.—In the matter of Harold H. Nicholson, bankrupt, individually and as member of the firm of Wanoka Greenhouses, a hearing of creditors and other persons interested will be held at the post office building, this city, at 2:00 p. m., March 19, to show cause why discharge should not be granted.

CANNAS

Buy Cannas now. There is no surplus of Canna Roots this season. We divide from clumps same day order is received, insuring fresh plump roots, with two or three eyes.

	Per 100	Per 1000
Alphonse Bouvier, deep cardinal, 5 to 6 ft.	$ 3.50	$30.00
Beaute Poitevine, bright crimson scarlet, 3½ to 4 ft	3.50	30.00
City of Portland, deep glowing pink, 3½ ft.	10.00	90.00
Crimson Bedder, dazzling scarlet, 3½ ft.	3.50	30.00
David Harum, bright scarlet, flower, bronze, foliage, 4 ft.	3.50	30.00
Duke of Marlborough, rich crimson maroon, 5 ft.	3.50	30.00
Florence Vaughan, yellow dotted red, 4 ft.	3.50	30.00
Gustave Gumpfer, clear lemon yellow, 4½ ft.	4.50	40.00
Hungaria, clear rose pink, 3½ to 4 ft.	6.00	50.00
Julius Koch, blood red, 3 ft.	4.50	40.00
Long Branch, crimson bordered yellow, 5 ft.	5.00	45.00
Mad. Crozy, rosy scarlet, gilt edge, 3½ ft.	4.00	35.00
Meteor, the one best red, large flower, 4 ft.	4.50	40.00
Mrs. Alfred Conard, silvery pink, 4 ft.	12.00	100.00
Mrs. Kate Gray, orange shaded carmine, 6 ft.	4.00	35.00
Orange Bedder, "Tango tints" (orange and tan) 4 to 5 ft.	5.00	40.00
Papa Nardy, deep carmine rose, 4 ft.	5.00	40.00
Prince Wild, rich crimson, 4 ft.	4.00	35.00
Queen Charlotte, scarlet bordered yellow, 3½ ft.	5.00	45.00
Richard Wallace, canary yellow, 5 ft.	4.50	40.00

THE STORRS & HARRISON CO., Painesville, Ohio

Large Flowering Cannas

IN THE "BETTER" VARIETIES

Fine 2 to 3 eye, plump, dormant roots, true to name

KING HUMBERT. Most popular of all. Bronze leaf, orange scarlet flower. Per 100 $5.00; Per 1000 $45.00

YELLOW HUMBERT. Sport of King Humbert, with green foliage, flower yellow, spotted red. Per 100 $4.50; Per 1000 $40.00

WINTZERS' COLOSSAL. Bright scarlet, green foliage, 5 feet. Per 100 $4.50; Per 1000 $40.00

MRS. ALF. CONARD. The genuine variety, salmon pink, green foliage, 4 feet. Per 100 $8.00; Per 1000 $75.00

CRIMSON AND SCARLET FLOWERED VARIETIES.

	Doz.	100	1000
A. BOUVIER Rich Velvety Red, green foliage, 5 feet	$0.50	$3.00	$25.00
BEAUTE POITEVINE Crimson, green foliage, 4 feet	.60	3.50	30.00
BLACK PRINCE Velvety Maroon, green foliage, 4½ feet	.60	3.50	30.00
CHAS. HENDERSON Deep Crimson, green foliage, 4½ feet	.50	3.00	25.00
CRIMSON BEDDER Intense Crimson, green foliage, 3½ feet	.50	3.00	25.00
DUKE OF MARLBOROUGH Crimson Maroon, green foliage, 4 feet	.60	3.00	25.00
EXPRESS Scarlet Crimson, green foliage, 2½ feet	.60	3.50	35.00
FIREBIRD Scarlet Red, green foliage, 4 feet	1.35	10.00	90.00
LOUISIANA Bright Scarlet, green foliage, 7 feet	.65	4.00	35.00
METEOR Scarlet, green foliage, 4½ feet	.70	4.50	40.00
PENNSYLVANIA Vermilion Scarlet, green foliage, 5 feet	.66	3.00	25.00
PILLAR OF FIRE Brilliant Red, green foliage, 6 feet	.50	3.00	25.00
WINTZER'S COLOSSAL Bright Scarlet, green foliage, 5 feet	.70	4.50	40.00

PINK FLOWERED VARIETIES

MRS. ALFRED CONARD We have the Genuine Variety. Beware of Cheap Substitutes. Salmon Pink, green foliage, 4 feet	$1.15	$8.00	$75.00
ROSEA GIGANTEA Rich Rose Pink, green foliage, 3½ feet	.85.	6.00	55.00
VENUS Rose Pink, green foliage, 4 feet	.65	.4.00	35.00

WHITE FLOWERED VARIETY.

	Doz.	100	1000
MONT BLANC Almost White, green foliage, 3½ feet	$0.70	$4.50	$40.00

YELLOW FLOWERED VARIETIES.

	Doz.	100	1000
AUSTRIA Lemon Chrome, spotted red, green foliage, 5 feet	$0.50	$3.00	$25.00
KATE F. DEEMER Oriole Yellow, turkey red at base, 4 feet	.60	3.50	30.00
GLADIATOR Deep Yellow, dotted red, green foliage, 4½ feet	.60	3.50	30.00
GUSTAV GUMPER The Ideal Yellow variety, green foliage, 3½ feet	.60	3.50	30.00
GOLDEN GATE Yellow and Red, green foliage, 4 feet	.60	3.50	30.00
YELLOW KING HUMBERT Golden Yellow, spotted red, green foliage, 4½ feet	.70	4.50	40.00
FLORENCE VAUGHAN Yellow, spotted red, green foliage, 5 feet	.50	3.00	25.00
RICHARD WALLACE Light Yellow, green foliage, 4½ feet	.60	3.50	30.00

RED AND YELLOW FLOWERED VARIETIES.

PANAMA Rich Orange, red bordered, with a broad edge of golden yellow, 5 feet	$0.75	$5.50	$50.00
QUEEN CHARLOTTE Rich Pomegranate, red bordered with golden yellow, 3½ feet	.65	4.00	35.00
SOUV.DE A CROZY Crimson, with gold band, 4 feet	.65	4.00	35.00

BRONZE LEAF VARIETIES.

	Doz.	100	1000
EGANDALE Currant Red, bronze foliage, 4 feet	$0.60	$3.50	$30.00
DAVID HARUM Red, dark bronze foliage, 3½ feet	.60	3.50	30.00
KING HUMBERT Scarlet, Bronze foliage, 4½ feet	.75	5.00	45.00
WYOMING Orange Chrome, bronze foliage, 6½ feet	.65	4.00	35.00

A. HENDERSON & CO., 166 N. Wabash Ave., CHICAGO

Horticultural Society of New York.

A lecture on "Rose Gardens" will be delivered March 17, 8:15 p. m., at the American Museum of Natural History, 77th street and Central Park, west, at a meeting of the society to be held on that date. The lecture is by Dr. Edmund M. Mills, president of the Syracuse Rose Society, an enthusiastic amateur grower of roses for over 40 years. He will have much to tell about the rose and its culture, and those who do not attend will be missing a great opportunity. An invitation is extended to all. There is no admission charge to the lecture.

GEORGE V. NASH, Sec'y.

FRANKFORT, KY. — The Kentucky Horticultural Society has been incorporated, without capital stock, by H. W. Stites and B. E. Niles, of Henderson; Louis Hillenmeyer, Lexington, and Harry Van Antwerp, Framers. The society has the assurance of a $5,000 appropriation from the state for advancement of its plans.

Lily of the Valley Pips

Finest Quality

Ready for immediate delivery. For prices write

Van Meeuwen & Tegelaar, 1133 Broadway, NEW YORK (Corner 26th Street)

BOUVARDIA

There is always a shortage in **Bouvardias. Why not order now?** Single white, single pink, single red.

	Per 100	Per 1000
2 inch pots	$7.50	$65.00
2½ inch pots	8.00	70.00

April delivery.

C. U. LIGGIT, 325 Bulletin Building, PHILADELPHIA, PA.

If you are interested in

POINSETTIAS

and four and five inch

BOSTON FERNS

for immediate delivery, write

GEO.A. KUHL, Wholesale Grower PEKIN, ILL.

Primula Obconica Gigantea Rosea

Dwarf habit, light and dark shades of pink. Select strain. All fresh seed.

Sample of flower produced, sent on request.

Packet of 1500 seeds for $1.50. Cash.

Ernest Oechslin

Madison and Gale Sts., River Forest, Ill.

Geraniums Rooted Cuttings.

Everything sold until latter part of March.

S. A. Nutt and Buchner.....$20.00 per 1000
Ricard and Poitevine..... 25.00 per 1000
Orders for Ricard alone, at.. 30.00 per 1000

ALBERT M. HERR, LANCASTER, PA.

Seattle, Wash.

LENT CURTAILS SALES.

Notabiy slower business in general lines, with funeral work still very heavy, has been the rule here since the beginning of Lent. Local offerings are showing a steady increase, especially for the various spring flowers, so that the failure of California shipments to pick up, as had been expected, is not causing trouble. Pot hydrangeas during the past week, took well, as might have been expected for first arrivals of the season. Social decorations are practically nil. On the other hand, there seem to be about as many cut flowers sold as could be expected. Tulips and daffodils are big sellers, the former being both potted and cut, and snapdragons have been featured in several shops. Some fine pot cyclamen are still available, and lily of the valley has been more plentiful. This has lessened the demand for freesias for weddings. Carnations have shown some improvement as to keeping qualities but still leave something to be desired on this score. The local crop of roses is not up to the demand and California shipments have not filled this breach. The supply of sweet peas has been increasing, but the demand kept pace and no changes in prices were necessitated.

NOTES.

Recognizing the growing importance of the Pacific northwest, from the trade standpoint, the A. L. Randall Company, of Chicago, has named a permanent representative to travel out of this city. Mr. Slicker has been placed in charge of Washington, Idaho, British Columbia and Oregon, and anticipates a good business.

Fred H. Rowe, of McCoy's, has returned to work after being confined for more than two weeks by influenza. He says that every effort will be made to have this firm in its new home on Second avenue by two weeks before Easter, as the structure is being rapidly pushed to completion.

Frank Chavenka, who has been connected with the Butte Floral Company until lately, and who was succeeded by Gus Berkman, spent a part of the week calling on his old friends in the trade here. After an extended visit with relatives in Kentucky, he plans to go to New York.

Rosaia Bros. have been featuring their own cut of orchids and lily of the valley in late displays, and have moved both offerings freely. This house has shown some of the finest Murillo tulips seen here, and these have been featured in late sales of fancy baskets.

Felix Rosaia featured Lorraine tulips and white Dutch hyacinths in small birch covered baskets, holding one bloom of each in a window display for two days last week, and disposed of several hundred.

A novel funeral piece was made last week by Kenney's Home of Flowers consisting of a pilot wheel of violets and sweet peas, which measured about 50 inches across, for the funeral of a local mariner.

Harry Crouch, of the Woodlawn Flower Shop, reports a growing interest in pot stock, and the display benches at the entrance of this shop have been given over almost entirely to this.

George B. Weigand, of A. Weigand Sons Co., Indianapolis, Ind., called on the retailers here last week. He has been making a pleasure trip covering the entire Pacific coast. H. M.

FOR FALL 1920

ORDER NOW AND BE SURE

Florists' XXX Forcing Grade, 2 Year Field Grown Roses

We will be in position to supply more and better roses for Florists' Pot Plant Forcing than ever before. Top notch stock can be expected from our blocks this year.

BABY RAMBLER CLASS

Erna Teschendorf, Orleans, Jessie and **Crimson Baby,** $45.00 per 100; $400.00 per 1000.

HYBRID PERPETUALS

Magna Charta, Ulrich Brunner, Frau Karl Druschki, Mme. Gabriel Luizet and **Capt. Hayward,** $45.00 per 100; $400.00 per 1000.

RAMBLER OR CLIMBING ROSES

Crimson Rambler, Dorothy Perkins, Excelsa and **White Dorothy,** $35.00 per 100; $300.00 per 1000. For staked and ripened plants.

Owing to the unusual demand for Baby Ramblers, we are forced to ask that each order of roses shall include at least 50% Hybrid Perpetuals or Climbing Roses, where 250 or more are taken.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

Rooted Cuttings

ALTERNANTHERA, red and yellow, per 1,000	$ 8.00
BRILLIANTISSIMA, per 1,000	10.00
CUPHEA, Ageratum, Guernsey and Blue Star, per 100	.90
GENISTA, VINCA VAR.	1.50
DAISIES, Mrs. Sanders, Boston Yellow, 2-in.	.04
Single White, 2-in.	.03
DAISY, R. C., Single White, Boston yellow, per 100	1.50
SAUNDERS, R. C., per 100	2.00
ALYSSUM, Giant Double, 2-in.	2.00
SMILAX and **PRIMULA,** Malacoides, 2-in.	3.00
GERMAN IVY, R. C., per 100	1.50
SALVIA, R. C., Splendens and Bonfire, per 100	1.25
SALVIA, America, per 100	1.75
PETUNIA, Dbl. R. C., per 100	2.00
FUCHSIAS, R. C., 6 kinds, per 100	1.50
GERANIUMS, Rose and Salleroi, 2-in., per 100	3.00

Cash.

BYER BROS., CHAMBERSBURG, PA.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

Bailey's New Standard Cyclopedia of Horticulture

SIX SPENDID VOLUMES.

Price, $6.00 Per Volume.

Carriage paid to any part of the United States.

American Florist Co.

440 S. Dearborn St., CHICAGO

PROVIDENCE, R. I.—A large attendance at the meeting of the Rhode Island Horticultural Society, February 18, enjoyed the very interesting lecture of John K. M. L. Farquhar, of Boston, Mass., who spoke on "English Gardens."

"Hamburg Late Pink" Chrysanthemum

Picture was taken Dec. 28, 1919, and will give a good idea of what "Hamburg Late Pink" looks like when grown to single stems and planted six inches each way.

"Hamburg Late Pink" is an improved late pink Maud Dean, having more petals, and if grown for late will hardly ever show an open center.

The average grower of chrysanthemums must have varieties which are easy to handle, and from which he can cut as near 100% of perfect blooms as possible. "Hamburg Late Pink" has been grown for the last four years, and produces a very high proportion of good flowers. It is not an exhibition variety, but, for late pink, one of the best for commercial purposes. It can be had in bloom the latter part of November by taking an early bud, but some of the flowers will show open centers; but by selecting late buds, after October 1st, most of the flowers are cut during December, and would advise to select late buds, as the later buds will hardly ever show an open center, and some flowers can be had even in January.

Keeping qualities are excellent, and where a graceful pink flower is wanted, "Hamburg Late Pink" cannot be surpassed.

"Hamburg Late Pink" will be disseminated in the spring of 1920. Plants will be ready March 1st, 1920, and all orders will be filled in rotation.

	Per 100	Per 1000
Rooted Cuttings (by parcel post)	$16.00	$150.00
2-inch pots (by express)	18.00	160.00

WILLIAM F. KASTING COMPANY
568-570 Washington St., BUFFALO, N. Y.

Mention the American Florist when writing

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscriptions, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A."
LOWDHAM, NOTTS, ENGLAND.

Mention the American Florist when writing

A. F. LONGREN
4249 W. Monroe Street
CHICAGO, ILLINOIS

Mention the American Florist when writing

Geraniums Standard Sorts, labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings, From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA.
From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

CARNATIONS
F. Dorner & Sons Co.
Lafayette, Ind.

Mention the American Florist when writing

When Buying **HOLLAND BULBS**

for next season **BUY THE BEST.** Order from

Segers Brothers, Ltd., WHOLESALE BULB GROWERS **Lisse, Holland**

WRITE OUR

Mr. A. Schravendeel, 116 Broad St., New York, for prices.

Van Meeuwen & Tegelaar
Wholesale Dutch Bulb Growers
LISSE, HOLLAND

Write us for Prices on Finest Quality DUTCH BULBS.

New York Office: 1133 Broadway (cor. 26th St.)

Hogewoning & Sons, Inc.
Wholesale Bulb Growers and Importers
32 Broadway, New York

WM. K. HARRIS
55th St. and Springfield Ave.
W. PHILADELPHIA, PA.

SCOTTII and TEDDY, Jr. FERNS, 4 in., 35c; 6-in., $1.10; 8-in., $2.00; 10-in., $3.00 each.

HOLLY FERNS, 4-in., 30c each.

Packing charged at cost. All goods travel at purchasers' risk and expense.

Robert Craig Co...
High Class **PALMS**
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

THE Koster Co., of Boskoop, Holland, has opened a branch nursery at Bridgeton, N. J.

FRESNO, CALIF.—One-half of the Wallace estate vineyards of 640 acres have been disposed of for $233,000 in three tracts.

MINNEAPOLIS, MINN.—The park system suffered a loss of $50,000 February 15, when fire destroyed equipment stored for the winter.

MANKATO, MINN.—H. S. Zastrow has purchased a half interest in the Mankato Nursery, forming a partnership with L. Z. Smith.

FUNKHOUSER, ILL.—The 120-acre orchard of Wm. B. Wright near here, has been purchased by Richard A. Van Houten of Chicago for $24,000.

KENNEWICK, WASH.—E. P. Wray & Son have purchased 10 acres, and will move their business from White Salmon to this city. They will specialize in orchard stock for the present, adding ornamentals later.

AN invention for recording the growth of trees has proven successful at the Missouri botanical garden. Dr. B. M. Duggar has the machine, known as the dendrograph in operation on poplar and sycamore trees.

SYRACUSE, N. Y.—The Rev. Dr. Edmund M. Mills, at a meeting of the Syracuse Rose Society, February 19, was elected to the presidency for the tenth consecutive term. Erl Bates, secretary, and George E. Thorpe, treasurer, were also re-elected, the tenth term in both cases.

The Late John C. Olmsted.

John C. Olmsted, eminent landscape gardener, and senior member of the family that for many years has held pre-eminence in that profession, died at his home in Brookline, Mass., on the night of February 24, as announced in our last issue.

Mr. Olmsted was born in Geneva, Switzerland, September 14, 1852, during a temporary visit of his parents to that city. His father, Dr. John N. Olmsted, died soon after, and his mother some years later married her late husband's brother, Frederick Law Olmsted, who adopted the boy as his own son. He studied under his stepfather, attended the Knapp School in Plymouth, Mass., the Englewood Military Academy and the Yale Sheffield Scientific School, from which he graduated in 1875, receiving the Ph. D. degree. He took up landscape gardening, and was for a time in New York in the offices of Calvert Vaux, with whom the late Frederick Law Olmsted was associated in the planning and laying out of Central Park.

He became the partner of his stepfather, and later, of Frederick Law Olmsted, Jr. He had previously spent a year with the fortieth parallel survey in the Rocky mountains, 1869-70, and another year studying in Europe, and during his undergraduate years, studied botany, natural history, landscape gardening and kindred subjects. He and his partners designed many of the finest parks and park systems of this country, including those of Boston, of Essex County, N. J. (Newark); of Rochester, N. Y.; Hartford, Conn.; Louisville, Ky.; Milwaukee, Wis.; Seattle and Spokane, Wash., and the South Parks of Chicago. Among his other achievements were the planning of the grounds of the Chicago Columbian exposition, the Lewis and Clark exposition at Portland, Ore., and of the Canadian industrial exposition at Winnipeg. He also planned many minor parks and grounds.

Mr. Olmsted was a member and for some time president of the American Society of Landscape Architects, and a member of the Boston Society of Civil Engineers, Boston Society of Architects, American Association of Park Superintendents, Massachusetts Horticultural Society, Municipal Art Society of New York, American Forestry Association, Appalachian Mountain Club, Boston Museum, Fine Arts Association, Boston Society of Landscape Architects, and the Century, the Reform and National Arts clubs of New York.

In 1899, he was married, in Brookline, to Sophia Buckland White, who with two daughters, the Misses Carolyn and Margaret Olmsted, survive him. Private funeral services, only the members of the family being present, were held on the morning of February 27 in the chapel at Mount Auburn cemetery, Boston. A. F. F.

Public Parks' Decay.

The broad fact in connection with the decay of public parks, which may be seen in nearly all our American cities, is that we Americans are better at starting things than we are at taking care of them afterwards. We employ our Olmsteds and our Vaux to create beautiful parks, and then leave them to the tender mercies of men without education in the profound art and science of the making and care of pleasure grounds. There is no art or science which demands a deeper or broader education than this. And the difference between expert knowledeg and utter neglect in such a matter can be noted fully in a single day by comparing the appearance of the Arnold Arboretum with that of Central park in New York or Franklin park in Boston.—Boston Transcript.

GRAND RAPIDS, MICH.—Isaac Okke is planning to build two houses at Burton street and Kalamazoo avenue this spring.

GRAFTON, MASS.—Leonard C. Midgley, of Worcester, has re-opened his range here. James C. Schouler will be in charge.

LITTLE ROCK, ARK.—The Vestal Greenhouses suffered a fire loss of about $20,000 February 14; not covered by insurance.

ST. PAUL, MINN.—The Warrendale Floral Co., A. Lauritzen, proprietor, recently suffered the loss of its potting shed and two automobiles by fire.

MINNEAPOLIS, MINN.—August Swenson, the veteran florist, has purchased a residence in California and will make his home there during part of the year.

Ibolium THE NEW HYBRID Hardy Privet

(L. Ibota x Ovalifolium)

Now sent out for the first time. Inquire for further information. One-year field-grown plants, $5.00 each. Summer rooted, frame-grown, $3.00 each. Plants in storage for immediate shipment.

Introducers of **Box-Barberry**, well rooted summer frame cuttings, $65.00 per 1000.

The Elm City Nursery Co., Woodmont Nurseries, Inc.

NEW HAVEN, CONN.

Ibolium Privet, Natural Habit.

Ibolium Privet, When Trimmed

Mention the American Florist when writing

Ampelopsis Veitchii

From 2¼ inch pots, $8.00 per 100; $75.00 per 1000.

JACKSON & PERKINS COMPANY, Newark, New York

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price $2.00.

American Florist Co.

440 S. Dearborn St., CHICAGO

HARRISONS' NURSERIES

Fruit Trees Budded from Bearing Orchards. Peach, apple, pear, plum, cherry, quince, grape-vines, strawberry plants, raspberries, blackberries, evergreens and shade trees. Catalog free.

Harrisons' Nurseries, Box 39, Berlin, Md.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America

Box 404. DUNDEE, ILL.

VIBURNUM PLICATUM

Also **Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.**

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO WEST GROVE PENN'A.

Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Ready Reference Section.

12 CENTS, NET, PER LINE.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

Alyssum, Double Giant, 2-in., $2.00 per 100; $18.00 per 1,000. Byer Bros., Chambersburg, Pa.

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii, 2¼-in., $8 per 100, $75 per 1,000. Jackson & Perkins Co., Newark, New York.

ASPARAGUS.

Asparagus Sprengeri, 2½-in., $4 per 100. Byer Bros., Chambersburg, Pa.

BEGONIAS.

Begonias. Single tuberous rooted, separate colors; $15.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

BOUVARDIAS.

Bouvardia. Single white, pink or red. 2-in., $7.50 per 100, $65 per 1,000; 2½-in., $8 per 100, $70 per 1,000. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

BOXWOOD.

CHOICE BOXWOOD SPRAYS

Write us today for prices on Fall and Winter deliveries. Best merchantable fancy tips, Dwarf variety. Quality guaranteed. Satisfactory delivery assured to all parts of U. S. A. and Canada.

PITTSBURGH CUT FLOWER CO.,
116-118 Seventh St. Pittsburgh, Pa.

BULBS.

Dutch Bulbs. Single and double tulips, hyacinths. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. T. R. Begonia. Single mixed and in separate colors. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers St., New York.

Bulbs. Single and double hyacinths. Darwin and single tulips. For prices see display advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Tulips and Lilium Giganteum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

Bulbs. Lilium Giganteum, 7-9-in. (300 to case), $62.00 per case. Vaughan's Seed Store, Chicago and New York.

CALADIUMS.

Caladiums. With sound center shoots. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Fancy Leaved Caladiums. Best varieties, highly colored; fine large sized bulbs $15.00 to $25.00 per 100. M. H. NEHRLING & CO., Orlando, Fla.

CALENDULAS.

Calendulas Orange King, 2-in., $2.00 per 100. Seedlings, $1.00 per 100. Byer Bros., Chambersburg, Pa.

CANNAS.

Cannas. Good strong divisions.

	Per 100
King Humbert	$5.00
Crimson Bedder	4.00

THE REESER PLANT COMPANY
Springfield, Ohio.

Cannas. Large flowering in the "better" varieties. Fine 2 to 3 eye, plump, dormant roots, true to name. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Cannas. Stored in our special moist cellars; not dried and stunted, but all first-class stock. For list of varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cannas. Select 2 to 3 eyes. The very finest stock. For varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

15,000 KING HUMBERT

2 to 4 eyes, $4.50 per 100; $40.00 per 1,000. Cash.

BUSHY FLOWER GARDEN
Bushy, Va.

Cannas. The finest we have ever grown. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Cannas. Yellow King Humbert, fine plump bulbs, $4.00 per 100; $37.50 per 1,000. W. W. COLES, Kokomo, Ind.

CARNATIONS.

ROOTED CARNATION CUTTINGS

Large supply of fine, well-rooted, healthy and strong carnation cuttings in the following varieties, ready for immediate delivery:

	100	1,000
Rose Pink Enchantress	$4.50	$40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.50	40.00
C. W. Ward	4.50	40.00
Aviator	4.50	40.00
Thenanthos	4.50	40.00

PETER REINBERG,
Wholesale Florist
30 E. Randolph St. Chicago

NOW READY
Rooted Cuttings. First Class Stock.

	Per 100	Per 1000
Cottage Maid	$4.50	$40.00
Mrs. C. W. Ward	5.00	45.00
White Enchantress	4.50	40.00
Matchless	4.50	40.00
Aviator	4.50	40.00
Miss Theo	4.00	35.00

J. A. BUDLONG,
184 No. Wabash Ave., Chicago, Ill.

ROOTED CARNATION CUTTINGS

	100	1,000
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
Enchantress	4.50	40.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
30 E. Randolph St. Chicago.

CARNATIONS.

ROOTED CARNATION CUTTINGS.

Fine Healthy Stock.

Grown Right!

Packed Right!

Priced Right!

Sure to Please You.

Ready Now.

	100	1000
White:		
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
White Wonder	5.00	45.00
Pink:		
Pink Enchantress	4.50	40.00
Miss Theo	5.00	45.00
Enchantress Supreme	6.50	60.00
Rose Pink Enchantress	4.50	40.00
Ward	5.00	50.00
Alice	5.00	45.00
Roper	4.50	40.00
Rosette	5.00	45.00
Red:		
Aviator	4.50	40.00
Thenanthos	4.50	40.00
Herald	5.00	45.00
Merry Christmas	5.00	45.00

Buy the Best! It Pays!

Order Promptly

Big Demand

M. C. GUNTERBERG,

Wholesale Florist

159 N. State St. Chicago.

Carnations. Rooted Cuttings. Good healthy stock. Herald, Aviator, Pink Enchantress, Matchless, $5.00 per 100, $40.00 per 1,000. Peerless Pink, Winsor, $4.00 per 100, $35.00 per 1,000. Herald, Peerless Pink, Winsor, out of soil, $5.00 per 100, $40.00 per 1,000. Cash with order. James Psenicka & Son, Gross Point, Ill.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago.

Rooted Pink Enchantress carnation cuttings, $4.50 per 100; $40.00 per 1,000. JOHN RINDFLEISCH, Beloit, Wis.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

VERY STRONG CUTTINGS
Well rooted—None better.
READY NOW.

White Razer	$3.50 per 100; $30.00 per 1000
Yellow Razer	3.50 per 100; 30.00 per 1000
Marigold	3.50 per 100; 30.00 per 1000
Buckbee	3.50 per 100; 30.00 per 1000
Nagoya	3.50 per 100; 30.00 per 1000
Dr. Enguehard	3.50 per 100; 30.00 per 1000
E. A. Seidewitz	3.50 per 100; 30.00 per 1000
Golden Queen	3.50 per 100; 30.00 per 1000

THE BEST POMPONS.

Golden Wedding	$3.00 per 100; $25.00 per 1000
Yellow Baby	3.00 per 100; 25.00 per 1000
Mrs. Buckingham	3.00 per 100; 25.00 per 1000
Mrs. Godfrey	3.00 per 100; 25.00 per 1000
Golden Climax	3.00 per 100; 25.00 per 1000

Order Yours Today.
PETER REINBERG,
30 E. Randolph St., Chicago, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It

CHRYSANTHEMUMS.

Chrysanthemum Hamburg Late Pink, Rooted cuttings, $16 per 100, $150 per 1000; 2-in. pots, $18 per 100, $160 per 1000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

Coleus, R. C., $1.50 per 100. Byer Bros., Chambersburg, Pa.

CYCLAMEN.

Cyclamen. Strong, 2¼-inch for early March delivery, $10.00 per 100. Mixed; white; white with red eye. Note:—We do not guarantee these varieties absolutely true to color, but the above varieties will predominate. All very choice strains. J. E. MATTHEWSON, Sheboygan, Wis.

CYCLAMEN—Strong, transplanted seedlings for January and February delivery; all leading varieties. $6.50 per 100; $60.00 per 1,000. PETER PEARSON, 5732 Gunnison St., Chicago.

FERNS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Boston ferns out of the bench ready for 6 and 8-inch pots. Come and see the stock and for prices. J. H. FIESSER, North Bergen, N. J.

Ferns. Boston, 4 and 5-in., for immediate delivery. Write for prices. Geo. A. Kuhl, Pekin, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums. Rooted cuttings. S. A. Nutt and Buchner, $20 per 1,000; Ricard and Poitevine, $25 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLI.

GLADIOLI

Reports from all over the world state that DIENER'S new Gladioli are the largest, finest and most wonderful ever produced. Our new catalog showing eight of our new varieties in natural colored plates will be sent free on request.

RICHARD DIENER COMPANY
Kentfield. California

Gladiolus bulbs. First-class stock from our Michigan farms. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus for forcing. Strictly first size bulbs. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

LILIES

Easter lilies. For prices see display advertisement elsewhere in this issue. Pohlmann Bros. Co., Morton Grove, Ill.

LILY OF THE VALLEY.

Lily of the Valley. Best Holland Pips, $25; Bruns' Special Early Forcing, $35; Bruns' Celebrated Chicago Market Brand, $45 per 1000. H. N. Bruns, 3040 W. Madison St., Chicago.

Lily of the Valley Pips. German and Holland. For prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

LILY OF THE VALLEY.

Lily of the Valley. Best Holland grown pips, $22 per 1,000. Immediate delivery. C. J. Speelman & Sons, 38 Murray St., New York.

Lily of the Valley pips. Finest quality; ready for immediate delivery. Van Meeuwen & Tagelaar, 1133 Broadway, N. Y.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants.

You can quickly turn such surpluses into cash by advertising here.

PANSIES.

Pansy seedlings, Giant Trimardeau, mixed, large flowering and choice colors, $4.00 per 1,000; $15.00 per 5,000, prepaid by mail. F. DANLEY, Macomb, Ill.

PETUNIAS.

PETUNIAS

Diener's Ruffled Monsters, single, largest and finest in existence. Quickest and surest money-makers of the day; sell at sight. Seed in separate colors, red, pink, white, purple, flesh pink, frilled, variegated and mixed colors, 50c per trade package. Our new catalog with natural colored plates free on request.

RICHARD DIENER COMPANY,
Kentfield, California.

PRIMULAS.

Primula Obconicas, Rosea, Apple Blossom, Kermesina. Good, strong stock from 2¼-in. pots at $6.00 per 100; $55.00 per 1000. J. H. FIESSER, North Bergen, N. J.

PRIVET.

Privet. Box-Barberry, well rooted summer frame cuttings, $65.00 per 1000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

ROSES.

50,000 GRAFTED
ROSE PREMIER
Here is your only
opportunity to buy
CHOICE GRAFTED
PREMIER PLANTS
$35.00 per 100
$350.00 per 1000
Can make delivery at rate of 5000 weekly beginning at once.
Absolutely healthy
A No. 1 stock.
Place your order at once for immediate or deferred shipment.

WEISS & MEYER CO.,
MAYWOOD, ILLINOIS.

ROSE STOCK

	Rooted Cuttings Per 100	Per 1000	2½-inch Plants Per 100	Per 1000
Russell			$15.00	$130.00
Ophelia	$ 8.00	$70.00	10.00	90.00
Sunburst ..	8.00	70.00	10.00	90.00
White Killarney	8.00	70.00	10.00	90.00

Bench Plants
Ophelia ....$12.00 per 100; $100.00 per 1000
Pink Killarney ..... 10.00 per 100; 90.00 per 1000

Good Stock—Ready Now
No orders accepted for less than a hundred of each variety.
GEORGE REINBERG,
162 North Wabash Ave., Chicago.

ROSE PLANTS
Rose plants, last fall propagation. Dormant all winter. Now in 3-inch pots. Ready in about three weeks. Fine stock. Best in market.

	100	1,000
Richmond	$10.00	$ 90.00
Sunburst	11.00	100.00
Killarney Brilliant	11.00	100.00
Pink Killarney	10.00	90.00
Pink Ophelia	10.00	

WIETOR BROS.,
L. D. Phone Randolph 2081
30 E. Randolph St. Chicago

ROSES READY FOR IMMEDIATE SHIPMENT
COLUMBIA, 2½-in. own root, $15 per 100; $125 per 1,000.
CHARLES H. TOTTY COMPANY,
Madison, New Jersey

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

List of 2¼ and 4-in. Roses ready, on request. Leedle Co., Expert Rose Growers, Springfield, O.

SEEDS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago.

Seed. Primula Obconica Gigantea Rosea. Dwarf habit, light and dark shades of pink. Select strain; fresh seeds. Packet of 1500 seeds, $1.50. Cash. Ernest Oschslin, River Forest, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It

SEEDS.

Seeds. Specialties in variety. Onions, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices, Kelway & Son, Langport, Eng.

Seeds. Mitchell's Flower. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Dreer's reliable flower. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorsonera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds, specialists: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Asparagus plumosus nanus, guaranteed true and fresh seeds. 1,000, 90c; 25,000, $20; 100,000, $68; packing and postage included. Cash. F. Dammann, Lugano, Switzerland.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30; 5 lbs. and over, $25 per lb. D. Landreth Seed Co., Bristol, Pa.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds, Aster. For description, varieties and prices see display advertisement elsewhere in this issue. W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Growers of selected stocks of onion, lettuce, radish, carrot, sweet peas, etc. C. C. Morse & Co., San Francisco, Calif.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

SEEDS.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Sweet corn seed. Grown exclusively by the W. C. Pressing Seed Co., Norwalk, Ohio.

SMILAX.

Smilax. Extra good, strong, well rooted plants. 2-in., $2.50 per 100. Elmer Rawlings, Allegany, N. Y.

VEGETABLE PLANTS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.
4013 Milwaukee Ave. Chicago.

Grand Rapids Lettuce, seedlings, $1.50 per 1,000, prepaid; transplanted, $3.00 per 1,000, not prepaid. ODOR GREENHOUSES, Iola, Kans.

MISCELLANEOUS.

Bulis boxes for florists. With patent metal corner. For sizes and prices see display advertisement elsewhere in this issue. J. C. Bulis Manufacturing Co., 1126 S. 12th St., St. Louis, Mo.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

MISCELLANEOUS.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works, Lowell, Mass.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., W. Philadelphia, Pa.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowes, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 52 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL.

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FERTILIZERS

For results use "Master Brand" prepared concentrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

You Can't See

15% to 25% moisture in air dried manures but it is there in nearly every bag. Paper lined bags sound mighty nice but that excess moisture will pay for paper liners and leave a good profit beside. You foot the bill.

WIZARD BRAND
TRADE MARK

PULVERIZED SHEEP—PULVERIZED CATTLE
SHREDDED CATTLE

MANURE

Is dried in high temperature direct heat rotary dryers and every bag is practically bone dry. They are sterilized too and that means cleaner beds with less weeds and grasses to pull by hand and no chance of fungus or disease that may cost your whole crop.

Order by name—WIZARD BRAND—for nearly fifteen years the standard of quality and service in concentrated manures.

Your supply house can ship WIZARD BRAND if you insist or we will quote on any quantity from a bag to a carload with freight rate promptly.

THE PULVERIZED MANURE CO., No. 32 Union Stock Yards, **Chicago, Ill.**

John C. Moninger Co.

GREENHOUSES

Designers - Manufacturers - Builders.
We sell the complete house or any part.

908 Blackhawk St., CHICAGO, ILL.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 998 Blackhawk St., Chicago.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braum Mill Co., 2340 Wabansia Ave., Chicago.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

In the Erection of

FOLEY GREENHOUSES

Only the Best of Material Is Used.

in designing your house, we always consider the use for which the house is intended—thereby assuring you of proper design and bench arrangement—not forgetting the importance of an efficient heating system.

THE FOLEY GREENHOUSE MFG. CO.

Designer Builders Heating Engineers

Main Office and Factory
3100 S. Spaulding Ave.

Chicago, Ill.

Downtown Office
State-Lake Bldg.

Wired Toothpicks

10,000, $2.50; 50,000, $11.00. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For Sale by Dealers.

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 40c; 25 yds. at 39½c; 50 yds. at 39c; 100 yds. at 38½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices. Try it out now and be convinced.

TURNER BROS., Bladen, Neb.

1,000 Letterheads, 1,000 Envelopes } $7.00

Bond Stock—Send cash with order. No samples sent. All work is guaranteed. Proofs furnished of work before printing, so that any changes necessary may be made.

GORHAM PRINTERY, INC.
542 South Dearborn Street, CHICAGO, ILL.
We Print Everything

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

THE CUSTOMERS' INTEREST FIRST

This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all the Greenhouse Boiler business

NOT CAST IRON

NOT CAST IRON

A KROESCHELL

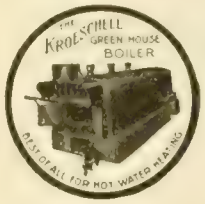
is the key to fuel economy.

Kroeschell Bros. Co. 452 W. Erie St. CHICAGO

THE KROESCHELL POLICY

We make every kind of boiler, but it is our policy to supply only the type of boiler best suited for the conditions. You get the highest boiler value.

NOT CAST IRON



NOT CAST IRON

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor

The Peters & Reed Pottery Co.,

SO. ZANESVILLE, OHIO

"Moss Aztec" Ware

HORACE C. GRAY CO.

200 Fifth Avenue New York

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers

FLOWER POTS

Why?

A. H. HEWS & CO., INC.

Cambridge, Mass.

George Keller Pottery Co.

SUCCESSOR TO

GEO. KELLER & SON,

Manufacturers of

Red Pots

Before buying write for prices

2614-2622 Herndon St., CHICAGO.

SUPERIOR

RED POTS

Quality and prices right. ASK US.

FLORIST SPECIALTY CO.

Idaville, Indiana

REED & KELLER,

122 W. 25th St., NEW YORK

Florists' Supplies

We manufacture all our Metal Designs, Baskets, Wire Work and Novelties, and are dealers in Glassware. Pottery, Decorative Greens and Florists' Requisites.

QUALITY—SERVICE

"Blauvelt" Hero Pipeless Furnace System

Installed at half the cost of Steam or Hot Water.

70 degrees of heat guaranteed in zero weather.

Can be installed with or without PIT.

Saves 35% of your Coal Bill.

We have also Special Burners for Oil—and Grates for Soft Coal or Wood

A perfect moist heating system. The ideal heat for growing all kinds of greenhouse products. In fact, it is the coming Greenhouse Heating System.

"Blauvelt"

Hero Pipeless Furnace Company

411 Sycamore St., PLAINFIELD, N. J.

Mention the American Florist when writing

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Ea.	Doz.	100
10	20 in.	$4.50	$49.50	$375.00
20	18 in.	3.30	36.00	293.00
30	16 in.	2.35	26.00	200.00
40	14 in.	1.90	21.50	170.00
50	12 in.	$1.30	$15.00	$115.00
60	10 in.	.90	9.90	77.50
70	8 in.	.75	8.00	61.00

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

Henry A. Dreer, Seeds, Plants, Bulbs and Supplies. **714-716 Chestnut St., Philadelphia, Pa.**

Mention the American Florist when writing

Nebraska Red Pots

ARE RECOGNIZED EVERYWHERE FOR QUALITY.

Your orders always receive prompt and careful attention. Made of High grade material by skilled workmen in a modern plant. Write for prices on your requirements.

Kindly address all correspondence, and printed matter to

Kahler Pottery Co., Louisville, Neb.

Mention the American Florist when writing

Index to Advertisers.

Allen J K.....371
Alpha Floral Co. ...375
American Bulb Co..I 382
American Greenhouse Mfg Co.....IV
Am'ing E C Co.....367
Anderson S A 375
Angermueller G H Co.....369
Aphine Mfg Co.....III
Aphrodite Co..... 372
Astoria Florist.....374
Avenue Floral Co...376
Baer Julius.....375
Barnard W W Co .382
Barnes W J.....375
Bassett & Washburn.360
Baumer Aug 377
Baur Window Glass Co.....IV
Bayersdorfer H & Co.369
Begerow's.....374
Berger Bros..... 368
Berning H G.....368
Blackistone Inc.....377
Bodger J & Sons Co 379
Bolgiano J & Son...379
Bramley & Son 377
Brastan Seed Growers Co..... 378
Breitmeyer's J Sons.374
Brenner Edward 371
Broadway Florist...375
Brown A J Seed Co..378
Brown Bag Filling Machine Co.....382
Bruns H N.....384
Bryan Alonzo J.....384
Buckbee H W..... 376
Budlong Co J A.....365
Bulis J C Mfg Co...356
Bunyard.....372
Burpee W A Co 383
Byer Bros.....388
California Florists.. 375
Callahan Duo-Glazed Sash Co ...III
Cazan A B 372
Central Floral Co ...377
Central Refrigerator & Equipment Co..367
Chicago Feed & Fertilizer Co.....396
Chicago Flower Growers Assn.....361
Clark E B Seed Co..382
Clarke's Sons D 373
Clay & Son 396
Clipper Lawn Mower Co..... 396
Coan J J 371
Conard & Jones Co..390
Cooke Geo H.....377
Cowee W J.....394
Coy H C Seed Co....380
Craig Robt Co 389
Culp W H & Co.....373
Dammann F.....383
Danker Fred A.....376
Dards Chas.....373
Dietsch A & Co.....IV
Dominion Floral Co.374
Dorner F & Sons Co.389
Dreer H A..... .....383 385 394 395
Duluth Floral Co...376
Dunlop John H 374
Dwelle-Kaiser Co...III
Eble Charles.....373
Edwards Fold'g Box.394
Elm City Nurs Co...390
Erne & Co 366
Evans A W B.....374
Excell Laboratories.III
Evres H G 375
Fallon Florist.....372
Fenrich Jos S.....370
Fleischman.....375
Florist Specialty Co.395
Foerster Co Joseph.362
Foley Greenhouse Mfg Co.....394
Ford M C 371
Ford William P.....371
Fox J M & Son Inc..375
Frauenfelder C.....372
Freeman Mrs J B ...375
Frey C H 372
Frey & Frey 376
Friedman 377
Froment H E 371
Futterman Bros.... 370
Galvin Thos F.....372
Gasser J M Co 374
Giblin & Co.....III
Gnatt Ove Co The...356
Godineau R & M....380
Goldstein I.....371
Gorham Printery Inc.394
Grakelow Chas H...374
Grand Rapids Flo Co.372
Grimm & Gorly.....372
Gude Bros 373
Habermehl's Sons JJ 376
Hammond's Paint & Slug Shot Works 396
Hardesty & Co.....375
Harrison's Nurseries.390
Harris Wm K 389
Hart George B.....371
Hart Henry .... .374
Haven Seed Co The 380
Heinl John G & Son.376
Henderson A & Co... .....I 383 387
Henderson Lewis ...374
Henry Co The John 366
Henshaw Floral Co 371
Hentz & Nash.....370
Hero Pipeless Furnace Co 395
Herr Albert M 388
Hess & Swoboda....374
Hession 375
Hews & Co A H. ...395
Hill D Nursery Co. 390
Hogewoning & Sons 389
Hollywood Gardens.374
Holm & Olson.....374
Holton & Hunkel Co 369
Hort Advertiser.....389
Hurft Edgar F.....382
Hurst & Son 380
Ickes-Braun Mill Co.IV
Idlewild Greenhs....377
Jackson & Perkins Co.....390
Jahn Hugo.....374
Joy Floral Co 373
Kahler Pottery Co ..395
Kasting W F Co..I 389
Keller Pott'y Co Geo.395
Keller Sons J B.....375
Kelway & Son'.....380
Kennicott Bros Co. 360
Kervan Co The.....371
Kessler Wm.....371
Kottmiller A..... .372
Kroeschell Bros Co.395
Kruchten John 367
Kuhl Geo A.....387
Landreth Seed Co.. 379
Lang Flo & Nurs Co.376
Lange A.. 373
Lecakes C & Co.....370
Liggit C U.....387
Lindley Flower Box Co.....358
Littlefield Florist...376
Longren A F ... 389
Louise Flower Shop 375
McCallum Co.....369
McClunie Geo G....372
McGill R C & Co...380
McHutchison & Co..380
Mackie William.....371
Malandre Bros.... .377
Mangel.....377
Matthews the Flo'st .372
Matthewson J E.....376
Meconi Paul.....371
Metaire Ridge Nurs 372
Meyer John C Florist Thread Works. ...366
Michell Henry F Co..384
Michigan Cut Flower Exchange 367
Millang Joseph A. .370
Miller Floral Co 376
Miller & Musser ... 367
Moninger J C Co....394
Morse C C & Co 379
Murray Samuel..... 377
Nat'l Florists' Board of Trade IV
Neidinger Jos G Co. 369
Newell A 376
N Y Cut Flower Ex.371
N Y Floral Co . 377
Niessen Leo Co 368
Oechslin Ernest.....387
Oriental Goldfish & Supply Co.....366
Papadem J G Co....372
Park Floral Co 375
Peacock E R Co 379
Pearson E W.....375
Pedrick G R & Son..387
Penn Floral Color Co.3 8
Penn the Florist 377
Peters & Reed Potty.395
Philips Bros 372
Pierce F O Co..... IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co. 378
Pikes Peak Flo Co..37·
Pillsbury I L III
Pittsb'rgh Cut Flo Co.358
Podesta & Baldocchi.377
Poehlmann Bros Co .... II 359
Pollworth C C Co...369
Polykranas Geo J ...371
Potter Floral Co 376
Pressing Seed Co W C.....378
Proto-Feed & Guano Co..... ..396
Pulverized Manure Co The.....394
Pyfer A T & Co.....363
Raedlein Basket Co.367
Randall A L Co 367
Randall's Flo Shop..377
Randolph & Mc-Clements.....376
Rawlings Elmer 389
Ready Reference....391
Reed & Keller 395
Regan Ptg House ...396
Reid Edw.....368
Reinberg Geo..... 367
Reinberg Peter.....361
Rice Bros 369
Rice Jerome B Seed Co.....379
Robinson J C Seed Co .383
Rock Wm L Flo Co..372
Rodgers J W 375
Rohnert Waldo 380
Rosaia Bros.....373
Rosery Floral Co ...377
Routzahn Seed Co..382
Rusch G & Co 369
Saake O C..... 377
Salzer Seed Co Jno A 377
Sceery Edw 375
Schiller the Florist..375
Schillo A Lum Co ...IV
Schlatter W & Son..396
Schling Max.....377
Schmidt Chas L.....377
Segers Bros Ltd .. .389
Shaffer Geo C 377
Sharp Partridge & Co.396
Sheppard H W..... 377
Sheridan Grhs Co ...374
Sheridan Walter F..371
Siebrecht George C..371
Simon & Son I N....380
Situations & Wants.355
Skidelsky S S & Co.... I
Smith A W & Co... 374
Smith & Co E D .384
Smith & Fetters Co 373
Smith Henry..... 376
Society of American Florists. 365
Speelman C J & Sons.383
Stecher Litho Co....382
Storrs & Harrison... .....386 388
Stumpp G E M..... 374
Thorburn J M & Co..383
Tonner O A & L A..362
Totty Chas H. 358
Traendly & Schenck.371
Traveling Wholesale Florist.....370
Trepel Joseph.....373
Turner Bros.....394
United Cut Flo Co..371
Van Meeuven & Tegelaar 387 389
Vaughan A L Co....363
Vaughan's Seed Store .....I 381 384
Vick's Sons Jas..... 382
Vincent R Jr & Sons Co..... I
Walker F Co.....373
Weber F H. 376
Weiland & Risch ...367
Weir James.....376
Western Seed & Irrigation Co.....379
Wietor Bros.....362
Williams Mrs E A...377
Winterson Co E F...366
Wittbold G Co.....373
Wolfskill Bros & Morris Goldenson.375
Wonder Plant Irrigator Co.....366
Woodruff S D & Sons.380
Yokohama Nurs Co.379
Young A L & Co .. 370
Young John & Co...371
Zech & Mann.358 364 367

"Master Soil Builders"

Send for prices on **Master Brand Vine and Plant Manure** – eventually you will use it. Why not now?

The Proto-Feed & Guano Co.
4121 S. La Salle St., CHICAGO

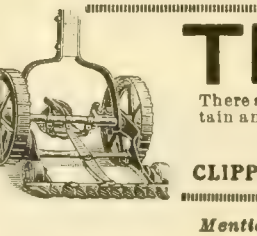
The Regan Printing House
LARGE RUNS OF
CATALOGUES
OUR SPECIALTY
WRITE FOR PRICES
523 Plymouth Ct., Chicago

Before

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3,000 for $1.00. Postpaid.
Wm. Schlatter & Son
422 Main Street,

After
Springfield, Mass.

Magic Fertilizers
"FOR THE FLORIST"
Chicago Feed and Fertilizer Co.
809 Exchange Ave., U. S. Yards, Chicago



SLUG SHOT
Used from Ocean to Ocean for 35 Years
Sold by Seed Dealers of America
Saves Currants, Potatoes, Cabbage, Melons, Flowers, Trees and Shrubs from Insects. Put up in popular packages at popular prices. Write for free pamphlet on Bugs and Blights, etc., to B. HAMMOND, Beacon, New York.

Mention the American Florist when writing

THE CLIPPER
There are three things that destroy your lawns—Dandelions, Buck Plaintain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.
CLIPPER LAWN MOWER CO., Dixon, Ill.

Mention the American Florist when writing

Clay's The World Power in the Soil.
CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE IN BAG & SEAL BEARS THE TRADE MARK

THE RENOWNED FOOD FOR PLANTS.
MANUFACTURED BY
CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

GREENHOUSE GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST. CHICAGO, ILL.

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LIV. CHICAGO AND NEW YORK, MARCH 13, 1920. No. 1658

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company.
Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treas. The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next annual convention and exhibition, Washington, D. C., November 1920. OFFICERS: THOMAS W. HEAD, Lake Forest, Ill., President; Z. D. BLACKISTONE, Washington, D. C., Vice-President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary; CHAS. H. TOTTY, Madison, N. J., Treas.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Washington, D. C., January, 1921. OFFICERS: C. W. JOHNSON, Chicago, President; D. G. GRILLBORTZER, Washington, D. C., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa., President; F. L. ATKINS, Rutherford, N.J., Vice President; E. A. WHITE, Cornell University Ithaca, N.Y., Secretary; HARRY O. MAY, Summit N. J., Treasurer.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition, Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Seeds for March Sowing.

The middle of March is the proper time for the sowing of the main crop of summer annuals. The seedsmen have seen that the growers have the catalogues, and the lists of the wants for the year should be made out at once, if not already done, and the seeds procured and sown. How often have we seen good growers spending valuable time during the busy days of May and June hunting for some small stock that could have been easily grown, but was neglected at the proper time. It is a good time now to look back at the sales of the last year or two and note what lines of stock were in short supply or were carelessly omitted. Such matters as this are the little things that count in a successful business, for the time taken in hunting up and procuring the cheaper kinds of stock during the busy season more than eats up all the profit received in handling it. The seeds that should be sown now are almost endless in variety, and they include asters, Phlox Drummondii, zinnias, marigolds, balsams, antirrhinums, begonias, calendulas, celosias, cobæas, cosmos, gauras, mignonette, nicotianas, nasturtiums, petunias, salpiglossis, ricinus, salvias, scabiosa, stocks, thunbergias, and others that may be demanded. With the exception of Cobæa scandens, mignonette and ricinus, which should be sown in pots, these can all be sown in flats and as soon as large enough transplanted to pots or spaced in flats, and good stock be had for summer bedding.

Lilacs for Easter,

A large variety of blooming plants can be grown for Easter, and dwarf, shapely lilacs are appreciated by all flower lovers, and the cut sprays have now become a standard winter flower. For the pot plants the imported budded stock is preferable, but for cut blooms any lilac may be lifted, and they force quickly and easily in a warm house. The varieties most grown for pot plants are Marie Lagraye, white, and Charles X, purple. Four weeks in a temperature of 65° will bring them into flower. The plants when placed in the greenhouse should be syringed several times a day in order to assist the buds to swell and kept in a dark place. As soon as the buds begin to open the plants can be placed in full sunlight. The common lilac can be forced in the same manner. A bush which is well set with flower buds, and these are easily distinguished from the leaf buds, can be lifted and planted in a bench and will furnish fine sprays of flowers. If the plant is kept shaded from the sun by spreading a heavy cloth over it the flowers of the purple varieties will be white when forced. The plants will require plenty of water, for they make but little root growth and bloom upon the vitality which has been stored.

Rambler Roses.

The plants of rambler roses that are intended for Easter blooming should now be showing color, and if they are not they will require quite a little forcing to have them in the best of condition for that date. If the plants are at all pot bound, watering with liquid manure will be of great assistance to them and stimulate the flowers and make them much larger, and an addition of soot to this will intensify the color. The plants will often, when setting the buds, make long growths from the base of the plants; these should be cut out, for they are taking much strength that should go into the flowers. These canes should be made into cuttings and propagated and will make small plants for next year's growing or can be planted outside and grown on for stock for the future. There is always a good demand for well grown pot ramblers for Memorial day

and early June, and plants started now will be in the best of condition at that time. They can be started in a cool house and frequently syringed until the eyes break, when they can be moved into warmer quarters and full sunlight. For June decoration, there is nothing better in blooming plants than Crimson Rambler and the other rambler roses and hydrangeas; they make a beautiful combination and are also very decorative for porches.

Iceland Poppies.

A beautiful cut flower for summer use not often grown is the Iceland poppy. While it is a perennial, yet it can be treated as an annual if the seed is sown early and the plants transplanted. Seeds sown in March will bloom the coming summer, and the varieties of color range through the yellow and orange to white. The petals have a peculiar satiny texture, are beautifully crumpled, and if the flowers are picked in the early morning they will stand in water for a long time, and are very decorative. There are few annuals that will attract more attention than a vase of these lovely poppies arranged with appropriate green, and besides they have a delicious frangrance. They are easily grown, and if the flowers are kept picked will continue to bloom all summer. Another poppy that can be grown for cut flowers is the Shirley poppy, but the flowers do not last as well as the Iceland poppies.

Boston Orchid Show.

The orchid show of the Massachusetts Horticultural Society will be held in Horticultural hall, Boston, March 24-28, and for the purpose of interesting a large number of people in these beautiful plants, the advancement in the culture of which during the past quarter century has been remarkable, will have on display rare specimens from all parts of the world. It is estimated that the value of the total display will exceed $300,000 and it is believed applications for space will exceed the capacity of the exhibition halls.

Albert C. Burrage, who has the largest private collection in the United States, will stage a fine display from his 20 or more houses at Orchidville, near Beverley Farms. This arrangement will include trees, palms and other tropical vegetation with orchid plants growing on them as they do in their native haunts, each plant displayed, however, to show to the best advantage.

Assistant Director E. H. Wilson, of Arnold Arboretum, has announced that its exhibit will include about 130 Japanese azaleas never before shown in this country. These are now being groomed for the show at the Sargeant greenhouses at Brookline. There will also be numerous other displays of various plants, although orchids will predominate, more than $3,500 in prizes in addition to gold, silver and bronze medals being offered for competition in this section alone.

LONG BEACH, CALIF.—Herbert Mace is giving up his business here to engage in missionary work.

WHITE PIGEON, MICH.—A. E. Kunderd, of Goshen, Ind., has acquired the 125-acre farm of S. Wood here for gladiolus culture.

GREENSBURG, IND.—Henry Hennington has bought Mrs. Emma Hamilton's greenhouses, which he has been operating the past year on lease. The consideration was $13,000.—W. B. C.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Time Zone Map of United States.

Baum's Home of Flowers, Knoxville, Tenn., one of the leading florist establishments of the south, has issued a time zone map of the United States and Canada and has mailed a copy to every member of the Florists' Telegraph Delivery Association, with which organization the firm is also identified. The map, 9x12 inches, which may be framed and hung in the office for reference, shows the divisions governed by Atlantic, eastern, central, mountain and Pacific time, sectional lines making it possible to determine at a glance the difference in hours between the point of delivery and the city in which the order is taken.

In the communication which accompanies the map, the Baum letter-head prominently features the slogan, "Say it With Flowers" and also calls attention to the fact that "All Knoxville Florists Are Closed Sundays by Agreement."

Next Week in the Flower Shop.

It is spring, or so near, that it can be played strong. There has been a wonderful change in the market in the past two weeks. One would scarcely believe it possible. Flowers of all kinds are now so plentiful that they can be featured in window and store decorations, in special sales, and in every way brought to the notice of the public with such effectiveness that they cannot fail to know they are abundant and much lower in price.

A shower effect in window decorating gives an idea of profusion, and yet does not take half the stock that the effect produced would indicate. Small vase baskets, with handles, that contain from eight to twelve daffodils and a little green, when suspended from the top of the window at various heights, give a decorative and pleasing effect. The bottom or floor should have a few larger baskets or vases containing the same flower, and a few boxes nicely filled, ready to be sent out. A vase or two of well budded pussy willows and short sprays of the same in the baskets and boxes, add a touch of spring. A price card will soon start them on their way.

It is a good time to circularize one's trade with a description of the various flowers now in stock, which can be called "spring blossoms." Interesting things can be said of orchid flowering sweet peas, calendulas, lilac, tulips, daffodils, pansies, stocks, wall flowers and the beauty of the newer varieties of roses. Prices can be quoted to show how they are now within the reach of every purse. There is also a splendid line of flowering plants, such as azaleas, lilies, primulas, heather, rambler roses, hydrangeas, daffodils, hyacinths and tulips, in pots and pans, also pansies. All of these, when featured in some way, as placed in handle baskets, or having the pots and pans papered or decorated with mats, are much more attractive, and in their display, add greatly to the dressed appearance of the store's interior.

Although we have spoken frequently of this featuring of the stock, and the inviting appearance of the store, the lack of it is one of the most pronounced failings in the great majority of flower shops. So often, one sees plants setting about the floor almost as they have been left by the growers, at times still carrying the grime

RAMBLER ROSE LADY GAY.

of the greenhouse on the sides and bottom of the pot. Trim the most ordinary looking plant up with white paper on the pot, and tie with cord or fibre ribbon the color of the flower, and its appearance is greatly enchanced. A few such decorated specimens, nicely arranged on the counter, or on a show table or two, makes a beauty spot in the store, which is at once attractive and increases the sales of such stock very materially.

The speed of any business is in the hands of the driver. He can, by putting on a little more power, as a nicely decorated store front, an interesting window that compels the passersby to stop to take a look, by carrying a full line of seasonable plants and flowers, and presenting them in an attractive up-to-date manner, and by newspaper and circular advertising, combined with superior service, increase the pace so fast, as to surprise even himself, and his force will have their hands full in keeping up to his campaign.

Sweet peas are now the quantity flower. They should be kept to the front and proposed for all kinds of wreaths or sprays, working splendidly in combinations with other flowers as well as by themselves. For the corsage, they are always in favor, are at their best in wedding bouquets, and most beautiful in table decorations. In fact, there has never been a flower introduced more popular or capable of so many and varied uses.

Easter is drawing very near. Any spare minutes used in preparatory work now, will help to take away the grinding strain of the last and busy week. Much of the success of this harvest time depends on the planning and preparatory work. Early ordering insures the first choice, salable stock. Every after-Easter inventory, reveals that the left overs were the fag ends of the growers' stock, that were taken because it was the best to be had at the time. It is better to be without such plants, as either they do not sell, or fail to give satisfaction to those who select them.

In the excitement, do not forget the national publicity campaign. Flowers are now going to be plentiful, and the splendid work the committee is doing to make them more popular, should be supported liberally by all in the trade. The committee has secured the best advertising talent in the country, as is evidenced by the success of the wonderful slogan. Every florist, and all interested in the craft, should be taxed a five or ten dollar bill for this alone. Many in the business, use the four wonderful words on their car, their stationery, tags, etc., but the little five or ten dollar check has yet to be started on its way to John Young, 1170 Broadway, New York. Sign one today and get it off by the first mail.

Sunday Closing.

The very laudable effort of the trade in cities where it has been the custom to open on Sunday, to bring about a general movement for the closing of all flower shops on this first day of the week, is to be highly commended. Sunday, nowhere in all this broad land, is regarded as a day of business. It is a day of worship or rest or leisure, as the individual is so inclined. With few exceptions, stores, factories and establishments of all kinds, where labor is employed, are closed, all outdoor operations are discontinued, and in every way, it is recognized as a time when all business is to be set aside. In emergencies, when mechanical or repair work has to be done on Sundays, men receive half as much more, or even double pay, as an inducement for breaking their day of rest. There is a class of stores, that from the nature of their business, such as druggists, dairy men, bakers, barbers, cigar shops and small candy dealers, which keep open for at least a part of the day in nearly every community.

FORCED LILACS IN TUB.

Florists cannot by any manner of means class themselves as dealers in such necessary articles as drugs, and they surely do not want to run their stores on Sunday for the money there is in it. In most cases, it will be found that one keeps open because the other fellow "up the street" or "around the corner" is also on the job. This encourages flower buyers to defer ordering in advance, as they know they can go either before or after church, or at any time, and get what they want.

There are, perhaps, many who do not know how generally, as regards the cessation of business, the Sabbath is observed in Philadelphia, Pa. No cut flower stores ever stock up and open for business on Sunday. It has never been the custom, and we trust, never will be. There are Sunday deliveries for birthdays, funerals and other occasions, and while parts of the force are on duty to get these orders out, new business is tabooed. There is no fresh flower window display, and, as a rule, the front door is locked. Every effort is made for Saturday night deliveries, so as to have Sunday entirely clear. Theatres, movies and saloons are all closed. Barbers used to keep open until noon, but some years ago, they got together and perfected a Sunday closing movement, which is now rigidly enforced. There is no thought by the trade that anything is lost in a business way. One wholesale house is open for a couple of hours in the morning to supply stock, nearly all the demand being for flowers for early Monday morning funerals.

Where it is now the custom to keep cut flower stores open on Sunday, it will be found, as before mentioned, that one does it, and his neighbor then also finds it necessary, so as to hold his trade, which action, for fear of losing prestige, keeps all the shops in line.

Co-operation in the trade is rapidly coming to the front as a means of bringing business helps and smoothing the road to make it easier running for all. Let the florists of any community get in accord on this question of Sunday closing, and it can be carried out without the least friction. There is no secret to success in handling flowers; it is entirely a matter of hustle and good business management. The little business that is to be obtained by opening the shop on Sunday, is as nothing compared to the proper observance of the day, and its freedom from all business cares.

K.

National Publicity for Flowers.

When the far reaching results of our campaign are so noticeable as to promote interest such as is shown in the following letter, it is time that the large body of florists who have not yet subscribed to our campaign fund should appreciate what is being done for them:

"JOHN YOUNG, Sec'y,
National Publicity Campaign.

On my recent trip south and west, I took particular notice of the publicity campaign, and was much gratified and pleased to see the good impres-

sion it made upon the public, and its beneficial results to the trade. Indeed, the slogan, "Say It With Flowers", expresses so much in all conditions of life, be it love, friendship, sickness, death, etc., that it has taken a strong hold on the public, and I really believe that the increased demand in flowers is, to a large extent, owing to it and the advertising in general. All of which impressed me very much, and made me feel that the advertising crusade ought to be supported liberally. So when I reached Omaha, and dropped in to see J. J. Hess, of Hess & Swoboda, he easily detected the weak spot in my armor, and neatly extracted a promise from me of a further contribution to the fund on the part of my firm. Therefore, you will please find enclosed check of my firm for $100.00 as an additional contribution to the publicity campaign, and hoping that it will help the good cause along, I remain,

CHAS. F. MEYER.
President of Corp. of Chas F. Meyer."

Our slogan is, undoubtedly, forcing its way rapidly into the public mind. It is not a mere jumble of words, as most other trade slogans are; it is straight to the point with its message, and permits of no misunderstanding. Hardly a day passes when there is not received at the secretary's office some proof of its reception by the public.

Of late, the cartoonists on the big newspapers seem to have taken it up, and we receive many clippings showing its use. All this is publicity, and its great value is fully recognized.

We sometime ago were advised that a proper appraisement of our slogan's value would be a million dollars, but it is safe to say now that it is worth to us a great deal more. It should be remembered, though that this great asset would speedily fade away if the slogan were allowed to fall into disuse. Only by using it continually can we maintain its value, and to assure this, we must have the money to carry along our campaign.

And, all things considered, it is such a little we ask. We have been going along on the volunteer system of contributing, which many of our staunchest supporters declare to be a wrong procedure. But we did hope, and hope still, that it will serve our purpose. We never for one moment thought that a wideawake florist would be a "slacker," but if we are to judge from our returns so far, there is a big army of slackers, and we are quite sure that the majority of those in this army do not really want to be there. Either they do not understand our campaign, or they are negligently putting off the writing of a cheque with the thought that any time will do. They are wrong. We need their support now, right at this very time. Our publicity committee has struggled along in the face of great difficulties for the want of money—ready money—to work with. It has often incurred liabilities in anticipation of being able to meet them from our collections, and has come through, as a member of the committee express it, "by the skin of our teeth." All this anxiety you, Messrs. Non-Subscribers, can relieve or prevent. This committee is working for you, for your interests, for your prosperity. Will you not pay your way, at least in the proportion that you would pay for a trifling service, which is all that is asked? Your share of the expense is within your own estimate. You can make it $5 if you please, or as much as you wish. If you only do a $5,000 business, a $5 contribution would amount to just one-tenth of one per cent. Can you afford it? Certainly, you can—it is hardly the cost of a box of cigars.

The publicity campaign is conceded to be the best thing ever promoted in the interests of florists. Support it and you support your own enterprise.

JOHN YOUNG, Sec'y.

J. Harper Hetherington.

PRES.-ELECT WASHINGTON FLORISTS' CLUB.

J. Harper Hetherington, one of the youngest and most prominent members of the Florists' Club of Washington, D. C., was unanimously elected president of that organization at its annual meeting, March 2, and will assume office in April.

Mr. Hetherington was born in Philadelphia, Pa., 31 years ago. He is the son of the late Joseph H. Hetherington, who served more than 30 years in the employ of Robert Craig & Company, in that city. Here was where the new president obtained his first knowledge of the florist business. While going to school, he worked in the Craig establishment during his spare time. At the age of 15, he was regularly put on

J. Harper Hetherington.
Pres.-Elect Florists' Club of Washington, D. C.

the payroll of the concern. About four years later, he went to work in the Century Flower Shop of H. H. Battles, remaining about four years. From there he went to Washington and secured employment with Fred H. Kramer, at 916 F Street, Northwest, and 18 months later he joined the Washington Floral Company. For the past five years, he has been manager of this concern, which enjoys a healthy and growing wholesale and retail business.

Mr. Hetherington has been quite active in club affairs, especially during the last year, and aided materially in the success of "Say It With Flowers" Week in Washington.

Florists' Club of Philadelphia.

At the regular meeting of the Florists' Club of Philadelphia, Pa., March 2, which incidentally was "ladies' night," J. Otto Thilow's illustrated lecture on floriculture in Australia, and the W. Atlee Burpee Co's. exhibit of new sweet peas, drew a record attendance of about 350 members and their friends. The entire roof garden of the Adelphia hotel was used for the occasion. Everybody greatly enjoyed Mr. Thilow's lecture. The speaker was at his best, and his many beautiful pictures of well known greenhouse plants, but scarcely recognized in the luxuriousness of their native habitat were a revelation.

The display of Burpee sweet peas even excelled that of last year. There were over 40 vases of distinct varieties, all superb flowers, exquisite in form and coloring.

The Jos. Heacock Co. staged exceptionally fine Christmas Pink, lavender, and white sweet peas; also, vases of Hadley, Premier and Columbia roses, superb flowers all of them. The estate of John Stephenson's Sons exhibited a vase of very fine Sunburst roses of exceptional color.

William Kleinheinz, gardener to Joseph Widener, staged 11 vases of cut acacia sprays, all different varieties, the fragrance of which filled the room. These were very much admired.

The vases of Carnations Benora, Mrs. Ward and Belle Washburn, all splendid flowers, were exhibited by Edward Reid. Three fine vases of sweet peas were also included in his entry.

Alfred M. Campbell presented a forward of his Easter stock in a table of very well grown formosum and giganteum lilies, in pots. They were well budded and splendidly clothed with foliage. French hydrangeas with heavy trusses just commencing to show color, accompanied the lilies.

After the meeting, refreshments added to the delight of a social half hour. It was one of the best attended and owing to the presence of so many of the fair sex, the most enjoyable meeting ever held by the club.

K.

Pittsburgh, Pa.

AMPLE SUPPLY WITH LESSENED DEMAND.

Business remains about the same as at the last writing, with a somewhat lighter demand and stock more plentiful. Buyers can always pick up job lots at bargain prices at any time during the day. American Beauties are still scarce, which is a good thing, as the demand has been light. Roses are more plentiful, and prices much lower, with Columbia, Premier and Ophelia the favorites. Bright weather the first of the week brought in a larger cut of carnations but so far there has been no surplus. The supply of sweet peas is on the increase, and prices are about one-half what they were two weeks ago. Bulbous stock is in heavy supply, with light demand. The supply of Dutch iris and snapdragons is light and bring good prices. Baby primroses, mignonette, calendulas and forget-me-nots are arriving in large quantities and are hard to move at any price. Violets are also a drug on the market. The supply of plumosus and Sprengeri is sufficient for all demands.

CLUB MEETING.

The meeting of the florists' and gardeners' club was held in the basement of the North Side Library. There was a good attendance to welcome the new president, John Basset, who performed his duties in a most businesslike manner. The exhibition tables carried the finest specimen Cyclamen persicum gigantium ever shown in this city. This, together with Brompton stocks, and Primula obconica, came from Sewickley Heights, brought in by W. Thompson. Peter Hopman, of New Gallilee, staged a gorgeous exhibit of Dutch Iris Rembrandt. John Danbach showed a fine lot of baby primroses, and Roderick Ross, brought from Dixmont, callas and cineraries.

Mr. Colyn, a regular annual visitor from Holland, gave a striking demonstration of the Dutch modes, "Past and Present," in the propagation of the hyacinth; also, a brief history of the same, which was instructive and entertaining.

The feature of the meeting was a most entertaining lecture on "Soil Fertility," by W. H. Weisman, of the School Gardens Commission.

MC CALLUM CO. ADDS TO PERSONNEL.

Following the announcements in these columns of the opening of branches in Cincinnati, O., Detroit, Mich., and Cleveland, O., with Frank Smith, Henry Blend and James McLaughlin in charge respectively, comes another to the effect that Sam Seligman, one of the best known florists' supply men in the trade, has been

John Michelsen, Director.

August F. Poehlmann, Vice-President.

Paul R. Klingsporn, Director.

Wm. J. Smyth, Treasurer.

George Asmus, President.

A. Lange, Director.

Hilmer V. Swenson, Secretary.

Peter Pearson, Director.

Otto H. Amling, Director.

OFFICERS ALLIED FLORAL ASSOCIATION OF ILLINOIS.

added to the McCallum staff and will be in charge of the firm's display rooms at 239 Fourth avenue, New York. Display rooms have also been opened in San Juan, Porto Rico, in charge of John de Chouden. The new branches are now doing business, tables, shelving and fixtures having been installed.

NOTES.

Wm. Q. Potter, formerly of this city, but for the past several years located in Cleveland, O., was a welcome visitor this week. Mr. Potter says he is out of the wholesale business for good, and will take up farming on his place near Cleveland, the coming summer.

John Bax, well known grower, and for the past several years employed by the McCallum Company at its plant at Evans City, Pa., died February 29 of influenza and pneumonia.

The Altimo Culture Company, of Canfield, Ohio, is cutting some fine orchids, which they are sending to The A. W. Smith Flowers Stores Co.

The E. C. Ludwig Floral Company is receiving some nice Primula obconica from their greenhouses at Ludwig Station, Pa.

E. C. Tipton, of the McCallum Company, has just returned from a visit to Cleveland, Detroit and Chicago.

M.

Washington Florists' Club.

J. Harper Hetherington, manager of the Washington Floral Company, was elected president of the Florists' Club of Washington at its meeting on March 2, being chosen without opposition when G. E. Anderson, former vice-president, refused to be a candidate for the office. Other officers elected were A. E. Gude, vice-president; William F. Gude, re-elected treasurer; Z. D. Blackistone, financial secretary, and G. V. Schultz, of the Leo Niessen Company, secretary. Members of the executive committee are Otto Bauer, Charles P. Groce, George C. Shaffer, David G. Grillbortzer, Adolph Gude and Theodore Diedrich. The new officers will be installed at the April meeting of the club. This meeting will not only be a lovefest, but an "oyster feast," as well.

Resolutions of appreciation of the work done for the club by Mr. Anderson were adopted, in which he was highly commended for his unceasing efforts to make visits of out-of-town florists to the club always a success and a credit.

The value of college education in the training of horticulturists and floriculturists, was the subject of an address by Professor A. S. Thurston, of the Maryland State Agricultural College, who spoke upon the work done by the college along this line.

The disposition of surplus stocks of flowers was taken up and discussed as to the best method of handling this problem. The offering of flowers in quantities at low prices to customers who would take advantage of such an opportunity was suggested by Z. D. Blackistone. It was also suggested that local merchants might use quantities of stock for distribution as souvenirs on openings, special sales or anniversaries. The use of flowers in the lobbies of motion picture and other theaters, already regular features in several of the larger houses, and their display in vases in the best jewelry stores, were also suggested as a method of building up a larger business.

Although "Say it With Flowers" week is just barely over, florists here are not going to let the public forget the slogan, and a plan for a ball team was presented by Herbert M. Sauber and Arthur Shaffer. The team, it was suggested, would secure considerable advertising of the project. The team will be composed of the employes of the stores, wholesale establishments and greenhouses.

With one of the worst storms of the winter two days ahead, the florists took up the discussion of outings for the coming summer, one proposal being for a boat trip to Old Point Comfort. Another, to precede the Old Point Comfort trip, was also proposed, and a committee was appointed to decide upon the place and date and make other preliminary arrangements.

B. F. L.

San Francisco.

MARKET FEELS SHARP PRICE DECLINE.

This week has seen a sharp drop in the prices of roses and carnations. The former have been held at very high figures since Christmas, owing to the short supply, but this seems to have ended. The sudden increase in the supply, together with the falling of the shipping demand, due to the Lenten season, has been the cause. There is a very fair supply of first class American Beauties. The latter are still high in price as practically the entire cut is being supplied by one grower. Carnations are now to be seen on the street corners in great quantities. As a rule the offerings are very fine but the market is not able to absorb the great supply. Orchids, principally cattleyas, have shortened up considerably of late. Gardenias of the best quality are coming in a little more freely and are taking the place of cattleyas to a large extent. There is still a large supply of violets. The outside demand for this stock keeps prices at about normal. The best freesias of the season are now being received from Half Moon Bay. Daffodils are now at the height of the season. Enormous cuts are being handled by the wholesalers. The crop of tulips seems to be about over. Quite a few Dutch hyacinths are coming in and meet a demand for spring flowers. Lily of the valley is quite plentiful, but is being held at high prices. There are no lilies on the market as yet and none are promised until Easter week. Ferns and asparagus are rapidly becoming more plentiful.

NOTES.

John Carbone, the orchid specialist of Berkeley, is greatly concerned over the embargo on cattleyas and other orchids. He usually imported two or three houses every year to replenish his stock, but finds it impossible to secure any new stock. He has not a great deal of faith in seedlings. He has grown them for many years and speaks from a long experience. He says that the imported stock is the only one which will show profits to the grower of orchids for cut flowers.

Victor Ferrari, manager of Ferarri Bros.' greenhouses, says his firm is shipping large quantities of orchids to Los Angeles every week to supply the demand in the southern city. He reports Laddie to be the best seller among the carnations and intends to increase his plantings of this variety very much this coming season.

The Art Floral Company, P. Vincent Matraia, manager, has received an order which will include the decorating of the California, Imperial and Portola theatres for the coming year. Great quantities of palms and other foliage plants, as well as cut flowers, will be required.

Charles W. Ward, of the Cottage Gardens Nurseries, Eureka, is spending a few weeks in town and is a daily visitor at the wholesale market. He is consigning large shipments of bulbous stocks, principally daffodils, to this market this spring.

Louis Matrani, formerly proprietor of the Belmont Florist, is looking for a suitable location to engage in the wholesale florist supply business. He is well known to the trade here and will no doubt make a success of his new undertaking.

George C. Roeding, of the Fancher Creek Nurseries, of Fresno, has been re-elected president of the state board of agriculture for the coming year. His nurseries of Fresno and Niles are now at the height of the busiest season in their history.

Shibuya & Tchida have commenced work on the propagation of chrysanthemums for the coming season. All the latest novelties will be given a trial to determine which will prove good commercial varieties.

Frank R. Mills, of Palo Alto, is shipping a large crop of carnations. His lily of the valley is also fine. He reports a splendid trade since the first of the year.

Martin A. Poss, of San Mateo, has been very busy with funeral work during the past few weeks. He has a few lots of begonias and cyclamen at present.

J. A. Axell says the shipping demand for daffodils and violets remains as strong as ever, but that the outside call for carnations has fallen off to a great extent.

Albert O. Stein, on Sutter street, says that Lent is having very little effect upon his trade, and he still notes a strong demand for all flowers.

The Hillsborough Nurseries are sending in a splendid cut of Mrs. Chas. Russell roses which is commanding the highest market price.

The E. W. McLellan greenhouses at Burlingame are now cutting the finest Hadleys that have come into the market in a long time.

Alfred Cuneo, of the Art Floral Company's staff, is still in St. Joseph hospital, slowly recovering from his recent illness.

JAMES T. LYNCH.

Seattle, Wash.

LOCAL SUPPLY IMPROVES.

Ideal weather conditions have again given the local growers control of the market. Roses have picked up materially, the quality of the carnations has shown steady improvement, and other arrivals have held up so that shipments from California have been materially reduced. The spring offerings are the market leaders, but the better quality of roses and carnations has caused these two lines to clean up as fast as the stock arrives. The local cut of orchids has fallen off a little but it is still large enough to care for current needs, and the supply of lily of the valley has increased greatly. Local growers are sending in the best sweet peas of the season, and the prices have been maintained despite the increased arrivals all along the line. Violets are meeting their usual good demand. Gardenias have been in the same class as orchids, in lighter arrival, but still large enough stocks to handle the regular business. Store decorations and funeral work have formed a good share of the business. The usual Lenten slowness has been a partial factor of late, but this has not been the cause of any losses to the trade. In most cases, it has manifested itself in a changed demand, pot plants and cut flowers suitable for the home replacing the former business in corsages and social decorations.

NOTES.

A reduced supply of gardenias has been offset by a large cut of lily of the valley from the Hollywood Gardens' range, according to Mr. Holmes of that firm. Acacia brought in from California has been a leader in decorations and low glaze holders for the spring flowers have also been good sellers of late.

The Woodlawn Flower Shop used pot cinerarias in the deeper shades to form the mass background for the light colored spring offerings in one window last week, and found that their immediate stock of this flower was cleaned up quickly.

Mrs. L. McCoy returned this week from a long visit in California. She says that growing conditions in the south have been far from ideal of late, and that there will have to be more and more stock grown in the northwest for its own needs.

Rosaia Bros. report some let up in the cut of orchids, but a plentiful and increasing supply of lily of the valley.

Ophelia and Rose Premier and freesias. Sweet peas in the orchid shades have been more than popular.

The Burns Floral Company has been receiving some of the finest orchid sweet peas that have been seen here this season. The size and keeping qualities have both been all that could be asked.

Fred M. Young, of Portland, Ore., who last June took over the greenhouses of the Martin & Forbes Company, was a visitor this week. He reports an excellent shipping business.

A steady gain in business is reported by Kenney's Home of Flowers, and the increased supply of stock has made possible more elaborate window displays. H. M.

Cincinnati, O.

SUPPLY PLENTIFUL IN ALL LINES.

Now that lower prices are country-wide in their scope, it is necessary to maintain a certain amount of publicity to this effect, in order that the flower buyers may know that Nature's most beautiful gift is again within their reach. The past 60 days will linger long in the memory of everyone; the grower will now have to be satisfied with smaller returns, while the retailer will be put to the test to bring lagging patrons back into the fold. While quotations from outside sources quote very low prices on stock, when purchased in thousand lots, the average florist does not buy everything by the thousand. Especially is this a fact during Lent, when social functions are few in number. Roses at $100 per thousand are still fairly quoted at 25 cents in lots of one hundred and less. Short-stemmed stock is $8 to $10 per hundred. Carnations have reached the point where they do not sell out clean daily, $6 being the previaling price per hundred for the best stock. Narcissi and freesias maintain a steady demand at about $6 per hundred. Calendulas remain firm at $3 to $4 per hundred. Sweet peas are plentiful, and the prices range from $1 to $2 per hundred for the different grades. The demand for violets is only fair. The best stock is bringing $1, when sold in small quantities. Single daffodils remain firm at $6 per hundred. Tulips also hold their price well, the better grades moving at $6 to $8 per hundred. In green goods, leucothoe has been scarce; Plumosus from the south and smilax are in good supply.

PUBLICITY NEEDED.

What this city needs, is a little aggressive publicity of a co-operative nature to show the public why they should indulge in flowers now. Efforts in this direction in other cities have met with good results. Prices have been so high, that people have simply refused to buy, and no doubt, these same people would welcome the opportunity to purchase at a moderate price. Flowering plants are meeting a brisk demand. Were azaleas available more sales of a higher class would be made. Cyclamens are running out, but Primulas obconica and malacoides, cinerarias and pans of hyacinths, daffodils and tulips fill the void. With Easter only a little over three weeks away, few are realizing that their plant orders ought to be in by this time in order to get what they expect to handle. Lilies in pots will be leaders, with rose bushes a close second. Bulbous stock will be more sought than ever.

NOTES.

E. C. Gillette is handling a fine grade of Princess of Wales violets.

L. H. Kyrk is receiving nice shipments of forget-me-nots, baby primroses and wallflowers.

The Wm. Murphy Co. is supplying the trade with sweet peas in quantity.

Cincinnati Cut Flower Exchange is handling home grown lily of the valley of good quality.

C. E. Critchell is feeling all right again. K.

OBITUARY.

Frederick William Bruggerhof.

Frederick William Bruggerhof, head of the firm of J. M. Thorburn & Co., New York, and for many years one of the most conspicuous figures in the American seed trade, died at his home in that city, 33 West Fifty-first street, March 8, in his ninetieth year. For some time he had been growing gradually weaker, but visited the store almost daily, his last visit being March 4. Mr. Bruggerhof was born in Germany, being brought to this country as a child. He entered the seed business when quite young, in a branch store of Grant Thorburn, located at St. Louis, Mo. In 1847, he became a member of the firm, and has been practically the head of it upwards of 60 years. Well known in the seed trade, Mr. Bruggerhof was president of the Wholesale Seedsmen's League many years, the directors of that body presenting him with a loving cup on the occasion of his eightieth birthday, October 15, 1910. He was long a prominent citizen of Connecticut, maintaining a home at Noroton, and had been a member of the assembly and state senate. He is survived by one son and three daughters.

Mr. Bruggerhof was undoubtedly one of the best informed men in the American seed trade. A California seedsman and collector of tree seeds, the sources of which are obscure, remote and difficult to locate, reports calling on him a few years ago with a list of some 50 or more varieties of rare tree and shrub seeds collected on the Pacific coast. Mr. Bruggerhof looked over the long list and checked three only as items in which he was interested. The seller noted that the three items checked were kinds which he alone could furnish at the time, well illustrating Mr. Bruggerhof's wonderful knowledge of the sources of even these scarce items. His knowledge, however, was not confined to the stocks of the wandering collector, as he was even more familiar with the sources of every variety of vegetable and flower seed in America and Europe.

The firm of J. M. Thorburn & Co., one of the oldest and best known seed establishments in the United States, was founded in 1802 by Grant Thorburn in very modest quarters at 20 Nassau street, New York, interesting in comparison with its present building, a modern structure at 53 Barclay street, extending through to 54 Park place, housing a business that in its 118 years growth, passed successfully through many early periods of threatened disaster.

In 1808 the business narrowly escaped destruction by fire which began in an adjoining building; and in 1814, the expenditure of the entire capital, and more, in unsuccessful attempts to raise seeds, etc., that could not be imported during the war, brought the business to a complete standstill, but in 1816, through financial aid extended by a friend, Grant Thorburn, made a new start and for nine years withstood the attacks of several powerful competitors. In 1826, the firm, then known as G. T. Thorburn & Son, purchased what at that time was referred to as a commodious two-story brick building, 40x60 feet, on Liberty street, and in this establishment a valuable assortment of birds was added to a large stock of seeds and bulbs. In 1844, under the name of James M. Thorburn & Co., the firm moved to 15 John street, with gardens and greenhouses at Astoria, L. I. In the fall of 1898, they were compelled to vacate the John street property, occupied for more than 50 years, the structure having seen condemned, and for a number of years occupied a building on Cortland street.

In 1906, the company moved to its present quarters at 53 Barclay street, a model five-story structure with basement and sub-cellar, which had been completely remodeled although a new building, to meet every requirement of the business.

In 1895, J. M. Thorburn & Co. was incorporated with Mr. Bruggerhof as president.

APPRECIATION.

I have known Mr. Bruggerhof for more than 40 years, more intimately during the last 20. His activity, combined with upright character, made for him a foremost place in the seed trade of America. Widely known, respected by all, beloved by many intimate friends, he kept on in an even way, seeing many younger men fall by the wayside. He was liberal in thought and acts, a busy, kind-hearted man who has rounded out to the full a well spent life. As he passes from us, he leaves as a most endearing monument, a business founded upon integrity and faithfulness.

S. F. WILLARD.

Mrs. M. R. Morgan.

Mrs. M. R. Morgan, of Bridgeport, West Va., for whom the yellow chrysanthemum, "Mrs. M. R. Morgan," originated by her husband, was named, died March 3, following an illness of four days with influenza and pneumonia. The deceased will be remembered by a host of friends she made while her husband was foreman at the establishments of the Hayman Greenhouse Co., Clarksburg, West Va., Weber & Sons, of the same city and the McCallum Co., Pittsburgh, Pa. Mrs. Morgan was born in Knoxville, Tenn., in 1881, and her burial took place there. M.

Mrs. Albert Hornung.

Mrs. Albert Hornung, wife of one of the progressive young growers of Cincinnati, O., passed away suddenly of pneumonia, March 2. Mr. and Mrs. Hornung were married only last fall, and the shock to the bereaved husband was no greater than to their many friends in the trade. The many beautiful floral pieces were evidence of the high esteem in which the deceased was held. K.

Mrs. John Breitmeyer.

Mrs. John Breitmeyer, mother of Philip and Fred Breitmeyer, Detroit, Mich., died March 9.

PONCE CITY, OKLA.—R. S. Brewer will open a flower store here.

ATTICA, IND.—W. H. Francis, of Lake Geneva, Wis., has purchased a commercial greenhouse business here.

EMPORIA, KAN.—A flower store will be opened in the near future in connection with the Riverside Flower Gardens.

MISSOULA, MONT.—One greenhouse at the Orchard Homes range of the Missoula Nursery Co. was destroyed by fire February 7; cause unknown.

ST. JOSEPH, MO.—The E. V. Meyers greenhouse was destroyed by fire February 3, the loss being estimated at $5,000, including supplies and heating plant.

WILMINGTON, N. C.—McDermott, Nicholson & Co. have been incorporated by T. L. Croteau, C. H. Blaske and S. E. Dill, to deal in horticultural products; capital stock, $11,000.

YANKTON, S. D.—The Sioux Falls Argus says a contract has been placed for $11,000 worth of glass, which will be used in a range of 60,000 square feet to be erected here by a local seed concern.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 56 PAGES WITH COVER

CONTENTS

Suggestions for plant growers....397
—Seeds for March sowing....397
—Lilies for Easter....397
—Rambler roses....397
—Iceland poppies....398
Boston orchid show....398
The retail trade....398
—Time zone map of United States....398
—Next week in the flower shop....398
—Sunday closing....399
National publicity for flowers....400
J. Harper Hetherington (portrait)....400
Pittsburgh....400
Florists' Club of Philadelphia....401
Officers Allied Floral Association....401
Florists' Club of Washington, D. C....402
San Francisco....402
Cincinnati....403
Obituary....403
—Frederick William Bruggerhof....403
—Mrs. M. R. Morgan....403
—Mrs. Albert Hornung....403
—Mrs. John Breitmeyer....403
Say it with flowers....404
Orchid Society....404
American Rose Society....404
Ladies' Society of American Florists....404
Minnesota corn borer quarantine....404
Express companies and private control..404
Lord & Burnham's profit-sharing plan..404
Albany....406
Baltimore....408
Chicago....410
Chicago Florists' Club....414
Columbus....415
Wichita....416
Philadelphia....418
New York....420
New York Florists' Club....420
Milwaukee....422
Cleveland....423
The seed trade....430
—The late F. W. Bruggerhof (portrait)..430
—Catalogues received....431
—Grass and clover seed prices....431
—California rainfall....431
Market gardeners....438
—Frost damage in Flordia....438
The nursery trade....440
Kansas City....440
Toledo....445

THE New York Sun, because of paper shortage, has discontinued its garden department.

ONE-CENT postage for local or drop letters has been approved by the senate post office committee.

NEW YORK spring show next week (March 15-22), Boston orchid show the following week (March 24-28).

"Talk Tax."

On Friday, February 27, a southern department store advertised roses and carnations at 37½ cents per dozen, saying "Cut flowers that you pay $2.50 to $3.50 per dozen for every day in ....., a sale that enables you to 'Say It With Flowers' without the customary excessive 'talk tax'."

Say it With Flowers.

The Bankers Life Insurance Co., of Des Moines, Ia., employes some 800 girls at its home offices in that city, and the president of the company personally presents each young lady in the firm's employ with a corsage bouquet on her birthday. There are many heads of similar concerns in the country who would be glad to do likewise if the matter were properly called to their attention.

Orchid Society.

A special meeting will be held at Horticultural hall, Boston, Mass., Thursday evening, March 25, with a view to organize a national orchid association.

American Rose Society.

The annual meeting of the American Rose Society will be held in Grand Central Palace, 46th and Lexington avenue, New York, at 3 p. m., Tuesday, March 16, 1920, in connection with the flower show.

This will be a most notable meeting and there should be a large attendance. On this occasion the Gertrude N. Hubbard gold medal will be presented to E. G. Hill, Richmond, Indiana, for "Columbia", the best rose of American origin introduced during the last five years. Dr. E. M. Mills, of Syracuse, will make the presentation. The annual election of officers will occur at this meeting, and other important business will be transacted.

E. A. WHITE, Sec'y.

Ladies' Society of American Florists.

Through the courtesy of President A. L. Miller of the Society of American Florists, the members of the Ladies' Society of American Florists are invited to avail themselves of the privileges and comforts of the booth which has been donated by him, and make it their headquarters at the New York flower show, March 15-21.

President Mrs. B. Hammond Tracy has issued a call for a meeting of the board of directors of the ladies' society for Thursday, March 18, at 2 p. m., at the Grand Central Palace, New York. Several matters of importance must be attended to and every member of the board is urged to attend or appoint a proxy.

The appointment of Mrs. A. L. Miller, Jamaica, N. Y., as auditor of the Ladies' Society of American Florists for 1920 has been made by the president.

MRS. ALBERT M. HERR, Sec'y.

Minnesota Corn Borer Quarantine.

The fact has been determined by the United States department of agriculture and state authorities that a new and dangerously injurious insect, the European corn borer (Pyrausta nubilalis), not now known to exist in the state of Minnesota, is present in the states of Massachusetts, New Hampshire and New York.

The state entomologist, under authority conferred upon him by amendment to chapter 206, Laws of 1913, said amendment having been passed by the state legislature at its 40th session, does hereby declare a quarantine against the entrance into Minnesota of all corn on the cob, corn cobs, or any portion of the corn plant, except shelled corn or shelled corn products, from the states of Massachusetts, New Hampshire and New York, said quarantine to be effective on and after March 10, 1920. These prohibitions shall also apply to any portion of the above quarantined products when used as packing material for other commodties or manufactured products.

A. G. RUGGLES,
State Entomologist.

Express Companies and Private Control.

Although express business of the country becomes a private enterprise with return of railroads to private management, the former express companies do not resume operation for the present and perhaps not at all. Whether separate companies are to resume business individually and if so, when, remains to be determined. At present they hold the position of stockholders in the American Railway Express Co. The latter has taken over their equipment and offices and welded them together into one national organization, eliminating duplicated facilities almost entirely. Whether such a "monopoly" has been permanently legalized is an open question, but apparently the new railroad act has done that for a period of six months. Individual companies are not likely to be eager to get into the field at once as, under present rates, revenues do not cover operating expenses.

Lord & Burnham Profit-Sharing Plan.

The Lord & Burnham Co., well known greenhouse builders, has adopted a profit-sharing plan, intended to promote the interests of its employes and at the same time by giving them a common interest toward closer co-operation with the stockholders promote greater efficiency, thrift and prosperity for all. Under the plan, the divided earnings are actually a share in the profits of the company and in no way affect the rate of the employes' wages or salaries. The distribution of earnings is graded according to length of service, participation in the benefits of the plan becoming effective after any employe has been in the service of the company for 11 months or more. After deducting wages and annual interest of seven percent on the investment, one-half of the balance will be divided pro rata among the employes in the proportion their annual wages bears to the income from the business set aside as above stated.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send change in time, date and place of meetings.]

Boston, Mass., March 16, 8 p. m.—Gardeners' and Florists' Club of Boston at Horticultural hall. Wm. N. Craig, secretary, Faulkner Farm, Brookline.

Chicago, March 18, 8 p. m.—Commercial Flower Growers' of Chicago at Randolph hotel, North Wells and Randolph streets. Otto H. Amling, secretary, Maywood, Ill.

Grand Rapids, Mich., March 15.—Grand Rapids Florists' and Gardeners' Club at office of member. Edward Freyling, secretary, 1057 Wealthy avenue, Grand Rapids.

Lake Geneva, Wis., March 20.—Lake Geneva Gardeners' and Foremen's Association at Horticultural hall. F. Brady, secretary, Lake Geneva.

Orange, N. J., March 15, 8 p. m.—New Jersey Floricultural Society at J. O. W. A. M. hall. George W. Strange, secretary, 84 Jackson street, Orange.

Philadelphia, Pa., March 16, 3:30 p. m.—Pennsylvania Horticultural Society at New Century Drawing Room. David Rust, secretary, 606 Finance building, South Penn Square, Philadelphia.

Portland, Ore., March 16.—Portland Floral Society at Masonic hall. F. A. Van Kirk, secretary, 64 East 50th street, Portland.

St. Louis, Mo., March 15, 8 p. m.—Retail Florists' Association of St. Louis. No regular meeting place. Chas. Young, secretary, 1406 Olive street, St. Louis.

Tarrytown, N. Y., March 17, 8 p. m.—Tarrytown Horticultural Society at corporation building. W. H. Neubrand, secretary, Tarrytown.

Toronto, Ont., March 16, 8 p. m.—Gardeners' and Florists' Association, St. George's hall. Alex Simpson, secretary, 87 Grosvenor street, Toronto.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

March 15-22, 1920, New York.—Flower show of the New York Florists' Club at Grand Central Palace. John Young, secretary, 1170 Broadway, New York.

March 24-28, 1920, Boston, Mass.—Exhibition of orchids and other plants of the Massachusetts Horticultural Society at Horticultural hall. William T. Rich, secretary, Horticultural hall, Boston.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Two good potters; steady position; $20.00 per week. **J. S. Wilson Floral Co.**, Des Moines, Ia.

Help Wanted—An experienced pot plant man to work under foreman. State age, experience and wages expected. Apply
Thomas Roland, Nahant, Mass.

Help Wanted—At once, first-class storeman. Reply with references, stating experience, etc. Address
Key 467, care American Florist.

Help Wanted—Florist for greenhouse and landscaping; new place. Will pay 45c per hour and better. **South Side Nursery**, Henry Gerstenkorn, Mgr., **R. R. 6, Decatur, Ill.**

Help Wanted—All-round man for greenhouse at once; not over 45 years; in retail business; will pay $25.00 per week. Address
W. H. Tracy, 20 Cadwell Ave., Waverly, N. Y.

For Sale—Florist business in New York City; no opposition; doing good business. Also inclosed florist delivery car in perfect condition. **John H. Schnanfer**, 969 East 180th St., New York City.

For Sale—Flower fruit farm, 12 acres; 9-room house; 8,000 peonies, thousands iris, asparagus, rhubarb plants, 1,000 fruit trees, 2 acres strawberries; St. Joseph river on north; Lincoln Highway on south; market at door for everything; a great bargain; bus line passes our door. **Alva Cathcart**, Bristol, Ind.

Pipe for Sale

Good second-hand pipe, guaranteed sound. All sizes from one-inch up. Write us for prices.

Muncie Machinery & Supply Co.,
MUNCIE, INDIANA.

FOR SALE

Large refrigerator and wall case at a bargain. Fixtures are now in Chicago. For further particulars address
Key 471, care American Florist.

For Sale

Complete set of store fixtures. $300 cash, takes the whole outfit.
Key 468, care American Florist.

HELP WANTED.

Few helpers in rose houses. $4.50 per day. When Sunday work is necessary we will pay an extra $6.00
Good chance for advancement.

Bassett & Washburn
178 N. Wabash Ave., CHICAGO

WANTED
TO RENT OR BUY

Small greenhouse establishment with retail trade preferred. Responsible party with good experience. Would consider partnership Address
Key 469, care American Florist.

WANTED
Two First-Class Designers and Decorators

Wages $40 to $50 per week.

MALANDRE BROTHERS
2077 Broadway, near 72nd St.
NEW YORK CITY

FOR SALE

12 Evans Ventilating Machines, complete, each	$12.00
300 Ventilating Arms, each	25c
300 Hangers, each	10c
24 6x3 ft. panel doors, with frame, each	$ 2.50
360 4x3 ft. Cedar Ventilators, with glass, each	1.50

GEORGE REINBERG
162 North Wabash Ave., CHICAGO

Situation Wanted

By practical landscape gardener, forester and horticultural draughtsman; long experience; can handle men, make own plans or work from those furnished; commercial or private; will go anywhere, but prefer south or west of Chicago.
Key 470, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¾ inches

FOR CUT FLOWERS: in two colors, gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

For Sale

$50,000 buys a modern carnation range near Chicago, including fine residence and several acres of land. Possession now or in the spring. $10,000 cash and balance on easy terms. Address

Key 446, care American Florist.

Easter Plants

Push them now, also

All Spring Stock

Dealers report heavy inquiries for Bedding Plants of all kinds.

MOVE THE SURPLUSES EARLY

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

Prepared Foliages

The Florists' "FIRST AID" when cut flowers are scarce and high priced

GNATT'S PREPARED FOLIAGES have stood the test for years and are now in greater demand than ever before. Send us a trial order and be convinced.

Cycas Leaves

Pliable, Non-Curling

	Per 100		Per 100
8 to 12	$3.80	24 to 28	$ 7.40
12 to 16	4.10	28 to 32	9 80
16 to 20	5.10	32 to 36	10.75
20 to 24	6.25	36 to 40	13.50
		40 to 44	17.00

Magnolia Leaves

GNATT'S "QUEEN QUALITY" BRAND

Non-mouldy—Flexible—Uniform Size

COLORS: BROWN, GREEN, PURPLE

Per carton	$ 1.60 each
10 carton lots	1.50 "
26 carton lots	1.35 "
100 lb cases	20.00 "
50 lb. case	11.00 "
25 lb. case	6.00 "

PREPARED EVERGREEN or LYCOPODIUM, per carton of 10 lbs..... $3.50 each

Ruscus

Grey Tinted—The new soft pliable grade. Only satisfactory substitute for statice. per lb., $1.00; 10 lb. lots 85c per lb.

Dyed Ruscus—Red, purple, blue or green. Finest quality..... per lb., $1.25; 10 lb. lots, $1.15 per lb.

Green Painted Ruscus—Soft, pliable, freshly prepared, per lb., 75c; 10 lb. lots, 70c per lb.

WRITE FOR SPECIAL EASTER PRICE LIST.
It contains many illustrations of baskets and novelties for this occasion.

THE OVE GNATT CO., Inc.

Preservers of Natural Foliages.
Manufacturers of Baskets and Florists' Supplies.

La Porte, Ind.

Albany, N. Y.

FLORISTS' CLUB TO HAVE EASTER SHOW.

Arrangements for an Easter show for the members were made at the March meeting of the florists' club. It was decided to hold this on the night of March 25 at the Albany Cut Flower Exchange, 611 Broadway. The date is 10 days before Easter, and it is expected that the growers and retailers will be able to make a good showing of some of their Easter stock. Louis H. Schaefer, the secretary, was instructed to write to growers in this section relative to exhibits for the show. The members postponed the April meeting one week; that is, from April 1 to April 8, on account of the nearness of Easter to the date for the regular meeting. Two new members were elected: W. J. Wotkins, of Hudson Falls, and W. H. Van Hoesen, of Round Lake.

GLOECKNER HONORED.

At the annual meeting of the Unconditional Republican Club, William C. Gloeckner, well-known florist, 97 State street, was elected president. Mr. Gloeckner began his presidency with an earnest appeal to the young republicans of the city to join the club. He is a member of the Albany club, chamber of commerce, Rotary club, Wolfert's Roost country club, Albany Lodge No. 49, B. P. O. Elks, and a number of the local Masonic bodies. The new president of the unconditionals has always been an enthusiastic promoter of the welfare of the city, and under him the unconditionals look for a year of activity and prosperity. R. D.

INDIANAPOLIS, IND.—After a connection of 15 years with Bertermann Bros. Co., in the capacity of office manager, Harry Jones has resigned to enter other business.

Your Old Friend

SAM SELIGMAN

Is Now with Us

Mr. Seligman needs no further introduction to the majority of florists from coast to coast. He will shortly open a new display room

At 239 Fourth Ave., New York

where he will exhibit the McCallum line of Florists' Supplies, Novelties, Baskets, Ribbons, Chiffons, and all items of particular interest to exclusive florists.

Mr. Seligman, together with Mr. T. J. Nolan, another of our eastern representatives, will be glad to welcome you at our exhibit at the

New York Flower Show
Grand Central Palace
March 15th to 20th Inclusive

Don't fail to be there—you'll miss a great deal if you're not.

The McCallum Company

Pittsburgh **Cincinnati**
Cleveland **Detroit**

RIGHT ON TIME

For the Easter and Spring Trade

You can secure a large share of this business, which promises to surpass that of all previous years, by liberal advertising in the

SPRING NUMBER

—OF—

The American Florist

To Be Issued Next Week

Stimulated by the nation-wide publicity campaign of the Society of American Florists and many local organizations, the opportunities offered the trade this spring have never been more promising.

Go after your full share of this business by using

THE BEST SELLING MEDIUM IN THE TRADE

Single Column Inch, $1.50; Page of 30 inches, $45.00, with the usual discounts on a series of insertions.

AMERICAN FLORIST COMPANY

440 South Dearborn St., CHICAGO, ILL.

For upwards of 30 years the representative paper of the Florists, Seedsmen and Nurserymen of the United States and Canada.

☞ *Please send your copy for this issue as early as possible.*

HEADQUARTERS
EASTER LILIES
WRITE FOR PRICES TODAY.
Biggest and best supply in the country. Place your orders with us now and avoid disappointment. All orders filled in strict rotation.
Heavy Supply of SWEET PEAS FOR EASTER
You will make no mistake by placing your orders with us for we will have the same fancy stock to offer that gave such good satisfaction last year.
ZECH & MANN, 30 E. Randolph St., Chicago
L. D. Phones | Central 3283 | Central 3284

For Florists' Supplies, Baskets, Chiffons and Spring Novelties
PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., Pittsburgh, Pa.

Baltimore.

FALLING PRICES ON ALL STOCK.

The past week saw a decided change in market conditions, with flowers of all kinds plentiful and a natural decline in prices. Sweet peas were offered in abundance for the first time this winter and prices were low. There was no glut in roses, with plenty to supply the demand in all grades. The public had an agreeable surprise in being able to buy carnations of good quality at $3 per dozen. Some very fine callas were also offered at very reasonable prices. Good orchids were cheap and excellent acacia was offered in the way of a novelty.

PUBLICITY PLANS.

Joseph Merritt, chairman of the publicity committee, and W. F. Ekas, president of the florists' club, have accomplished great things for the success of the percentage plan for securing funds for the advertising campaign. It is planned by the committee to start things going at once if agreeable to those who have signed, and this will be decided at the regular meeting of the club.

Mrs. John J. Perry is now well on the way to recovery after a serious illness with pneumonia.

R. G., JR.

BRAMPTON, MASS.—W. G. Peacock, of the Dale estate, has been named a member of the public library board and will act as secretary of that institution.

ST. THOMAS, ONT.—F. E. Bennett, of this city, has been elected Canadian vice-president of the American Iris Society recently organized.

PARSONS, KAN.—R. G. Ferguson, who closed out his florist establishment here 21 years ago, will resume business at 822 Twenty-third street.

LINDLEY BOXES
ARNOLD BOXES
Comprising the largest assortment of Florist Boxes obtainable. The Arnold Florist Box stock has been purchased by the Lindley Company, Write us for prices.
GEO. L. HOOPIS, New York Representative, 601 W. 144th St.
A. V. Z. JENNINGS, Chicago Representative, 20 E. Jackson Blvd.
Lindley Flower Box Company, Quality Box Makers, Marion, Indiana

Mention the American Florist when writing

Rooted Cuttings

ALTERNANTHERA, red and yellow, per 1,000	$ 8.00
BRILLIANTISSIMA, per 1,000	10.00
CUPHEA, Ageratum, Guernsey and Blue Star, per 100	.90
GENISTA, VINCA VAR.	1.50
DAISIES, Mrs. Sanders, Boston Yellow, 2-in.	.04
Single White, 2-in.	.03
DAISY, R. C., Single White, Boston yellow, per 100	1.50
SAUNDERS, R. C., per 100	2.00
ALYSSUM, Giant Double, 2-in.	2.00
SMILAX and PRIMULA, Malacoides, 2-in.	3.00
GERMAN IVY, R. C., per 100	1.50
SALVIA, R. C., Splendens and Bonfire, per 100	1.25
SALVIA, America, per 100	1.75
PETUNIA, Dbl. R. C., per 100	2.00
FUCHSIAS, R. C., 6 kinds, per 100	1.50
GERANIUMS, Rose and Salleroi, 2-in., per 100	3.00

Cash.
BYER BROS., CHAMBERSBURG, PA.

TORONTO, ONT.—Dunlop's, Ltd., has incorporated with a capital stock of $90,000. The directors are John H. and Francis M. Dunlop, George M. Geraghty and Edward J. Gale.

Gladiolus for Forcing
Strictly first size bulbs.

1½ inch and up.	Per 100	1000
America, pink	$3.50	$30.00
Autumn Queen, light yellow, red throat	4.00	35.00
Brenchleyensis, scarlet.	2.75	25.00
Chicago White	3.75	35.00
Francis King, scarlet	3.25	28.00
Halley, salmon	4.00	35.00
Mrs. Frank Pendleton	7.00	60.00
Myrtle	7.50	70.00
Niagara, yellow	5.00	45.00
Peace, white	5.00	45.00
Schwaben, yellow	7.00	65.00
Princeps, red	6.50	60.00

A. Henderson & Co.
166 N. Wabash Ave., CHICAGO

Mention the American Florist when writing

EASTER LILIES
IN POTS

(Interior View of One of Our Many Lily Houses)

Large Supply of Fancy Stock. Everything Points to a Shortage in this Line. Order Now and Protect Your Supply

Plants will have from 3 to 10 blooms in pot, and will be sold according to height and number wanted.

Will be crated 24 to 30 plants in a crate. Average cost of crate and packing, $1.50. Average number of blooms per crate, 130.

Short Plants, per 100 blooms, $30.00	**Short Plants, per 1000 blooms, $250.00**
Medium - per 100 blooms, 35.00	**Medium - per 1000 blooms, 300.00**

Plus packing charges. Delivery any time after March 15th. Stock in first-class condition for shipping.

French Hydrangeas for Easter. Ranging in price from 75 cents to $5.00 each

Poehlmann Brothers Company, MORTON GROVE, ILLINOIS

L. D. Phone Morton Grove 31-J. Chicago Buyers Call Rogers Park 684.

Best Roses in Chicago

At The Advertised Prices.

IT PAYS TO BUY DIRECT FROM THE GROWER.

We Are Rose Specialists, and Are Cutting from 245,000 Rose Plants.

PRICE LIST:

OPHELIA, HOOSIER, WHITE KILLARNEY, SUNBURST.

Extra long	per 100,	$16.00
Medium	per 100,	10.00
Good short	per 100,	6.00

RUSSELL and COLUMBIA.

Fancy long	per 100,	$25.00
Long medium	per 100,	20.00
Medium	per 100,	16.00
Short	per 100, $8.00 to	12.00

ASSORTED ROSES, OUR SELECTION.

Including some **RUSSELLS** and **COLUMBIA,** lots of 200 or more.....per 100, $6.00

CARNATIONS .....per 100, $6 00

Big supply of spring flowers is now coming in to this market, and we will procure the best at lowest market prices.

NEW FANCY FERNS.....per 1000, $4.00

ADIANTUM	per 100, $1.50 to $2.00	**ASP. SPRAYS**	per 100, $3.00 to $4.00
GALAX, bronze	per 1000, 1.50	**SPRENGERII**	per 100, 2.50 to 3.00

All seasonable flowers not grown by us will be procured for our customers. A trial order solicited.
In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

NOTICE:—We close at 5 o'clock week days. Closed all day Sundays.

Chicago.

EXPRESS EMBARGO AFFECTS TRADE.

A strike of express handlers and clerks employed by the American Railway Express Company which started March 6 has seriously affected the shipping trade and is costing the wholesalers and growers in this vicinity thousands and thousands of dollars every day not to mention the loss of the out-of-town retailers and wholesalers who depend upon this market to a large extent for their supply. Some of the dealers are making shipments by parcel post while others have managed to get stock through by taking it by trucks to other cities and making shipments from those points. This is not very satisfactory, however, and is rather costly but the dealers have their customers' interest at heart and are making every possible effort to have the stock reach them. The men are striking for an increase of $35 per month in wages and there is no telling just how long the fight will last, but it appears almost certain that the embargo will stay on indefinitely until the situation clears up. The supply of stock in the market now is considerably heavier than it was last week owing to the strike, consequently the local retailers are able to receive what they need at bargain prices. Everything in cut flowers is in large supply including American Beauty, Mrs. Chas. Russell, Columbia, Premier and all the other roses, carnations, sweet peas, calendulas, daisies, tulips, jonquils, narcissus, lily of the valley, lilies, callas, freesias, snapdragons, orchids, violets, stevia, mignonette and Paper White narcissus. Green goods are scarce, especially plumosus and Sprengeri. The outlook for Easter points to a large supply of cut flowers, a fair number of pot lilies and few rambler roses and hydrangeas.

Kennicott Bros. Co.

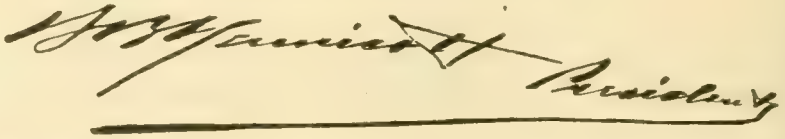
Strongest Independent Wholesale Commission House in CHICAGO

WE DO AS WE SAY

Every Consignor a Partner—
Every Buyer a Booster.

In behalf of the Retail Florist we have for years been showing our OPPOSITION to cut flower sales to DEPARTMENT STORES—who buy only at times of a LOW MARKET and find it good advantage to announce CHEAP SALES, to lead the public into the belief that the legitimate RETAIL FLORISTS ask too much for their flowers.

If you have this trouble to contend with, render your protest with us and we will have your letter placed in proper hands FOR A REMEDY.



YOUR

Protection

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

Largest, Finest and Most Complete Supply of Stock in Chicago.

Roses, Carnations, Sweet Peas, Violets, Lilies, Valley, Calendulas, Tulips, Jonquils, Orchids, Callas, Daisies, Snapdragons, Mignonette, Freesia, Pansies, Greens, Etc.

Order Your Easter Lilies Now.

Fancy Cut Blooms at $35.00 per 100, if you place your order now.

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

In Large Supply

FANCY ROSES and CARNATIONS

Buy here and get **QUALITY STOCK** at Reasonable Prices.

Buy Direct from the Grower — **CURRENT PRICE LIST** — **Subject to Change Without Notice.**

	Per 100
MRS. CHAS. RUSSELL	
Extra Special	$35.00
Specials	$25.00 to 30.00
Select	20.00
Medium	15.00 to 18.00
Short	12.00
COLUMBIA	
Specials	$35.00
Select	25.00 to 30.00
Medium	15.00 to 20.00
Short	12.00
MILADY	
Specials	25.00
Select	20.00
Medium	15.00 to 18.00
Short	10.00

		Per 100
Champ Weiland, Killarney, Killarney Brilliant, White Killarney, My Maryland	Specials	$20.00
	Select	$15.00 to 18.00
	Medium	8.00 to 10.00

	Per 100
SUNBURST, OPHELIA	
Special	$20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	8.00
PREMIER	
Specials	35.00
Select	25.00 to 30.00
Medium	15.00 to 18.00
Short	12.00
ROSES, OUR SELECTION	8.00
Carnations	6.00 to 8.00
Jonquils	6.00 to 8.00
Sweet Peas	2.00 to 4.00
Adiantum	2.00
Asparagus, per bunch	50c
Boxwood	per bunch, 35c
Ferns	per 1,000, $4.00
Galax, bronze and green, per 1,000, $2.00	
Leucothoe Sprays	1.00
Smilax	per doz. strings, $3.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

EXCELLENT CROPS OF

ROSES and CARNATIONS

In All the Leading Varieties

CURRENT PRICE LIST Subject to Change Without Notice.

RUSSELL, PREMIER, COLUMBIA	Per 100
Special	$30.00
Select	25.00
Medium	20.00
Short	15.00
OPHELIA and SUNBURST	
Special	$15.00
Select	12.00
Medium	10.00
Short	$6.00 to 8.00

KILLARNEY, WHITE KILLARNEY and BRILLIANT	Per 100
Special	$12.00
Select	10.00
Medium	8.00
Short	6.00
ROSES, OUR SELECTION	$12.00
CARNATIONS.	Per 100
Extra fancy	$ 8.00
Good	6.00

MISCELLANEOUS.	
Calla Lilies, per doz.	$3.00 to $4.00
Ferns, per 1,000	4.00
Smilax, per doz	3.00
Galax, per 1,000	2.00
Sprengeri, bunch	.50

Other Greens at Market Prices.

WIETOR BROS., 30 East Randolph St., L. D. Phone Randolph 2081 **Chicago**

High grade Cut Flowers in Quantity at reasonable prices. Our line is complete in every respect. Make arrangements with us now for your Easter supply.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

THE EXPRESS STRIKE.

The fifth day of the strike of express handlers and clerks brought assurances from officials of the American Railway Express company that the backbone of the walkout is broken and the yards are being cleared of accumulated express matter. They claim more than 1,000 of the striking employes have returned to work, but this is denied by the leader of the 3,000 men who quit. The strike is gradually dying out, and it would not be at all surprising to hear at any moment that it is over. It cannot end to soon to please the trade, for it has already proved to be costly, coming at a time when stock is most plentiful. Shipments are being made by parcel post and express through roundabout channels, but everyone is eagerly looking forward toward a quick settlement.

NOTES.

The directors of the Allied Floral Association held a meeting at the Hotel Randolph, March 4, when the following officers were elected: George Asmus, president; August Poehlmann, vice-president; Hilmer V. Swenson, secretary, and W. J. Smyth, treasurer. The other directors are John Michelsen, Paul Klingsporn, Otto Amling, Eric Johnson, A. Lange and Peter Pearson.

August Jurgens, Jr., with the Chicago Flower Growers' Association, is the proud father of a twelve-pound baby boy.

H. B. Kennicott is back on the job at Kennicott Bros. Co's. store after spending several months in Florida on business.

Tonner

Wholesale Cut Flowers and Supplies

30 East Randolph Street

CHICAGO

Telephone Central 6284

Sweet Peas Spring Stock

Good will and good values are more powerful than words

With your order from TONNER'S ROSES CARNATIONS

The Most Cut Flowers for the Least Money

Sweet Peas, Fancy Tulips, Jonquils, Home Grown Single Violets, New York Double Violets, Freesia, Calendula, Callas, Premier, Columbia, Russell, Ophelia, Sunburst, Hearst, Pink and White Killarney, Carnations, Pussy Willow, Mexican Ivy, Asparagus, Sprengeri, New Decorative Ferns, Salal, Deer Tongue, Colored Huckleberry, Leucothoe, Boxwood, Galax, Ferns. More stock with lower prices means more business with larger profits to you. **GIVE US A CALL.**

GREEN DYE

Enough for coloring 100 to 200 Carnations, per package, 50c; 300 to 400 Carnations, large package, $1.00. We have the most successful Green Dye, which is cheaper and more economical than any other on the market.

A. T. PYFER & COMPANY
164 N. Wabash Ave., Chicago, Ill.
L. D. Phone, Central 3373.

Heavier Supply
ROSES--CARNATIONS

Our receipts have increased in these two items to such an extent that we can handle more orders in addition to taking A1 care of our regular trade.

Push Spring Flowers Now

Fancy Freesias, Tulips, Darwin Tulips, Jonquils, Mignonette, Sweet Peas, Daisies, Stevia, Snapdragons and Calendulas. Can also supply **Callas, Lilies, Valley, Etc. Complete line of Greens.**

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

ZECH & MANN

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

ROSES.
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MINIATURE ROSES
Cecile Brunner

CARNATIONS

MISCELLANEOUS
Valley Cattleyas
Jonquils
Paper Whites Violets
Sweet Peas
Mignonette
Darwin Tulips
Tulips Freesia
Calendulas
White and Yellow Daisies

Place your order with us now for Lilies for Easter.
See our Lily Ad. Page 408.

GREENS.
Plumosus Sprengeri
Galax, bronze. Galax, green
Ferns
Adiantum Smilax
Boxwood

Mention the American Florist when writing

The Wholesale Cut Flower Association held a special meeting at the Hotel Randolph, Tuesday evening, March 9, when dinner was served. The meeting was largely attended and was called to ascertain if something could not be done to better trade conditions. Owing to the express strike it was decided to place the matter in the hands of the committee representing the association on the board of directors of the Allied Floral Association, which will report at the next regular meeting.

Peter Reinberg, well-known wholesale florist, president of the board of county commissioners and the county forest preserves, for eight years alderman for the twenty-sixth ward, and a former president of the board of education, celebrated his sixty-second birthday, March 4. Mr. Reinberg's many friends in the trade, all join in wishing him continued good health and prosperity.

Poehlmann Bros. Co. is booking a large number of orders for lilies for Easter for both pot plants and cut blooms and are looking for an early clean-up in this item notwithstanding the fact that it has at least 150,000 flowers to offer. Some splendid French hydrangeas are seen at the greenhouses and should find a ready sale owing to the general scarcity of blooming plants.

At Damm Bros.' greenhouses the lilies are in splendid shape for Easter and should nearly all be ready about the time they are needed. Zech & Mann will handle their output as usual this year and are now busy booking orders for same.

A. L. Vaughan & Co., report business as good as can be expected, owing to the express strike, and are making every effort to get shipments through to their customers.

Wietor Bros. have moved a large quantity of carnation cuttings this season, and new orders are so numerous that they expect to clean up completely in a short time.

Roy Bohlander of Melrose Park will add 20,000 square feet of glass to his present range this year. The John C. Moninger Co. has the contract to furnish the material.

The local delegation for the New York flower show next week will include A. Henderson, Paul R. Klingsporn, George Asmus and Fred Lautenschlager.

Albert Koehler, secretary of the American Bulb Co., has arrived safely at Rotterdam according to a cable received by President Miller the other day.

Andrew Chronis, proprietor of the Alpha Floral Co., is the proud father of a baby girl, who arrived at his home last week.

Fred Benthey underwent an operation last week at the Ravenswood hospital, and is reported to be progressing favorably.

Miss Edna Frauenfelder, who has been on the sick list for several weeks, is recovering from a nervous breakdown.

A. T. Pyfer & Co. are offering some of the finest lupines that have been seen in this market for some time.

W. N. Rudd has postponed his lecture course at the State University, Urbana, being laid up with a cold.

Mrs. J. E. Pollworth has recovered sufficiently from pneumonia to be removed from the hospital to her home.

Mrs. H. L. Simpson, 3656 Odgen avenue, is enjoying a pleasant visit at Long Beach, Calif.

Vaughan's Seed Store reports good early counter demand for seeds and supplies.

Chicago Florists' Club.

Owing to the blizzard, but a very small number of the trade were able to attend the monthly meeting of the Chicago Florists' Club, held at the Hotel Randolph, March 4, president Waters in the chair. The following were elected to membership: C. A. Wrigley, 130 North Wells street; Albert Koehler, 172 North Wabash avenue; Vincent Neil, 172 North Wabash avenue; H. W. Miller, 324 West North avenue, and Herbert Stone, 4011 Milwaukee avenue. On account of the activity of Secretary Lautenschlager, a long list of new names was presented for membership, including: Chas. S. McCauley, Geneva; Wm. Langhout, 172 North Wabash avenue; Lorenz P. Geiger, 4905 Quincy street; Edward Clody, 3912 North Clark street; George Wienhoeber, 41 South Wabash avenue; A. Hall, 4700 Sheridan road; H. E. Bruns, 3040 West Madison street; Fred Stielow, Niles Center; C. Clemensen, 7801 Exchange avenue; Nick Damm, Jr., Morton Grove; James R. Paul, 1112 Lawrence avenue and Ernst Weiss, Elmhurst.

Chairman Morton announced the following co-workers on his garden committee: Ed. Goldenstein, of Vaughan's Seed Store; Ralph B. Howe, of the W. W. Barnard Co.; John P. Degnan, of A. Henderson & Co., and Everette R. Peacock, of the Everette R. Peacock Co. Mr. Morton, speaking for his committee, stated that more than 175,000 high-cost-of-living gardens will be started in the city this spring. This committee has laid plans to co-operate with local garden clubs and school garden managers in an advisory capacity to advance the interest in horticulture. Booklets on garden work will be distributed. An appropriation of $100 was voted for the use of this committee.

Secretary Lautenschlager explained the coal ordinance recently passed by the city council, saying it was originally drafted to regulate the resale of coal. Owing to the omission of the words "for resale" all industries purchasing coal in carlots would be required to take out a license costing $1,500. The Chicago Florists' Club and other industrial organizations entered strenuous protests against this ordinance and requested that it be repealed or amended to exempt florists and all industries obliged to purchase coal in carlots. From all indications, this re-

An Increased Supply Has Reduced Prices

BEST QUALITY TO BE HAD IN

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Ward, Welland, Brilliant, Double White and Pink Killarney, Sunburst, Hearst, Nesbit and Brunner.
NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

IN GOOD SUPPLY
DARWIN TULIPS--TULIPS--JONQUILS

Choice stock of Valley, Sweet Peas, Daisies, Rubrums, Easter Lilies, Freesias, Rainbow Freesias, Calendulas, Violets, Stevia, Mignonette, Pansies, Callas, Paper Whites, Cyclamen Blooms and all other Seasonable Stock.

Don't Forget Us on GREENS, as We Have Mexican Ivy, Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.
WE ARE CLOSED ALL DAY SUNDAY.

quest will be carried out in the near future.

President Waters demonstrated the latest methods of coloring cut flowers as applied so extensively to St. Patrick's day requirements. Mr. Waters is an expert in this line, and some unique color combinations were shown during the evening. It developed that the March 17 green was the quickest color to show its effect, approximately 30 minutes being required.

The Joy Floral Co., Nashville, Tenn., sent an extensive exhibit of seedling carnations, and A. Kirchner, of Defiance, O., furnished some blooms of his pink sport of Enchantress Supreme. Unfortunately both exhibits arrived in poor condition, and the exhibitors were requested to send another display for the next meeting.

President Kohout, of the Commercial Flower Growers of Chicago, now known as local of the national growers' association, was scheduled to present a report in behalf of this organization. Owing to the inability of Mr. Kohout to attend, his report will be presented at the next meeting.

The next meeting will be held at the Hotel Randolph, April 8, at 8 p. m.

Columbus, O.

GOOD DEMAND WELL CARED FOR.

Business has been quite active during the past week. The demand has been satisfactory, and with a good supply of flowers. A large volume of trade is reported. Prices are not as high as formerly. Funeral work has been quite heavy, and most of the florists report as much business as during the heighth of the influenza epidemic. On the other hand, there has been an exceptionally large number of parties and receptions. Some weddings were also scheduled for the week, and taking it all in all, trade never was better, except at special occasions. Roses are coming in well and the quality is exceptionally good. Prices range from $4 to $7 per dozen. The principal roses on the local market are Ophelia, Russell, Sunburst, Premier and Columbia. Carnations are also plentiful and sell in the neighborhood of $2 to $3 per dozen. Sweet peas are going well at 50 cents to $1.50 a bunch. There is also a good demand for jonquils, tulips and freesias and the supply is good. Callas are now in the

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago

L. D. Phone, Central 6004
Established 1892

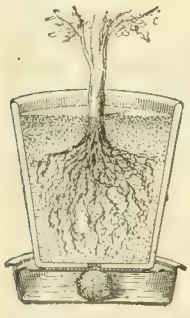
Daily Shipments of the finest stock in Roses, Carnations and Violets. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a

Little Wonder Plant Irrigator

They keep your plants watered just right. Wholesale price, $20.00 per 100.

If your supply house does not carry them send us their name with your order.

Sample by mail, 35c

The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO

GOLDFISH 1,500,000 (Fancy and Plain);

Ready for market at rock-bottom prices. Ship anywhere in U. S. or Canada. Write for our illustrated catalogue.

Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.

market and are eagerly purchased. Florists are now able to announce that Easter lilies will be ready on time. For a while there was some doubt if they would be out, but now it is believed that fully 75 per cent of them will be in bloom. This relieves the situation for Easter business, which looms up exceptionally big. J. W. L.

Wichita, Kan.

FEBRUARY MAKES GOOD RECORD.

February proved a busy month, with good volume of sales at satisfactory prices. There was a steady call for funeral orders, both local and out-of-town, and many orders had to be declined, due to the fact that sufficient stock to fill was not available. Plant sales were good during the entire period and the demand is still holding firm. The weather, in general, was mild, averaging several degrees above normal, which condition helped to stimulate production, and present supplies are now nearly adequate. Considerable bulbous stock is in evidence at present, with prospects of a plentiful supply for Easter. Other offerings, usual for this occasion, appear normal.

NOTES.

Alex. Marquardt is back in his old position as superintendent at the greenhouses of Chas. P. Mueller, after a sojourn of nearly two years in California. He thus bears out the local axiom: "They all come back to Wichita."

Visitors: M. Bertoldi, of W. W. Barnard Co., Chicago; Clifford Pruner, of Poehlmann Bros. Co., Chicago. C.

Have Them When You Need Them

Green Painted HYACINTH STAKES

At following low prices:

12 inch.....$1.75 per 1000
18 inch..... 2.50 per 1000

Special price on original cases, 25,000 to a case.

Jos. G. Neidinger Co.

FLORISTS' SUPPLIES

1309-11 N. Second St., PHILADELPHIA, PA.

The SĀVŌ Steel All-Year-Round Flower Box

SELF-WATERING and SUB-IRRIGATING

For Windows, Porches, Ledges, Sun Parlors, Etc.

Leak-proof and rust-proof. No surface watering. Perfect AIR circulation and drainage.

A Sales Booster—A Trade Winner—An Easy Seller. Good Margin of Profit to Dealers.

Write for free Catalogue, prices and discounts.

SAVO MANUFACTURING CO.
39 S. La Salle Street, CHICAGO

Patented Jan. 23, 1917.

Mention the American Florist when writing

Easter

Cards, Tags, Labels, Stickers, Blotters, Announcements.

Write for samples.

THE JOHN HENRY CO.
Florists' Cards and Printing, LANSING, MICH.

Mention the American Florist when writing

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.

CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen
Roses, Beauty	$3.00 @	$ 8.00
	Per	100
" Mrs. Chas. Russell	10.00 @	40.00
" Columbia	10.00 @	40.00
" Premier	10.00 @	40.00
" Hoosier Beauty	8.00 @	35.00
" Killarney Brilliant	8.00 @	25.00
" Killarney	8.00 @	25.00
" White Killarney	8.00 @	25.00
" Richmond	8.00 @	25.00
" My Maryland	8.00 @	25.00
" Mrs. Geo. Shawyer	8.00 @	25.00
" Milady	8.00 @	35.00
" Mrs. Aaron Ward	8.00 @	20.00
" Sunburst	8.00 @	25.00
" Ophelia	8.00 @	25.00
" Dble. W. Killarney	8.00 @	25.00
" Champ Weiland	8.00 @	25.00
" Stanley	8.00 @	25.00
" Bayard Thayer	10.00 @	40.00
" Cecile Brunner	3.00 @	6.00
" George Elgar	3.00 @	6.00
" Baby Doll	3.00 @	6.00
" Nesbit	3.00 @	6.00
" Our selection	8.00 @	10.00
Carnations	8.00 @	15.00
Cattleyas per doz.	6.00 @	9.00
Cypripedium per doz	4.00 @	6.00
Mignonette	4.00 @	8.00
Snapdragons per doz		1.00
Freesia	3.00 @	6.00
Tulips	6.00 @	10.00
Daisies	2.00 @	4.00
Valley	8.00 @	12.00
Calendulas	3.00 @	5.00
Gardenias per doz	6.00 @	9.00
Lilies per doz		3.00
Jonquils	6.00 @	10.00
Callas	25.00 @	50.00
Sweet Peas per 100	1.50 @	3.00
Violets	.75 @	1.00
Ferns per 1,000		4.00
Galax per 1,000	1.50 @	2.00
Leucothoe	1.00 @	1.25
Mexican Ivy	.75 @	1.00
Plumosus Strings each	.60 @	.75
Sprengeri, Plumosus, Sprays		3.00
Boxwood, 35c per lb., per case		9.00

ZECH & MANN

WHOLESALE FLORISTS

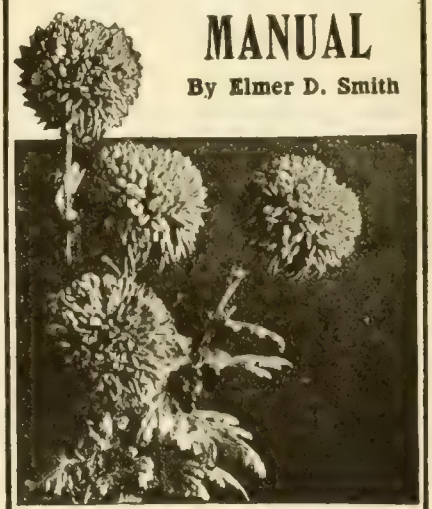
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 No. Clark Street. CHICAGO

GARDENIAS

Until the end of the season we will be very strong on **GOOD GARDENIAS.** The flower that we handle is the best, equally as good as any offered elsewhere.

We represent the largest Gardenia growers in this section. For that reason we are in a position to take care of your requirements and fill your orders to your satisfaction at the lowest market price. Place a regular order with us for your weekly requirements.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

STOCK NOW IN GENEROUS SUPPLY.

The market has changed in three weeks from a condition of extreme scarcity to one of great abundance in every line. A few things on the list, such as calendulas, mignonette and sweet peas, are greatly in excess of any demand, the first two being particularly difficult to move. The first words of one of the commission men regarding the market is: "Bottom dropped out." Another said: "Shot to pieces." "There is no market," quotes another, while a fourth declares there were no prices quoted on some of the stock, but it had to be moved, and they just did the best they could. Roses are more plentiful, but clean up fairly well at somewhat lower prices. It is much the same with carnations, which, however, are only bringing half the prices of two weeks ago. Callas and Easter lilies are now coming strong, with prices holding better than for other things. Daffodils have slowed up and about reached the bottom in price for the year. There are not many tulips. Snapdragon is very good, although some of it is too soft. Violets are at their height, and on cold, stormy days, when the street men cannot work, they are difficult to move. Cattleyas are also in excess of the demand, or at least returns are now greatly below those of a month ago. Quite a little lily of the valley is now coming into the market, but meets with a cold reception. It will apparently take some pushing to have it regain its former prestige. Take it all in all, while there is an excess of flowers in a few lines, and notwithstanding the pessimistic reports, the situation presents nothing serious, and is not much different from other years at this time. The contrast of the extreme high figures of the past winter with those of today, makes things seem much worse than they really are. The out-of-town trade is said to be holding up much better than that of the local stores, who, although very low quotations are quoted for quantity lots in certain lines, seem afraid to stock up and take a chance. One commission man called up a number of stores and offered violets, fine, fresh stock, at $5.00 a thousand, without one favorable response. He then sold the lot of 4,000 to a street man for the same price, who disposed of them all before nightfall at a good profit. Street men with trays of violets, calendulas and sweet peas, take in $50 to $60 a day in fair weather, which proves that people will buy flowers, if their attention is called to them, and they are presented in an attractive manner. One of the wholesalers, in speaking of market conditions, stated that from now on, the retailer could make more money than in any other three months in the year. Flowers of all kinds are plentiful, will become more so, and continue moderate in price to the end of the season. The trouble with most flower shops is that they do not push their business as they should. Flowers during the winter, on account of their scarcity, were abnormally high. Now that they are so cheap, they should display them freely and see to it that their trade, and the public generally, are fully informed of the changed conditions. He added: "We have lots of stock and want to sell it and will meet any man half way, who is willing to take a chance."

March 8.—The demand about equals the supply. The cold weather of the past few days held down this morning's shipments, for which there was a fair clean-up at quick moving prices, the policy being to keep things on the go and avoid accumulations.

LILY OF THE VALLEY.

One of the most popular of cut flowers for years was the lily of the valley. When the main supply of pips was cut off on account of the war, the stock that managed to get through was very inferior, and the flowers produced, very poor. In consequence, of these conditions, the demand fell off until people appeared to forget there was such a flower. Now that it is coming in again, nobody appears to want it, and although the pips are very expensive, the flowers go a-begging. Growers should not despair however, as lily of the valley will come back just as soon as first class stock in quantity is assured, as it has a refined grace and beauty, together with fragrance, that will always keep it to the front.

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonab'e Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Mar. 10. Per 100

Roses, American Beauty	25.00@	150.00
" Shawyer, Russell	8.00@	20.00
" Killarney	10.00@	16.00
" Milady	12.00@	30.00
" Radiance	16.00@	40.00
" White Killarney	8.00@	25.00
" Killarney Brilliant	16.00@	25.00
" Ward	8.00@	16.50
" Hadley	12.00@	35.00
" Ophelia	15.00@	30.00
" Premier	12.50@	30.00
" Columbia	16.00@	25.00
" Maryland	16.00@	25.00
" Hoosier Beauty	15.00@	35.00
" Stanley	16.00@	25.00
Cattleyas, per doz	6.00@	12.00
Cypripediums, per doz	4.00@	12.00
Sweet Peas	1.00@	2.00
Carnations	3.00@	8.00
Longiflorum Lilies	20.00@	25.00
Violets, a hundred	1.00@	1.25
Marguerites	4.00-6.00@	8.00
Calendulas, per doz., .75@1.00		
Callas	16.50@	25.00
Snapdragons, per doz., 3.00@4.00		
Adiantum		2.00
Asparagus Strings, per doz	9.00@	12.00
Asparagus bunches, each		.50
Jonquils	6.00@	8.00
Freesia	6.00@	12.00
Anemonies, per doz		2.00
French Iris, per spray		.50
Pansies	2.00@	3.00
Myosotis, a bunch	.35@	1.00

BUFFALO, Mar. 10. Per 100

Roses, Beauty, Special	60.00@	75.00
" Fancy	30.00@	40.00
" Extra	20.00@	25.00
" 1st	8.00@	12.00
" Killarney	6.00@	15.00
" My Maryland	6.00@	20.00
" White Killarney	6.00@	15.00
" Sunburst	6.00@	20.00
" Ward	6.00@	8.00
" Columbia	10.00@	15.00
" Ophelia	8.00@	20.00
" Russell	12.00@	20.00
" Shawyer	8.00@	15.00
" Bon Silene	4.00@	6.00
Cattleyas	75.00@	100.00
Dasies	1.00@	3.00
Valley	10.00@	12.00
Violets	.75@	1.00
Calla Lilies	15.00@	35.00
Japan Lilies	8.00@	10.00
Easter Lily	25.00@	35.00
Paper Whites	4.00@	6.00
Carnations	4.00@	6.00
Mignonette	6.00@	10.00
Snapdragons	8.00@	15.00
Sweet Peas	.75@	3.00
Asparagus Sprengeri	.35@	.50
Ferns, per 1000		3.50
Calendulas	3.00@	6.00
Smilax		25.00
Golden Spur	4.00@	5.00
Freesia	3.00@	4.00
Von Sion	4.00@	6.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

BERGER BROS.

Roses, Carnations, Violets, Freesia.

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

CINCINNATI, Mar 10. Per 100

Roses, Premier	6.00@	25.00
" Columbia	5.00@	25.00
" Butterfly	5.00@	25.00
" White Killarney	5.00@	20.00
" Pink Killarney	5.00@	20.00
" Sunburst	5.00@	25.00
" Mrs. Aaron Ward	6.00@	25.00
" Ophelia	6.00@	25.00
" Baby Doll		3.00
Carnations	4.00@	6.00
Calendulas	3.00@	4.00
Paper White Narcissus		6.00
Sweet Peas	1.00@	2.00
Freesia	4.00@	6.00
Violets (California)		.50
Princess of Wales		1.00
Ferns, per 1,000	3.00@	3.50
Leucothoe, per 1,000		6.00
Galax, per 1,000		1.50
Daffodils		6.00
Mexican Ivy, per 1,000		6.00
Smilax, per string	.15@	.20
Dutch Hyacinths	8.00@	10.00
Plumosus (south) per bch.	.20@	.25
Tulips	6.00@	8.00

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Fancy Chiffons

(About 35 to 40 yards to bolt.)	Per yd.
Dotted effect, 4 in. wide	$0.10
Lily of the Valley effect, 4 in. wide	.10
"Blue" Valley, cut edge, 6 in. wide	.09
Dotted effect, 6 in. wide	.13
Lace effect, 6 in. wide	.13
Lily of the Valley effect, 6 in. wide	.13
"Gold" Valley effect, 6 in. wide	.14
Silk, with Satin Borders, 6 in. wide	.15
Silk, with Satin Borders, 8 in. wide	.20
Maline, 27 in. wide	.30
Silk Gauze (or netting), 6 in. wide	.13
Silk Gauze (or netting), 14 in. wide	.23

Special list of many other useful items sent free.

Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

NOTES.

There will be a lecture under the auspices of the Pennsylvania Horticultural Society at the New Century Club, 124 South 12th street, March 16 at 3:30 p. m. The subject, "Herbaceous Perennials and Bulbous Plants That We All Should Know", will be in the capable hands of E. I. Wilde, of Pennsylvania State College. An exhibition of flowering plants and cut stock will be held at 2 p. m., prizes being offered in eight classes.

A 40-mile gale and snow storm, March 5, combined to make one of the worst nights of the winter. Not much damage to greenhouses was reported, although the smoke stack at the Gilbert Woltewaite greenhouses at Wyndmoor, was blown down, and it was with great difficulty the frost was kept out of the houses.

Charles Eimerman, a popular associate members of the florists' club for many years, died March 1. He was very fond of bowling, a close friend of the late Wm. K. Harris and others who daily gathered on the old club alleys for a bowling matinee.

The annual report of the secretary of the Philadelphia Vacant Lots Cultivation Association for 1919 shows that 1,122 families raised $90,000 worth of produce. Only seven gardens were forfeited for neglect.

Russell roses, carnations, fine sweet peas and choice cattleyas were leading features of Leo. Niessen Co.'s stock the past week. Gardenias were also seen in quantity.

George Aeugle has pretty well recovered, and is seen at the Philadelphia Cut Flower Co.'s establishment every day. Lilac, carnations and roses are quantity stocks.

Extra choice, long stemmed sweet peas are seen in quantity with the Jos. Heacock Co. Nothing better has been shown in the market this season.

A. M. Campbell's Laddie carnations and Easter lilies at his Strafford greenhouses are worth going miles to see.

Wholesale Flower Markets

PHILADELPHIA, Mar. 10.	Per 100
Roses, Beauty, special	75.00@100.00
" " fancy	35.00@ 60.00
" Mrs. Chas. Russell	8.00@ 50.00
" Killarney	6.00@ 12.00
" Hadley	12.00@ 35.00
" Sunburst	8.00 20.00
" Wards	8.00@ 12.00
" Ophelia	8.00@ 25.00
" Columbia	12.00@ 35.00
" Premier	10.00@ 30.00
Cattleyas	.25@ .75
Lilac, bunch	1.50@ 2.50
Narcissus	4.00@ 6.00
Mignonette	4.00@ 8.00
Gardenias, doz., .35@ .75	
Cypridediums	35.00@ 50.00
Carnations	4.00@ 8.00
Carnation Laddie	12.00@ 15.00
Snapdragons, per doz.	1.50@ 2.00
Callas	15.00@ 20.00
Easter Lilies	25.00@ 30.00
Violets	.50@ 1.00
Calendulas	2.00@ 6.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus Strings	.50@ .75
Sweet Peas	.50@ 4.00

PITTSBURGH, Mar. 10.	Per 100
Roses, Beauty, spl., per doz.	6.00
" " fcy., per doz.	5.00
" " ex., per doz.	4.00
" " No. 1, per doz.	1.00
" Hadley	10.00@ 25.00
" Killarney	6.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Mrs. Aaron Ward	4.00@ 12.00
" Russell	8.00@ 25.00
" Columbia	8.00@ 25.00
" Ophelia	6.00@ 15.00
" Hilda	6.00@ 15.00
" Premier	8.00@ 25.00
Carnations	6.00@ 8.00
Cattleyas, each	1.00
Ferns, per 1,000	4.00
Sweet Peas	1.50@ 3.00
Daisies	2.00@ 4.00
Galax, per 1,000	2.00
Plumosus, per bunch	.40
Sprengeri, per bunch	.50
Smilax, per doz.	3.00
Calendulas	2.00@ 6.00
Narcissus, white	6.00
Lilacs, per bunch	2.00
Tulips	6.00
Mignonette	6.00
Snapdragons, per doz.	1.50@ 3.00
Calla Lilies, per doz., 3.00@5.00	

MILWAUKEE, Mar. 10.	Per 100
Roses, Killarney, W. Kill'n'y	8.00@ 18.00
" Ward	6.00@ 12.00
" Premier	10.00@ 35.00
" Ophelia	8.00@ 25.00
" Columbia	10.00@ 35.00
" Hoosier Beauty	8.00@ 25.00
Carnations, assorted	4.00@ 6.00
Cattleyas, per doz.	5.00@ 6.00
Paper Whites	6.00@ 8.00
Violets	.75@ 1.00
Callas, per doz.	2.50@ 3.00
Sweet Peas	1.00@ 3.00
Lilies, per doz.	2.50@ 3.00

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.
Mention the American Florist when writing

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
Mention the American Florist when writing

ST. LOUIS, Mar. 10.	Per 100
Roses, Hadley	10.00@ 15.00
" Premier	10.00@ 40.00
" Killarney	6.00@ 15.00
" White Killarney	6.00@ 15.00
" Hoosier Beauty	8.00@ 20.00
" Russell, doz.	5.00@ 45.00
" Ward	4.00@ 6.00
" Sunburst	8.00@ 15.00
Ferns, per 1000	4.00
Carnations	3.00@ 5.00
Carnations, Laddie	15.00
Carnations, Specials, doz.	3.00@ 6.00
Sweet Peas	.50@ 3.00
Calendulas	3.00@ 5.00
Callas	12.50@ 20.00
Mignonette, doz., $1.50	8.00@ 10.00
Violets	.50@ .75
Galax, per 1,000	1.50
Leucothoe, per 1,000	7.50
Boxwood, per lb.	.25
Lily of the Valley	8.00
Freesia	3.00@ 4.00
Jonquils	4.00@ 6.00

John Berger reports a great drop in prices. Choice carnations, Godfrey callas, and sweet peas are leaders.

Samuel Fisher, Atlantic City, N. J., was in town March 8, looking up Easter stock. K.

New York.

BLIZZARD DEMORALIZES BUSINESS.

Business was in a stagnant condition during the past week and the finish was worse than the beginning. The latter condition was brought about by the storm which struck the city on the night of March 5. The day had been cloudy, with light dashes of rain, which in the evening, increased to a downpour. Near midnight, with a falling temperature, snow, driven by a 75-mile gale, arrived and the blizzard was on. As the city was slowly emerging from the effects of the previous snowstorm, this last was from every viewpoint, a hard blow. But little stock reached the market on time on the morning of March 6. Some rose stock arrived from New Jersey in the afternoon, but too late to be of much service for that day. As it was the same cause that held back the stock, reduced even the light demand of previous days of the week, as many people would not venture out in the high wind, though the snow stopped falling about daylight. Earlier in the week there was good sunshine and heavy supplies of all staple stocks, excepting American Beauties and orchids, kept pouring in, and in the last mentioned there was more than enough to supply the demand. Gardenias, tulips, yellow narcissus and minor stocks were practically in a glut. Carnations were hanging fire at $3 to $5 per 100. There was always a movement in tea roses, but in general the rose market was greatly depressed. In all lines, there was good stock, the problem being to dispose of it. Nor can much hope be grasped for a better market before the Easter trade begins. The flower show opens March 15, and past experience has shown that here, at least, a show week is always bad for business.

March 8.—The weather is a little milder, with stock arriving with more regularity. There is about the usual amount of March buying.

NOTES.

Aubrey Nash, of Hentz-Nash, Inc., has devised a unique and enterprising scheme to have rose growers properly grade their stock. He has had made a large number of grading sticks of maple, varnished, numbered and marked for the different grades. These he has shipped by parcel post to rose growers all over the country. In the literature which accompanies each stick, he says in part: "We have made sure that this stick is to be practical. It is similar to the hand-made ones which the late firm of Moore, Hentz & Nash sent to some of their growers years ago. The data for the measurements was obtained by the late Mr. Jonathan Nash." Having a sense of humor, Mr. Nash displays on his folders a skeleton picture of the old grading stick, asleep, and over it this inscription: "Let's wake him up." Mr. Nash has gone to some expense to carry out his plans, and we believe his efforts will be appreciated by the trade. We may add, that we have noticed in times of scarcity, that by some mysterious process, No. 2's became No. 1's, and so on upwards.

The retail business at 2188 Broadway, that for the past 17 years has been successfully conducted by Alexander Vlachos, as the Astoria Florist, has been bought by Herman Berkovitz and J. Max Nitzschke, who have taken possession. Both are clever and experienced men in the retail line. Mr. Vlachos is not in good health, and believes he can recuperate by, for a time, residing in a milder climate.

It is announced, that in addition to those previously mentioned in these columns, a number of other wholesale florists will join the Wholesale Florists' Inc., when they remove to the Siegel-Cooper building on or about April 15. The florists will occupy the first floor. All the other floors have been taken by the Interchurch World Movement on a 10-year lease.

Leo Klein, the retailer of Lexington avenue and 60th street, had a flower booth in the bazaar held by the women's auxiliary of the Jewish People's Relief of America, which was held in the 71st regiment armory, February 22-23. He was quite successful and greatly appreciated the assistance given him by the wholesale florists.

On the evening of March 17, the employes of the Joseph Trepel flower stores will hold a banquet and reception at the Willoughby Mansion, Willoughly and Throop avenues, Brooklyn. The committee in charge has spared no efforts in the arrangements for this event, which will include a 10-course dinner, followed by dancing.

Indications point to a good supply of Easter plants. Retail buyers who have visited the range of Anton Schultheis at College Point, report that he has a great stock of the roses, Dorothy Perkins and Tausendschon, as well as heathers and hydrangeas.

Joseph S. Fenrich is receiving exceptionally fine stock of the roses: Double White Killarney, Columbia, Premier, Russell and Hadley from the Duckham-Pierson range, Madison, N. J.

On the night of March 5, high water put out some of the fires at the range of the Julius Roehrs Co., Rutherford, N. J., making it necessary to put in a lot of oil stoves to save stock.

William Sullivan, salesman for the Dolansky-McDonald Co., is now receiving a fine quality of acacia, besides orchids and a good variety of other stock.

The ball of the Lacedemonian Association will be held in the Waldorf Astoria on the night of March 18.

William Mackie is handling an exceptionally fine quality of sweet peas and Darwin tulips.

A limited quantity of Darwin tulips is now on the market, wholesaling at $2 per dozen.

A. F. F.

New York Florists' Club.

The New York Florists' Club met in its hall in the Engineering building on the night of March 8, President Henshaw in the chair. There was a good attendance and discussion of the approaching flower show, and club banquet proved interesting, the president, secretary, C. H. Totty, Arthur Harrington, Max Schling, President Miller of the S. A. F. and a number of others expressing their views. Secretary Young stated that more space has been sold than for any previous flower show. The tea garden will be an important feature, and a ball is to be given in connection with it. There has been a good sale of trade tickets, the bidding being lively.

Roman J. Irwin announced that the sale of banquet tickets had been good. There were many bids for tickets at the meeting.

SWEET PEAS, ROSES,
Carnations, Violets.
Joseph S. Fenrich, 51 West 28th Street, NEW YORK
Telephones: 420-421-422 Watkins.

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

C. Lecakes & Co.
Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Leucothoe Sprays, and Moss, Our Specialties.
116 W. 28th St., New York
Telephone Watkins 2315
No connection with any other concern.
Prompt and careful attention to Mail, Telegraph and Telephone Orders.

Traveling Wholesale Florist
INC.
133 W. 28th St., NEW YORK.
Telephones 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Watkins

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone: 750 Watkins

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Watkins 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
34 West 28th St., NEW YORK CITY
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments Solicited.

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
133 West 28th St., NEW YORK
Established 1887
All consignments receive our special attention.

Wholesale Flower Markets

NEW YORK, Mar. 10. Per 100

Roses, Beauty, Specials	50.00@	75.00
" " extra and fancy	35.00@	40.00
" Hoosier Beauty	6.00@	15.00
" Hadley	8.00@	50.00
" Francis Scott Key	10.00@	50.00
" Columbia	6.00@	20.00
" Prima Donna	5.00@	15.00
" Dble Wht. Killarney	6.00@	20.00
" White Killarney	4.00@	12.00
" Aaron Ward	6.00@	15.00
" Ophelia	4.00@	15.00
" Sunburst	4.00@	15.00
" J. L. Mock	6.00@	15.00
" Mrs. Chas. Russell	8.00@	20.00
" Premier	6.00@	25.00
Cattleya orchids, special	75.00@	100.00
Carnations	3.00@	6.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Asp. Plumosus, doz. bchs.	3.00@	4.00
Smilax, doz. strings	1.50@	2.00
Lilies, white	30.00@	35.00
Gardenias, per doz.	1.00@	3.00
Callas, per doz.	2.00@	3.00
Paper White Narcissus, doz.	.50@	.60
Lilies, Rubrums	10.00@	12.00
Sweet Peas	1.00@	3.00
Lily of the Valley	1.50@	6.00
Violets	.25@	.50
Calendulas, per doz.	.15@	.25
Yellow Narcissus, per doz.	.35@	.50
Mignonette, per doz.	.50@	2.00
Lilac, per bunch	1.00@	2.00
Freesia	1.50@	3.00
Tulips, per doz.	.35@	.50
Flamingo, per doz.	.75@	1.00
Darwin Tulips		3.00
Acacia, per bunch	1.50@	3.50
Buddleia, per bunch		1.00
Giant Daffodils, per doz.		2.00
Snapdragons, per doz.	.50@	3.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
115 West 28th Street, New York

Telephones {4422 / 4423} Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE {2335 / 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
101 West 28th Street, NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

The following were elected to membership: C. B. Schultheis, College Point, N. Y., Samuel Salzburg, New York, Richard Gerling, Irvington, N. J., L. Lowenthal, New York, A. F. Kohlmann, Tomkinsville, N. Y., Anton Ruzicka, Chatham, N. J., A. M. Campbell, Philadelphia, Pa., Charles Moles, New York.

The exhibition committee reported: "Results on view, look them over." In both quality and variety, they were fine. A. N. Pierson, Inc., Cromwell, Conn., exhibited dark pink seedling carnations from Mrs. C. W. Ward and Good Cheer. It has been named Hope Henshaw. C. H. Totty Co., Madison, N. J., showed two vases of the rose, Frank W. Dunlop. Adolph Lewisohn, Ardsley, N. Y., (John Canning, Gr.) staged a vase of Leptosyne maritima. Henry M. Robinson Co., New York, exhibited vases of variegated freesias grown by A. J. Anderson, Manhasset, N. Y. C. H. Brown, Greenwich, Conn., exhibited a pink seedling carnation. Emil Fardel, Great Neck, N. Y., staged a new freesia. A. Demeusey, Brooklyn, N. Y., exhibited his pink sport of Carnation Enchantress. Traendly & Schenck, New York, displayed the rose, Dark Pink Ophelia. Herman Mammitch, Rockville Centre, N. Y., exhibited pink sweet peas, sport of Rose Queen. H. B. Marinelli, Montvale, N. J., had Malmaison carnations and gave a talk about them.

The death of Frederick W. Bruggerhof, the well-known seedsman, of J. M. Thorburn & Co., was announced. Mr. Bruggerhof died on the afternoon of March 8, at his residence in New York.

A number were proposed for membership.

Charles H. Totty made an interesting and instructive address on the "Commercial Development of the Rose." He was given a rising vote of thanks.

Anton Schulteis, of the committee to federation clubs, reported in detail on the work accomplished.

Chairman Herrington of the essay committee promised a talk on orchids for next meeting, by J. P. Marston.

At the May meeting there will be a talk on irises, illustrated with lantern slides. The exhibition committee expects to show orchids and spring flowers at this meeting.

Robert Berry, a life member of the club, who has spent several years in the south, was present and spoke briefly. He raised a laugh by saying he had spent two hours in finding the hall. A. F. F.

Milwaukee, Wis.

LITTLE CHANGE IN MARKET CONDITIONS.

There is no change in market conditions since the report a fortnight ago. Stock in all lines is ample to meet any and all demands. With the ceasing of social activities, due to Lent, and less funeral work, conditions are so different from what they were previous to St. Valentine's day that it takes a good deal of explaining to the buying public. Still, there is no cause for worry for normal conditions will prevail in a short time and all will be forgotten.

CLUB MEETING.

The sudden drop in temperature on the night of the monthly florists' club meeting, March 4, when the thermometer slumped from 40 at 7 a. m. to 8 above by midnight, kept some of the regulars, who had planned to come and bring some stock away. Announcement of the annual spring display of cut flowers and plants nevertheless brought out a creditable showing, which was both interesting and instructive. A committee of two disinterested members made the following report: B. E. Haasch—Exceptionally well grown cinerarias, begonias and ferns. Greenwood Carnation Co.—Honorable mention, well grown as to color, size and stem, Beacon, Edna, Matchless, Nancy, Alice, Good Cheer, White Wonder and several seedling carnations. Kamp & Spinti—Very good quality snapdragons, sweet peas, stocks and yellow daisies. Hugo Locker & Sons—Honorable mention, extra fine sweet peas, Carnation Belle Washburn and calendulas. Heitman-Oestreicher Co.—Well grown Winsor carnations, fine pink sweet peas and Calendula Orange King, some measuring 4½ inches across. Otto Eggebrecht.—Extra fine single violets, Princess of Wales, Holton & Hunkel Co.—Honorable mention, fine cut Easter lilies, Hoosier Beauty and Premier roses. Schroeder Floral Co.—Honorable mention, vase of Jas. Livingston's dark pink seedling carnations. C. C. Pollworth Co.—Special mention on Russell, Columbia, Enchantress, Supreme, Edna, C. W. Ward, variegated sport from Ward, extra large white seedling, and Laddie, the latter measuring 4½ inches across: also, a very fine Orchid Trianæ plant with 13 open flowers.

The happy thought of our new president, Henry Welke, to appoint a membership committee and make a drive for new blood resulted in admitting 10 new members at the meeting. They are: Court T. Riebs, A. C. Spinti, E. J. Gregory, Arthur and Alfred Eggebrecht, A. Griebler, Carl Menger, Arthur Locker, Lindor Maletski, and R. Haasch. There is also a very active entertainment committee, who promise to take care of the social end and make things interesting. The next event on the program will be a bowling party, to be followed later by a May ball, annual picnic, and who knows what not.

NOTES.

Mrs. H. V. Hunkel has our sympathy in the loss of her mother, Mrs. Christine Smith, who died March 3, age 72 years. Mrs. Smith came from St. Louis, her home, before Christmas, and was nursed by her daughter ever since. William C. Smith, well known whole-

F. T. D. MEMBERS

ATTENTION!

DO NOT delay the sending in of your order for the 4 beautiful folders which this association is providing its members.

You can afford to use them abundantly, for we have purchased a large quantity and give you the advantage.

Refer to the circular which has already been mailed you, for further particulars.

Florists' Telegraph Delivery Ass'n
153 Bates St.
DETROIT :-: MICHIGAN

EMIL SCHLOSS, Pres. and Treas. MILTON SELINKA, Secretary.

THE RIBBON HOUSE

SCHLOSS BROS., RIBBONS, INC.

31 and 33 East 28th Street, NEW YORK

Headquarters For Florists' Ribbons, Chiffons and Novelties

Our New Easter Novelties

Are Now On Exhibition At Our Store

Also at our booth at the

International Flower Show

MARCH 15 to 21

SCHLOSS BROS., RIBBONS, INC.

31 and 33 East 28th Street, NEW YORK

saler of St. Louis, is the only other child. Mr. and Mrs. H. V. Hunkel accompanied the remains to St. Louis, returning March 6. The deceased was a sister of William Edlefsen, pioneer florist of this city, but now residing in Lorane, Oregon.

March 8-13 was style week throughout the city, and the large show windows of the downtown department stores, were lavishly and artistically trimmed by the A. F. Kellner Co., who have been exceedingly busy of late, preparing for this occasion.

Mrs. F. Ernst, at 37th and North avenue, is on the sick list, threatened with diphtheria.

From reports, bulbous stock in pots, pans and boxes is very popular and selling readily.

Otto Eggebrecht was confined to his bed a few days last week with stomach trouble.

Henry Welke and C. C. Pollworth spent March 2 in Chicago.

E. O.

Cleveland.

HEAVY SUPPLY WITH CURTAILED DEMAND.

The weather during the latter part of the past week turned decidedly colder with more snow, and in consequence, shipments from the east were delayed. Stock, however, is now arriving in large quantities and the demand has shortened as have prices, so that retailers who are fortunate in having plenty of funeral work are getting the advantage of joblot figures. Violets sold as low as $7.50 per 1,000. Carnations are down to from four to six cents and roses in short grades are offered at five and six cents. Daffodils are a little less plentiful. Callas are in good supply and Easter lilies can be had in quantity from this time on. Swainsonas, sweet peas, mignonette, calendulas, freesias and narcissi are part of the daily supply. Greens are more plentiful.

NEW YORK

COME TO

"ROSELAND"

1966 Broadway, at 66th St.

Campbell's Flower Shop

FRANK E. CAMPBELL, Prop. JOHN C. ODINK, Mgr.

MEMBER OF F. T. D.

The Busiest Florist in New York City.

Orders Filled Day or Night.

NOTES.

The meeting of the florists' club, March 1, attended by nearly 70 retailers and growers, was a very interesting gathering. After an excellent supper, the minutes of the last meeting were read and then publicity became the main topic of discussion. Several plans were presented including the Milwaukee percentage basis, and a committee was appointed to report on the matter at the next meeting, at which time plans for the coming convention of the Society of American Florists to be held in this city, August 17-19, will also be discussed. A good increase in membership was also reported.

Visitors: Harry Miller, Chicago; Julius Dilloff and Harold Lion, New York; Martin Reukauf, Philadelphia, Pa.

C. F. B.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R. I.
Summer Season.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members Florists' Telegraph Delivery Ass'n

Mention the American Florist when writing

ESTABLISHED 1847

F. T. D.

Thos. F. Galvin INC.

THE NAME PROTECTS YOU

BOSTON
1 PARK STREET
799 BOYLSTON STREET

NEW YORK
561 FIFTH AVENUE

Steamers are Again Sailing on Schedule
Deliveries made on board

Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

BRANCHES:
RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

HARTFORD, CONN.

George G. McClunie

165 MAIN STREET

Right in the Hospital District—Hartford, Charter Oak, Williams, Insane, St. Francis and Memorial Hospitals within two blocks of Flower Shop.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing

New York.

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)
2953 Broadway.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

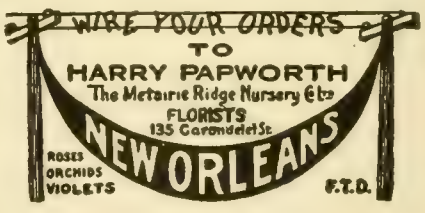
NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing



Mention the American Florist when writing

New York.

A. B. CAZAN

FLOWERS OF QUALITY
2751 Broadway

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

C. H. FREY

Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Mention the American Florist when writing

C. Frauenfelder
FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK

CHICAGO

Mention the American Florist when writing

New York.

The Aphrodite Co.

THE ARTISTIC FLORISTS
Floral Decorations for All Occasions.
2703 Broadway, Phone Academy 2479

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

For St. Louis.

WIRE

Grimm & Gorly

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York

Member of Florists' Telegraph Delivery.

DARDS

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction
Nearly 50 Years.

Let Us Fill Your Steamer Orders. Regular European Sailings Now Established.

Mention the American Florist when writing

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST
ELEVEN STORES

Main Store— Lewis Ave. Cor. Hancock St.

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Member of Florists' Telegraph Delivery.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

SHERIDAN, WYO.

SHERIDAN GREENHOUSE CO.
Plants and Flowers

WICHITA, Kansas

Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers
Personal Service

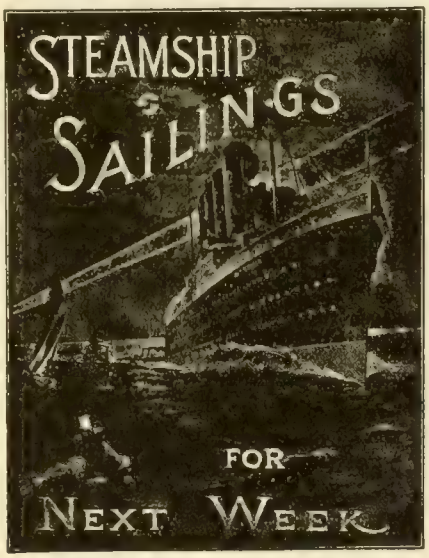
Members
F. T. D. A

A. LANGE

77-79 E. Madison St., CHICAGO

Telegraph, Mail and Telephone Orders given most prompt and careful attention and filled with the best stock in the market.

YOUR PATRONAGE SOLICITED.



FROM NEW YORK EXCEPT AS NOTED

March 11.
FROM PHILADELPHIA, Andyk, Holland-America Line (Rotterdam).
Volumnia, I. M. M. Lines (London).
Canada, Fabre Line (Marseilles).

March 12.
Bergensfjord, Norwegian-American Line (Norway).

March 13.
FROM NEW ORLEANS, Zyldyk, Holland-America Line (Rotterdam).
Columbia, I. M. M. Lines (Glasgow).
Stockholm, Swedish-American Line (Gothenburg).

March 15.
FROM BOSTON, Andyk, Holland-America (Rotterdam).
Sommen, Swedish-American Line (Stockholm).
Stureholm, Swedish-American Line (Stockholm).
Taxandrier, Belgian Line (Havre).

March 16.
Rochambeau, French Line (Havre).
Invincible, I. M. M. Lines (London).
Canopic, I. M. M. Lines (Naples-Genoa).
Stockholm, Swedish-American (Gothenburg).

March 17
Noordam, Holland-America (Rotterdam).
FROM NEWPORT NEWS, Andyk, Holland-America (Rotterdam).
Finland, I. M. M. Lines (Antwerp).

March 18.
France, French Line (Havre).
Niagara, French Line (Bordeaux).
Edgemont, I. M. M. Lines (London).
WEST ST. JOHN, Verentia, Cunard-Anchor, (Avonmouth).

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

930 PROSPECT AVE., Erie Building. CLEVELAND

Mention the American Florist when writing

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus.

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Newark, N. J.

Begerow's

MEMBER F.T.D.

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Mention the American Florist when writing

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Mention the American Florist when writing

Wilkes-Barre and near-by Pennsylvania Towns

Member F. T. D.

14 N. Main St. **A. W. B. EVANS**

Astoria Florist

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

NEW YORK CITY

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exchg. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, W. Madison
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith
Harrisburg, Pa.—Charles L. Schmidt.
Hartford, Conn.—Geo G. McClunie.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Fl. Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—Campbell's Flower Shop.
New York—N. Christatos, 1028 Sixth Ave.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—John D. Flessas, Columbus Ave.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—A. B. Cazan.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
Sheridan, Wyo.—Sheridan Greenhouse Co.
St. Louis, Mo.—F. H. Weber.
St. Louis Mo.—Grimm & Gorly.
St. Paul Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Member of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

FLORIST

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Best Flowers
Best Service

ROSES Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester ph. 596. Long Dist. Bell ph. 2189
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.
Mention the American Florist when writing

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET
Mention the American Florist when writing

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Kansas City, Mo.
W. J. Barnes FLORIST, K.C.M.O.
Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890.
Mention the American Florist when writing

J. W. RODGERS
Elks' Building, 4 South Jefferson Street. Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.
Mention the American Florist when writing

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.
Mention the American Florist when writing

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to
Schiller The FLORIST
2223 W. Madison St. CHICAGO.
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Washington, D. C.
Louise Flower Shop
Connecticut Ave at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Member of Florists' Telegraph Delivery.

Albany, N. Y.
EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

E. W. PEARSON
38 State St., Newburyport, Mass.
Covers All New England Points

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

Hession
Madison Ave. and 76 St.
NEW YORK
Quality Flowers
TWO GREENHOUSES
ON PREMISES
Plant Specialists Phones 107 420 775 Lenox
Member of Florists' Telegraph Delivery.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cincinnati.
JULIUS BAER
FLOWERS
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.

QUALITY and PROMPTNESS
New Orleans, La.
Members F.T.D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.
Mention the American Florist when writing

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.
Mention the American Florist when writing

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, Sheboygan, Wisconsin.
Member of Florists' Telegraph Delivery.

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists, Grand Rapids
Mention the American Florist when writing

DULUTH FLORAL CO.
200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis.

TERRE HAUTE, IND.
THINK OF HEINL'S

ORDERS IN OR AROUND PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.
Mention the American Florist when writing

Name Index to Retail Florists Filling Telegraph Orders.

Alpha Floral Co., S. Wabash Ave., Chicago
Anderson, S. A., 440 Main, Buffalo, N. Y.
Aphrodite Co., The, New York.
Astoria Florist, 2188 Broadway, New York.
Avenue Floral Co., The, New Orleans, La.
Baer, Julius, Cincinnati, O.
Barnes, W. J., Kansas City, Mo.
Baumer, August R., Louisville, Ky.
Bergerow's 746 Broad St., Newark, N. J.
Bramley & Son, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Buckbee, H. W., Rockford, Ill.
Bunyard, A. T., Madison Ave., New York.
Burns, H. H., 509 Madison Ave., New York.
California Florist, Tacoma, Wash.
Campbell's Flower Shop, New York.
Central Floral Co., N. State St., Chicago.
Central Floral Co., Broadway, Detroit, Mich.
Clarke's Sons, David, New York.
Cooke, Geo. H., Conn. and L., Washington.
Culp, W. H. & Co., Wichita, Kan.
Danker's, Albany, N. Y.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., Montreal, Que., Can.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eble, Chas., New Orleans, La.
Evans, A. W. B., Wilkes-Barre, Pa.
Eyres, 106 State St., Albany, N. Y.
Fallon, Florist, Roanoke, Va.
Fleischman, Chicago.
Fox, J. M. & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., 1133 O St., Lincoln, Neb.
Frey & Frey, 1338 O St., Lincoln, Neb.
Friedman, 522 S. Michigan Blvd., Chicago.
Galvin, Thos. F., Inc., New York and Boston.
Gasser Co., J. M., Cleveland, O.
Grakelow, Charles H., Philadelphia, Pa.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St., Louis, Mo.
Gude Bros., Washington, D. C.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., 1000 Madison Ave., N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison and 76th St., New York.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Idlewild Greenhouses, Memphis, Tenn.
Jahn, Hugo H., Brooklyn, N. Y.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. R., Rochester, N. Y.
Kottmiller, 426 Madison Ave., New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 77-79 E. Madison St., Chicago.
Littlefield Florist, Worcester, Mass.
Louise Flower Shop, Washington, D. C.
McClunie, Geo. G., Hartford, Conn.
Malandre Bros., New York.
Mangel, 17 E. Monroe St., Chicago.
Matthews, The Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
Metairie Ridge Nursery Co., New Orleans, La.
Miller Floral Co., Salt Lake City, Utah.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
New York Floral Co., Yonkers, N. Y.
Papadem, J. G. Co., 2953 Broadawy, N. Y.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Philips Bros., 938 Broad St., Newark, N. J.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Rodgers, J. W., Dayton, O.
Rosery Floral Co., The, Newark, N. J.
Rosala Bros., Seattle, Wash.
Saake, O. C., Los Angeles, Cal.
Salzer Seed Co., John A., La Crosse, Wis.
Schiller, The Florist, Chicago.
Schling, Max, 785 Fifth Ave., New York.
Sceery, Edward, Passaic, N. Y.
Sceery, Edward, Paterson, N. J.
Schlatter, Wm., & Son, Springfield, Mass.
Schmidt, Chas. L., Harrisburg, Pa.
Shaffer, Geo. C., Washington, D. C.
Sheppard, Henry W., Cincinnati, O.
Sheridan Greenhouse Co., Sheridan, Wyo.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St., Louis, Mo.
Weir, James, Inc., Brooklyn, N. Y.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wittbold Co., G., 745 Buckingham Pl., Chgo.
Wolfskill Bros. & M. Goldenson, Los Angeles.

Albany, N. Y.
Danker
FLORIST
The Best Service
MEMBER F.T.D.
Mention the American Florist when writing

Kansas City, Mo.
A. Newell
FLORIST
Established over 30 years.
1122 Grand Avenue.
Mention the American Florist when writing

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none to small.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Rockford, Ill.
H. W. BUCKBEE.
Mention the American Florist when writing

LITTLEFIELD, Florist
WORCESTER, MASS.
Mention the American Florist when writing

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

"SAY IT WITH FLOWERS"
Max Schling Flowers
Schling Service Nothing Better
785 Fifth Avenue
NEW YORK CITY

Mention the American Florist when writing

Yonkers, N. Y.
New York Floral Co.
Cor. Manor House Square and North Broadway
Mention the American Florist when writing

Friedman
FLOWERS
522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO
Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.
Mention the American Florist when writing

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City.
Mention the American Florist when writing

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.
Mention the American Florist when writing

CHICAGO
Central Floral Co.
DETROIT
132 N. State St., CHICAGO
35 Broadway, DETROIT
Best service in both cities and adjoining territory.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET
Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street
Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grand Avenue
Mail or telegraphic orders promptly and most carefully executed.
Mention the American Florist when writing

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

New York
Malandre Brothers
2077 Broadway, near 72nd St.
'Phone, Columbus 6883
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Mention the American Florist when writing

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.
Mention the American Florist when writing

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark.
Telephone Market 494
Mention the American Florist when writing

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season
Mention the American Florist when writing

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

CHICAGO
Mangel
The Palmer House Florist
17 E. MONROE ST.
Members of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

THE price of bags at Chicago, March 10, was $62.

THE Kansas winter wheat crop is estimated at half a yield.

MILWAUKEE seedsmen are said to be importing large quantities of Turkistan alfalfa.

VISITED SEATTLE: C. W. Scott, New York, and Hamakichi Suzuki, Yokohoma, Japan.

THE variegated alfalfas are said to yield better than the common varieties in New York state.

MILFORD, CONN.—F. H. Woodruff & Sons are issuing this season a catalogue for the mail order trade.

VISITED CHICAGO: Thos. W. Chisholm, representing the Braslan Seed Growers' Co., San Jose, Calif.

THE Chicago Daily News, on March 9, began running garden matter supplied by the National Garden Bureau.

H. B. MCCULLOUGH, of the J. M. McCullough's Sons Co., Cincinnati, O., is taking his vacation at 2021 Seventh avenue, Los Angeles, Calif.

THE department of justice will audit the books of the principal beet sugar companies operating in Colorado to find whether they have been making unreasonable profits.

FREDERICK WILLIAM BRUGGERHOF, president of the J. M. Thorburn Co., New York, and dean of the American seed trade, died March 8. See obituary elsewhere in this issue.

ONION SETS in the Chicago district are going out steadily at about $3.50 in carlots. Inquiries are still coming in from the south and most buyers are unusually conservative as to quantity.

O. L. COULTER is now with the Jerome B. Rice Seed Co., Cambridge, N. Y., in charge of that firm's Pacific coast interests in California and Washington, with headquarters at Stockton, Calif.

TOLEDO, O.—The clover seed market opened inactive, March 8. Cash closed at $33.55 and October at $25.00. Timothy was practically unchanged, with March at $6.40, April $6.40 and May, $6.35.

THE Alaska pea has been a bad actor; starting at 16 to 18 cents per pound, the price has wobbled all around until some stock was sold at the canners' convention and since as low as 10 cents.

ED LEONARD, of the S. F. Leonard Seed Co., Chicago, and Miss Edith Patterson were quietly married last month. S. F. Leonard writes from Florida that the weather is unusually cold there.

OAKFIELD, N. Y.—Pea growers in this locality have incorporated under the name of the Oakfield Co-operative Association, the object being to secure a uniform price for their product in western New York. I. C. Reed is the president.

THE free seed appropriation, amounting to nearly a quarter of a million dollars, has been eliminated from the agricultural bill by the senate committee, but so far the senate has taken no action in the matter.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, March 10, were as follows: Timothy, $10.00 to $13.00 per 100 pounds; March sold for $13.50; red clover, $45.00 to $53.00 per 100 pounds.

CALIFORNIANS are being urged to join in a "save the water" movement. The appeal, issued through the railroad commission, declares that the present water supply is the lowest, and that even if normal rainfall occurs during the rest of the rain season, there will be a water shortage for domestic, irrigation, industrial and power purposes.

The Late Frederick William Bruggerhof.
See Obituary, Page 403.

THE cantaloupe seed business has gone into the hands of the produce commission trade, some dealers handling 10,000 pounds of a variety direct to planters and usually take over the sale of the crop produced from this seed.

THE American Mutual Seed Co., A. A. Berry & Co., and the Dave Peck Seed Co. are given the compliments of the Rural New Yorker, as to their business methods, in its issue of February 28. Seedsmen should procure a copy.

WHAT ails the New York seed houses that it becomes necessary and worth while for the Macy department store to run a page seed advertisement in Country Life? Is there such an overflowing rush for seeds and gardening tools that regular houses fail the public?

THE castor bean growing operations promoted in Florida in the spring of 1917 by government authority, and the growers' claim of damages on account of unsuitable seed supplied, add a bad chapter to the long story of government attempts to take the seed business away from trained seedsmen.

IN Sweden and Norway, Dutch bulb travelers are charged a license of about $120 each per season. Such bulb concerns, with travelers in this country, no matter how many they employ, are paying neither license nor income tax, making competition with local houses that much more severe.

THE Brown Bulb Ranch, at Capitola, Calif., has greatly strengthened its executive organization in the addition of Alonzo J. Brown, for more than 20 years president of a prominent bank at Noblesville, Ind., father of James A. Brown, the general manager, who will assume the duties of secretary and treasurer, and W. C. Roberts, former member of the University of California faculty in soil chemistry, who takes the position of superintendent of production.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
Growers Exclusively of
Sweet Corn Seed

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY. NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA

We are headquarters for the **BEST OF EVERYTHING** in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Yokohama Nursery Co.

LTD.

Woolworth Building,

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

Catalogues Received.

Isaac F. Tillinghast, Santa Rosa, Calif., new fruits, vegetables and flowers; H. J. Weber & Sons' Nursery Co., Nursery, Mo., nursery stock, "Tree Planting With Explosives"; Conard & Jones, West Grove, Pa., roses; John Merritt, Farmingdale, N. Y., dahlias; Thos. J. Grey Co., Boston, Mass., seeds; Farmer Seed & Nursery Co., Faribault, Minn., seeds and nursery stock.

C. Keur & Sons, Hillegom, Holland, (New York branch, 32 Broadway), bulbs;

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution, February 28, 1920, as given by the Government Market Reporter of March 6, 1920:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$14.75	$29.00	$19.00	$57.00
Baltimore	14.50	28.00	19.00	56.00
Richmond	14.75	29.00	20.50	58.75
Kansas City	14.50	31.00	21.00	59.00
Buffalo	14.50	28.00	20.00	58.00
Toledo	14.60	31.00	21.00	57.65
Louisville	14.50	31.00	21.00	60.00
Chicago	13.75	29.00	18.00	56.50
Minneapolis	14.00	31.00	22.00	58.50
St. Louis	14.50	31.00	21.50	59.00
Denver	15.00	31.00	22.00	....
Salt Lake City.	14.00	31.50	20.00	60.00
Seattle	18.00	35.00	25.00	62.00
Memphis	14.75	29.00	23.00	59.50
Average for the United States same date 1919	$10.65	$23.00	$14.00	$41.00

California Rainfall.

The following table shows the California rainfall to March 3:

Stations—	Seasonal to-date	Normal to date	Seasonal last Yr.
Eureka	13.46	32.28	30.90
Red Bluff	6.74	17.98	23.33
Sacramento	4.95	14.22	15.77
Mt. Tamalpais.	10.45	16.89	25.63
San Francisco.	6.45	16.71	23.22
San Jose	5.30	11.99	16.50
Fresno	4.29	6.64	5.82
San L. Obispo	8.77	14.48	14.59
Los Angeles	7.88	11.27	6.07
San Diego	5.85	7.34	6.32

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) CHICAGO

Salvia or Scarlet Sage

We have just completed harvesting our own Bloomsdale Farm Grown, crop 1919, Salvia or Scarlet Sage. We offer you this exceptionally good strain, and high vitality seed, of the following varieties:

Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30.00 per lb.; 5 lbs. and over, $25.00 per lb.

Net, 60 days, 2% off 10, f. o. b. Bristol, Pa., if unsold on receipt of order, as we did not have a large crop.

D. Landreth Seed Company, Business Established 1784 **Bristol, Pa.**

Mention the American Florist when writing

C. C. MORSE & CO.

Seed Growers

San Francisco, Calif.

GROWERS OF SELECTED STOCKS OF

Onion, Lettuce, Radish, Carrot, Sweet Peas, Etc.

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, **FREMONT, NEB.** Growing Station, **ROCKY FORD, COLO.**

Bolgiano's "Big Crop" Seeds

"Tested and Trusted" Over a Century.

Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLGIANO & SON, Baltimore, Md.

BULBS AND ROOTS

For Immediate Shipment

T. R. Begonia Bulbs

Single mixed, ¾-1 in. diameter	Per 1000 90.00
Single, in following separate colors: Scarlet, Pink, Crimson, ¾-1 in. diameter	95.00

LILIUM GIGANTEUM

F. O. B. New York

Size	No. to case	Per case
7-9	300	$49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49 50
11-12	130	47.50

F. O. B. Denver

6-8	400	42.00
7-9	300	49.50
8-10	250	47.50
9-10	200	50.00

F. O. B. Chicago

7-9	300	49.50
10-11	150	49.50

F. O. B. London (Ont.)

7-9	300	49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49.50

BAMBOO STAKES

Size	No. to bale	Per bale
Natural, 2 ft.	4,000	$16.00
" 5 ft.	3,000	28.50
" 6 ft.	2,500	27.50
Green, 3½ ft.	2,500	24.00
" 4 ft.	2,500	28.00

TERMS 60 days net, 2% cash 10 days from invoice date, cash with order unless your credit is established with us.

Write for prices on **HARDY LILY BULBS, DRACAENA CANES, PALM SEEDS, RAFFIA, BAMBOO CANES, Etc.**

Established 1902. **"Reliability"** is our motto. We occupy our own building, a city block through, and give prompt, efficient, courteous service.

McHutchison & Co.
95 Chambers St., NEW YORK

BRITISH SEEDS
KELWAY'S

LEADING HOUSE FOR
IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for Our SPECIAL PRICES, stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON, Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY
ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO — CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO — CALIFORNIA

Mention the American Florist when writing

I. N. Simon & Son

Garden Seeds

438 MARKET STREET
Philadelphia - - Pa.

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Mention the American Florist when writing

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

An experence of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City

Mention the American Florist when writing

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch
LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.
75 YEARS UNRIVALLED REPUTATION

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Spring Bulbs

For Your Counter Trade and for Your Greenhouses.

GLADIOLUS

The finest bulbs produced the past summer.

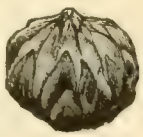
We are large growers and in addition to the following can offer many other named kinds. Write us.

	Per 1000
Mrs. Francis King, First size	$25.00
Mrs. Francis King, Medium size	20.00
Chicago White, First size	33.00
Chicago White, Medium size	30.00
Augusta, First size	35.00
Augusta, Medium size	30.00
America, First size	27.00
America, Medium size	22.00
Halley, First size	35.00
Halley, Medium size	30.00
Europe, First size	65.00
Europe, Medium size	60.00
Niagara, First size	$50.00
Niagara, Medium size	45 00
Peace, First size	45.00
Panama, First size	47.00
Panama, Medium size	38.00
Mrs. Frank Pendleton, First size	47.00
Mrs. Frank Pendleton, Medium size	43.00
Schwaben, First size	55.00
Schwaben, Medium size	50.00
Primulinus Sunbeam, First size	60.00
War, First size	60.00

CALADIUMS

With sound center shoots.

Sizes	Doz.	100	1000
5 to 7 in. circum	$1.00	$ 7.50	$ 70.00
7 to 9 in. circum	1.25	9.00	85.00
9 to 11 in. circum	2.35	15.00	140.00
11 to 12 in. circum. (scarce)	4.25	30.00	.....
12 in. and upwards, very large (scarce)	each, 40c		



Lilium Giganteum

From Ice Storage.

7- 9 in. (300 to case)	Per Case
8- 9 in. (260 to case)	
8-10 in. (225 to case)	
9-10 in. (200 to case)	$52.00

TUBEROSES

Well cured Bulbs. Free from rot.

	100	1000
Dwarf Excelsior Pearl, second size, 3-4 inch	$3.25	$27.50
Dwarf Excelsior Pearl, First size, 4-6 inch	5.00	45.00
Variegated Leaved, single	4.00	35.00
Albino, early single white	4.00	35.00
Armstrong's Ever Blooming	4.00	35.00
Mexican	3.00	25.00

CALADIUM.

CANNAS

Stored in our special moist cellars, not dried and stunted.

	100	1000
Chas. Henderson, Crimson, 4 ft.	$ 4.00	$35.00
David Harum, Vermilion, 3½ ft.	5.00	40.00
Eureka, White, 4 ft	8.00	75.00
Florence Vaughan, Yellow spotted, 5 ft.	4.00	35.00
Firebird, best Scarlet, 4 ft.	10.00	90.00
Gustav Gompper, Yellow, 3½ ft.	5.00	40.00
Hungaria, best Pink, 3½ ft.	7.50	70.00
King Humbert, Scarlet, 4 ft.	5.50	50.00
Long Branch, bright Crimson, 5 ft.	8.00	75.00
Mad. Crozy, Vermilion, 3½ ft.	4.00	35.00
Meteor, brilliant Crimson, 4 ft.	6.50	55.00
Orange Bedder, Orange color, 4 ft.	6.00	50.00
Yellow Humbert, deep rich Yellow, 4 ft.	6.00	50.00
Queen Charlotte, Orange Scarlet, 4 ft.	5.00	40.00
Souv. Antoine Crozy, Crimson, 4 ft.	5.00	40.00
The Express, Crimson Scarlet, 2½ ft.	6.00	55.00
Mrs. A. Conard, Salmon Pink, 4 ft.	12.00	100.00
Venus, Rosy Pink, 4 ft.	4.00	35.00
Wintzer's Colossal, bright Scarlet, 5 ft.	4.00	35.00
Wyoming, Orange, 7 ft.	4.00	35.00

WRITE FOR OUR "SPRING BOOK FOR FLORISTS"

NEW YORK **Vaughan's Seed Store** CHICAGO

TUBEROSE.

PRICE LIST ON CANNAS

Select 2 to 3 eyes. We have never handled finer stock.

Bronze-Leaved Varieties

	Height	Per 100	Per 1000
BRANDYWINE. Wine red dappled with crimson	3½ ft.	$3.00	$25.00
DAVID HARUM. Bright vermilion scarlet mottled dark red	3 ft.	3.00	25.00
EGANDALE. Deep currant red	4 ft.	3.00	25.00
KING HUMBERT. Orange scarlet	4 to 4½ ft.	5.00	45.00
WYOMING. Orange-colored	7 ft.	3.00	25.00
MUSAFOLIA. Immense foliage	6 to 8 ft.	3.00	25.00
SHENANDOAH. Rose pink	4 ft.	3.00	25.00

Variegated Flowers with Green Foliage

	Height	Per 100	Per 1000
ALLEMANIA. Bright scarlet, broad yellow border, beautifully mottled	4 to 5 ft.	$3.00	$25.00
GLADIOFLORA. Crimson edged with gold	3½ ft.	3.00	25.00
ITALIA. Clear yellow overlaid with orange	3½ ft.	3.00	25.00
Mme. CROZY. Brilliant scarlet, orange gilt edge	3½ ft.	3.00	25.00
SOV. D'ANTOINE CROZY. Bright golden yellow	4 ft.	3.00	25.00

Pink Shades with Green Foliage

	Height	Per 100	Per 1000
HUNGARIA. Pink with satiny sheen	3 ft.	$5.00	$40.00
MLLE. BERAT. Deep rose pink	4 ft.	3.00	25.00
MRS. A. CONARD. Salmon pink	4 ft.	5.50	50.00
ROSEA GIGANTEA. Rich rose pink	4 ft.	6.00	55.00
LOUISE. Soft rose pink	5 ft.	3.00	25.00
VENUS. Rose pink, creamy yellow border	4 ft.	3.00	25.00

Yellow Shades with Green Foliage

	Height	Per 100	Per 1000
AUSTRIA. Bright yellow, crimson throat	3½ ft.	$3.00	$25.00
BURBANK. Sulphur yellow, inner petals dotted red	6 ft.	3.00	25.00
FLORENCE VAUGHAN. Yellow with bright red spots	5 ft.	3.00	25.00
INDIANA. Rich golden orange	5 ft.	3.00	25.00
GLADIATOR. Bright yellow, spotted crimson	4 ft.	3.00	25.00
R. WALLACE. Canary yellow	5 ft.	3.00	25.00
YELLOW HUMBERT. Deep rich yellow heavily spotted bright red	3 to 3½ ft.	5.00	40.00
GUSTAV GUMPER. Golden yellow, lower petals spotted red	4 ft.	3.00	27.50

Red Shades with Green Foliage

	Height	Per 100	Per 1000
A. BOUVIER. Clear crimson	5 ft.	$3.00	$25.00
BEAUTE POITEVINE. Crimson	4 ft.	3.00	25.00
CRIMSON BEDDER. Red	3½ ft.	3.00	25.00
CHAS. HENDERSON. Crimson scarlet, yellow flame throat	4 ft.	3.00	25.00
FIREBIRD. Glistening scarlet, without markings	4 ft.	8.00	75.00
JEAN TISSOT. Vermilion, bright orange shadings	3 ft.	3.00	25.00
LOUISIANA. Crimson scarlet	5 to 6 ft.	4.00	35.00
METEOR. Brilliant scarlet	5 ft.	5.00	40.00
KATE GRAY. Soft orange shaded carmine, dotted yellow throat	5 to 6 ft.	3.00	25.00
PENNSYLVANIA. Scarlet overlaid with orange	4½ ft.	3.00	25.00
TARRYTOWN. Crimson	3½ ft.	3.00	25.00
WINTZER'S COLOSSAL. Vivid scarlet	5 to 6 ft.	5.00	40.00
PANAMA. Dull red, overlaid rose, with mottled yellow edge	3 ft.	6.00	50.00
EXPRESS. Crimson scarlet	2½ ft.	3.00	25.00
BLACK PRINCE. Dark velvety crimson	4½ ft.	3.00	25.00

Prices subject to change without notice.

A. B. C.

"Watch Us Grow."

American Bulb Co.

172 North Wabash Ave., CHICAGO, ILL.

Seed Packets

FLOWER SEED SIZES TO CATALOG ENVELOPES — RETURN ENVELOPES

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

SEEDS

Flower, Vegetable and Farm.

Send your inquiries to

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

BULBS HOLLAND BULBS

R. A. VANDERSCHOOT

Wholesale Bulb Grower

HILLEGOM, HOLLAND

Our Products Appeal to and Please the Critical.

299 Broadway

BULBS NEW YORK BULBS

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience. All Seasonable Varieties.

Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

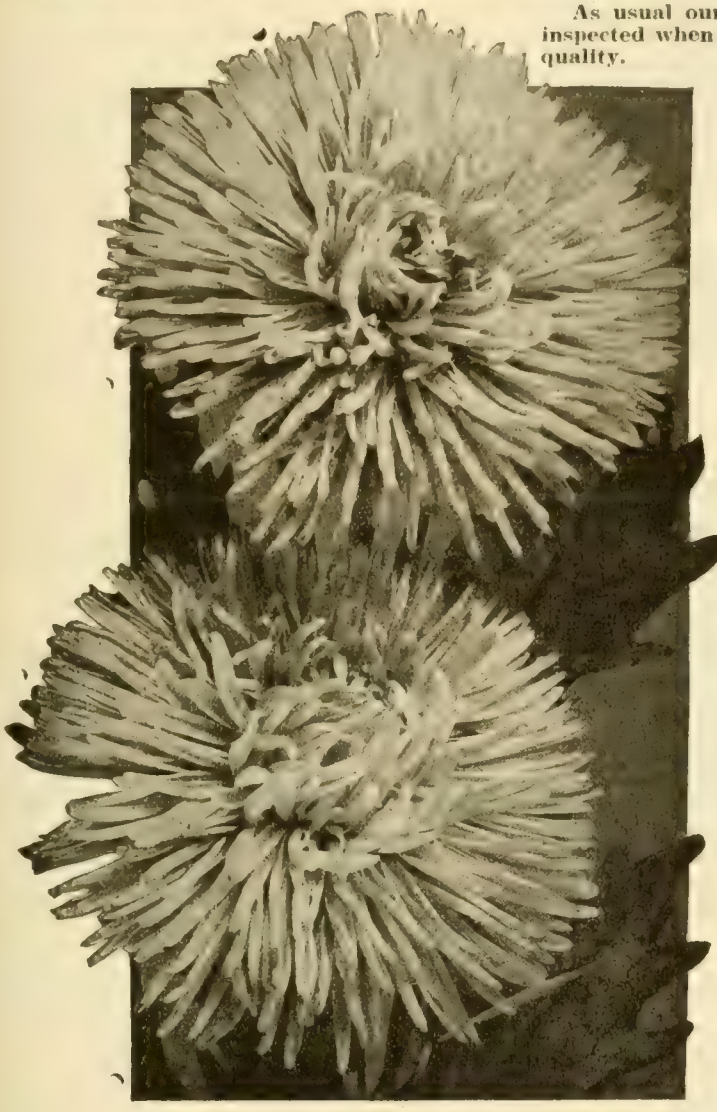
Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

DREER'S FAMOUS AMERICAN ASTERS.



Typical Flowers of King Asters

As usual our Asters are American grown and were carefully inspected when in bloom and feel sure they are unsurpassed for quality.

Dreer's "Crimson Giant" Aster.

A superb late-branching variety, with perfect double flowers of rich rosy crimson, full of fire. Fine for cutting, showing up well under artificial light. **40 cts.** per trade pkt.; **$2.00** per oz.

Early Wonder Asters.

The earliest of all Asters, frequently coming into bloom before the end of June. Fine for cutting.

	Tr. pkt.	Oz.
Pink	$0.40	$2.00
White	.40	2.00

King Asters.

The "King" Asters form a distinct class or type, and have many sterling qualities to recommend them to lovers of fine Asters. They are of strong, sturdy habit, growing fully 18 inches high, and bear from August to October very large double blossoms, the petals of which are more or less quilled, forming very attractive flowers.

	Tr. pkt.	Oz.
Dreer's Crimson King. A brilliant new color in this type, which originated with us. It is the richest and deepest crimson variety known to us	$0.50	$2.50
Lavender King. Pale lavender	.50	2.50
Pink King. An attractive shade of delicate shell-pink	.40	2.00
Rose King. A beautiful brilliant rose variety	.40	2.00
Violet King. This is the original of this type, and is a pleasing soft shade of violet	.40	2.00
White King. Pure glistening white	.50	2.50
King Mixed. All colors	.40	2.00

Dreer's Superb Late Branching Asters.

The finest Asters for late August and September blooming.

The plants form strong, branching bushes, 2 to 2½ feet high, bearing on long strong stems their handsome Chrysanthemum-like flowers, which, under ordinary cultivation, average 5 inches across. The form of the flowers, together with the length of the stem, places them at the head of Asters for cutting. They come into bloom from two to three weeks after the average type, usually being at their best during September, and filling in the gap between the general run of Asters and Chrysanthemums. We offer eight beautiful and distinct colors, viz.:

	Tr. pkt.	Oz.
Azure Blue. A rich, deep lavender	$0.30	$1.50
Pure White. Extra fine stock	.30	1.50
Shell Pink. An exquisite shade	.30	1.50
Rose Pink. A very desirable color	.30	1.50
Deep Rose. Rich and brilliant	.30	1.50
Deep Purple. Royal deep purple	.30	1.50
Lavender. A pale grayish-lavender	.30	1.50
Crimson. Very rich	.30	1.50
Finest Mixed. All the colors	.25	1.00

Astermums.

This strain of Giant Comet Asters was first exhibited at the Florists' Convention in 1912, and their immense size and Chrysanthemum-like appearance created a sensation. They closely resemble Crego's Giant, but come into bloom fully two weeks earlier. We offer three colors.

	Tr. pkt.	Oz.
White Astermum	$0.40	$2.00
Pink "	.40	2.00
Lavender "	.40	2.00

Crego's Giant Comet Asters.

Magnificent fluffy flowers, averaging over 5 inches across, with long strong stems, the finest of this type. Comes into bloom in August, continuing well into September, and unlike most of the Comet sorts, stands when cut and is a good flower to ship. We offer five colors, of the highest quality.

	Tr. pkt.	Oz.
White. Purest white	$0.40	$2.00
Pink. Delicate shell pink	.40	2.00
Purple. Bright purple	.40	2.00
Rose. Rich deep rose	.40	2.00
Lavender. A rich deep shade	.40	2.00
Finest Mixed. All colors	.30	1.50

Royal Asters.

One of the best Asters of recent introduction, and might briefly be described as an early flowering form of our Superb Late-Branching variety, having all the good qualities of the latter but coming into bloom in July or early August and lasting in perfect condition a long time. We offer five beautiful and distinct colors, viz.:

	Tr. pkt.	Oz.
Lavender. Soft lavender violet	$0.50	$2.50
Purple. Rich deep violet purple	.50	2.50
Rose Pink Rosy-pink, shaded white	.50	2.50
Shell Pink. Very delicate tint	.50	2.50
White. Pure white	.40	2.00
Finest Mixed. All colors		

New Red Aster "Sensation."

This is the reddest of all Red Asters, the color being a rich garnet or ox blood red which glistens in the sunshine like a live coal. The plants are of free-branching habit about 18 inches high; the very double flowers, averaging 3½ inches across, are borne freely on stems a foot long from early in August till the close of September. The intense color shows up well when cut, and makes a very brilliant bit of color in a bed or border. **50 cts.** per trade pkt.; **$2.50** per oz.

For complete list of Asters and other Flower Seeds see our Wholesale Catalogue for 1920.

HENRY A. DREER, 714-716 Chestnut St., PHILADELPHIA, PA.

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners.

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO.

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Geraniums Rooted Cuttings.

Everything sold until latter part of March.

S. A. Nutt and Buchner.....$20.00 per 1000
Ricard and Poitevine..... 25.00 per 1000
Orders for **Ricard** alone, at.. 30.00 per 1000

ALBERT M. HERR, LANCASTER, PA.

"Hamburg Late Pink" Chrysanthemum

Picture was taken Dec. 6, 1919, and will give a good idea of what **"Hamburg Late Pink"** looks like when grown to single stems and planted six inches each way.

"Hamburg Late Pink" is an improved late pink Maud Dean, having more petals, and if grown for late will hardly ever show an open center.

The average grower of chrysanthemums must have varieties which are easy to handle and from which he can cut as near 100% of perfect blooms as possible. **"Hamburg Late Pink"** has been grown for the last four years, and produces a very high proportion of good flowers. It is not an exhibition variety, but, for late pink, one of the best for commercial purposes. It can be had in bloom the latter part of November by taking an early bud, but some of the flowers will show open centers; but by selecting late buds, after October 1st, most of the flowers are cut during December, and would advise to select late buds, as the later buds will hardly ever show an open center, and some flowers can be had even in January.

Keeping qualities are excellent, and where a graceful pink flower is wanted, **"Hamburg Late Pink"** cannot be surpassed. **"Hamburg Late Pink"** will be disseminated in the spring of 1920. Plants will be ready March 1st, 1920, and all orders will be filled in rotation.

Rooted Cuttings (by parcel post)..**$16.00 per 100; $150.00 per 1000**
2-inch pots (by express) ... . **18.00 per 100; 160.00 per 1000**

WILLIAM F. KASTING COMPANY
568-570 Washington St., BUFFALO, N. Y.

Mention the American Florist when writing

BLOOMING AND SPRING PLANTS

At reduced prices for want of room.

Order today. This advertisement may not appear again. Empty greenhouses do not pay; fill them up, we have the stock. Liberal extras for early orders; packing free.

		100
4 -in.	**Primula Obconicas.** Full of buds and bloom	$20.00
4 -in.	**Chinese Primroses,** Bud and bloom	15.00
4 -in.	**Primula Malacoides.** Bud and bloom	12.50
5 -in.	**Cineraria.** Full of buds	60.00
5 -in.	**Cyclamens.** Full of bud and bloom	80.00
4 -in.	**Easter Greetings.** In buds	25.00
4 -in.	**Marguerites.** White and Yellow	20.00
4 -in.	**Asparagus Plumosus**	12.50
3½-in.	**Geraniums.** Asst. varieties	12.50

Any number plants of the above at hundred rates.

		100	1000
2¼-in.	**Fuchsias.** 12 asst. varieties	$ 4.50	$40.00
2½-in.	**Marguerites.** 3 varieties	4.00	35.00
2¼-in.	**Heliotrope,** 3 varieties	4.00	35.00
2 -in.	**Ageratum.** Light and dark blue	3.25	30.00
2 -in.	**Geraniums.** 8 varieties ready	4.25	40.00
2¼-in.	**Vinca Variegata**	5.00	45.00
4 -in.	**Vinca Variegata**	13.00	125.00
2 -in.	**Cuphea.** Cigar Plant	3.00	28.00
	Canna. King Humbert	5.00	45.00
	Canna. Yellow King Humbert	4.50	40.00
	Canna. Fire Bird	10.00	90.00
	Canna. Mrs. Alfred Conard	10.50	100.00
	Canna. Rosea Gigantea	10.00	90.00
	15 other good varieties	3.25	30.00

Also abundance of other stock. Correspondence solicited.

Alonzo J. Bryan
Wholesale Florist
Washington, New Jersey

Mention the American Florist when writing

Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS SEED

GREENHOUSE GROWN

1000 seeds	$ 3.50	10,000 seeds	$30.00
5000 seeds	16.25	25,000 seeds	68.75

LATHHOUSE GROWN SEEDS

1000 seeds	$2.00	10,000 seeds	$18.50
5000 seeds	9.75	25,000 seeds	43.75

Special Prices on larger quantities.

LOBELIA	Tr. pkt.	Oz.
Crystal Palace Compacta, dwarf blue	$0.30	$2.00
Barnard's Perpetual (Trailing)	.30	1.75
Crystal Palace Speciosa (Trailing)	.20	.75
Sapphire (Trailing), deep blue	.40	

CALENDULA	Tr. pkt.	Oz.
Michell's Special Forcing. Orange yellow	$0.35	$0.70
CANDYTUFT		
Michell's Giant White	.15	.50
¼ lb., **$1.50;** lb., **$4.00**		
CENTUREA	Per 1000 seeds	Oz.
Candidissima	$0.40	$2.00
Gymnocarpa	.15	.50
DRACAENA	Tr. pkt.	Oz.
Indivisa ..... ¼ lb. **$1.00.**	$0.15	$0.30
PETUNIA	½ tr. pkt.	Tr. pkt.
Grandiflora, fringed	$0.30	$0.50
Ruffled Giants	.30	.50
California Giants	.30	.50
Monstrosus (Michell's)	.60	1.00

SALVIA	Tr. pkt.	Oz.
America or Globe of Fire	$0.50	$4.00
Bonfire	.40	2.50
Zurich	.50	4.00
Splendens	.25	1.50
VERBENAS		
Mammoth Fancy Blue	.30	1.25
Mammoth Fancy Pink	.30	1.25
Mammoth Fancy Scarlet	.30	1.25
Mammoth Fancy White	.30	1.25
Mammoth Fancy Mixed	.30	1.00
VINCA		
Alba	.15	.75
Alba Pura	.15	.75
Rosea	.15	.75
Mixed	.15	.60

Also all other Seasonable Seeds, Bulbs, and Supplies. **Send for Wholesale Price List if you haven't a copy.**

HENRY F. MICHELL CO., 518 Market Street, PHILADELPHIA, PA.

Mention the American Florist when writing

Chrysanthemums

THE BEST

In Novelties and Standard Kinds.
Catalogue on application.

Elmer D. Smith & Co.
ADRIAN, MICH.

Mention the American Florist when writing

Lily of the Valley

BRUNS' CELEBRATED CHICAGO MARKET BRAND
Per 1000, $50.00; 500, $27.50; 100, $6.00.

BRUNS' SPECIAL EARLY FORCING
Per 1000, $40.00; 500, $22.50; 100, $5.00.

BEST HOLLAND PIPS
Per 1000, $30.00; 500, $17.50; 100, $4.00.

H. N. BRUNS, 3040 W. Madison St., Chicago

Mention the American Florist when writing

VAUGHAN'S ASTERS

GIANT COMET

Shell Pink, Purple, Rose, Crimson, Lavender, Light Blue, Dark Blue, White

		Trade pkt.	Oz.
Any of above		$0.20	$1.20
Mixed, all colors	1 lb., $12.00	.15	1.00
Express, Extra Early White	¼ oz., 40c.	.25	1.50
Extra Early Rose	¼ oz., 40c.	.25	1.50

OSTRICH FEATHER

This is the finest type of Aster for all purposes, especially for market cut flowers. The graceful long petals are thickly produced.

Crimson, Light Blue, Lavender, Rose, Light Pink, Dark Blue, Pink, White, Silvery Lilac

		Trade pkt.	Oz.
Any of above	¼ oz., 40c.	$0.25	$1.40
Mixed, all colors	¼ oz., 35c.	.25	1.20

QUEEN OF THE MARKET

The Standard Early Flowering Type

White, Crimson, Lavender, Pink,, Dark Blue, Scarlet.
Flesh, Trade Pkt., **20c**; oz., **$1.20**; ¼ oz., **35c.**
Light Blue, Trade Pkt., **20c**; oz., **$1.20**; ¼ oz., **35c.**

Any of above, except where noted, per lb., **$12.00**	¼ oz., **30c**	.15	1.00
Mixed, all colors, lb. **$10.00**	¼ oz. **20c.**	.10	.80

SEMPLE'S BRANCHING

White, Lavender, Rose Pink (Mary Semple), Crimson, Azure Blue, Daybreak, Deep Violet, Purple

Any of above, lb., **$12.00**; ¼ oz., **30c**		.15	1.00
Mixed, all colors, lb., **$10.00**; ¼ oz., **25c**		.10	.80

CARLSON OR INVINCIBLE

White, Lavender, Marquis Pink, Purple

Any of the above	¼ oz., **35c.**	.20	1.20
Mixed, the above colors	¼ oz., **35c.**	.20	1.20

CREGO

This flower is giant in size, many blossoms six inches across. The petals are nearly double the length of the older varieties and are twisted and curled into a very fluffy effect.

White, Crimson, Dark Pink, Lavender, Purple, Shell Pink.

Ank of the above	¼ oz., **40c**	.25	1.50
Mixed, all colors	¼ oz., **40c**	.25	1.40

THE ROYAL—Early-Flowering Branching

This type fills a gap between the Queen of the Market and the Late-Flowering Branching Asters. Sown early inside, and planted out with Queen of the Market, it follows that variety very closely.

White, Shell Pink, Rose Pink, Lavender, Purple.

Any of the above	¼ oz., **40c**	.25	1.40
Mixed, all colors	¼ oz., **40c**	,25	1.40

THE MIKADO

Petals are narrow, very long and gracefully reflexed. The outer petals show to their full extent while gradually toward the center they bend and curl on each other in such magnificent disorder as to make the fluffiest aster we have ever seen.

White	¼ oz., **40c**	.25	1.40
Pink Rochester	¼ oz., **40c**	.25	1.40

THE KING

The habit is similar to the popular Giant Branching, vigorous in growth, long stiff stems. In form the flower is entirely distinct from any other variety; petals somewhat resemble the quilled varieties, but are much larger and broader, those in the center being curled and incurved, completely covering the crown. In shape and size the bloom is round, full and very large.

Rose, Pink, Violet, White, Crimson, Lavender.

		Trade pkt.	Oz.
Any of the above	¼ oz., **45c.**	$0.25	$1.60
Mixed, all colors	¼ oz., **40c**	.25	1.50

OTHER AMERICAN ASTERS

Lavender Gem. One of the most charming sorts. The flowers are of a true lavender shade and the petals are gracefully curled and twisted, and the blooms are borne on long stems		.35	2.00
Peerless Pink. The flowers are enormous, globular in shape, many five inches across, of a most delightful and pleasing rich shell pink. First flowers appear about the middle of August, but the plant is at its zenith about four weeks later		.25	2.00
Crimson Giant. This shade has been one which has seemed to lack intensity of color, but in this variety the blood red blossom is particularly bright		.35	2.00
Sensation. The reddest of all red asters, the color being a dark rich garnet or ox-blood red which glistens in the sunshine like a live coal. The plants are of the free branching habit, about 18 inches high, the double flowers averaging about 3 inches in diameter are borne freely on stems about 12 inches long		.35	2.00
Soleil D'Or (Golden Sun). Best Yellow Aster		.25	....
Mammoth Non-Lateral Branching White. 2 ft. This is without doubt the largest Aster on the market. Many of the flowers will measure four inches in diameter. The plants grow about two feet high with a low branching habit, and the flowers which are borne on non-lateral stems are full, with petals curled and incurved, making the flowers appear like a cross between an Ostrich Feather and a Giant Branching	¼ oz., **65c.**	.35	2.40
Mammoth Non-Lateral Branching Blue. 2 ft. Very like the preceding except the flowers are a medium shade of blue	⅛ oz., **50c.**	.35	3.00
American Beauty. Rose Pink. 2½ ft. Is similar in type of flower and growth to the well known Late Branching Asters, but differs in that all the large blossoms are produced on much longer and heavier stems. It is the first of a new strain of late branching habit, and of robust growth. The flowers are fully double to the last and are a most lovely shade of bright carmine-rose, almost identical with the World-Famous American Beauty Rose. Each plant forms a perfect bush	¼ oz., **65c**	.35	2.00
American Beauty. Purple	¼ oz., **80c**	.40	3.00

ASTERS IN MIXTURES

Vaughan's Florists' Mixture	¼ oz., **45c**	.25	1.60
White Tall Varieties, Mixed	¼ oz., **45c**	.25	1.60
Vaughan's Excelsior Mixture, Tall Asters. This is a mixture of the most beautiful, striking and distinct colors of the tall growing Asters, selected from the cream of the Giant Comet, Ostrich Plume, Carlson, Branching and other desirable sorts, includes many kinds separately purchased for this mixture		.25	1.80

Chicago VAUGHAN'S SEED STORE New York

WM. K. HARRIS

55th St. and Springfield Ave.,
WEST PHILADELPHIA, PA.

Extra fine lot of

EASTER PLANTS

including **Azaleas, Easter Lilies, Roses, Hydrangeas, Genistas, Ferns, Rubbers, Pandanus, Etc.**

Price list sent on application.

Packing charged at cost. All goods travel at purchaser's risk and expense.

ASPARAGUS PLUMOSUS NANUS

Guaranteed true and fresh seeds.

1000 seeds	25,000 seeds	100,000 seeds
90 cts.	**$20.00**	**$68.00**

Packing and postage included.
Cash with order.

F. DAMMANN
LUGANO, (SWITZERLAND)

Mention the American Florist when writing

Lily of the Valley Pips

Delphinium Newport Rose
Dracaena Indivisa
Salvia Zurich
Smilax Seeds
Grass Seed Mixtures of all kinds.

Send for our catalogue.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

CHAS. H. TOTTY

MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty

Robert Craig Co...

High Class PALMS
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

THE farm labor shortage in the southwest is acute.

TOMATO shippers in the Imperial valley, California, predict shipments should be double those of last year with the first car moving about April 10.

ELWOOD, IND.—Work has been started on a large house by the Van Camp Packing Co., which will be devoted to tomato plants to be furnished free to farmers.

HOLLAND, MICH.—E. H. Golds, of Marigold Lodge, has built a $20,000 range which will be devoted to early grapes, melons, tomatoes, strawberries and flowers.

ANACORTES, WASH.—Market gardeners in this section are devoting considerable land under shade to Hydrastis canadensis, or orange root, which last year commanded $5.25 per pound, with indications of higher prices the coming season.—H. M.

THE farmer who revels in moving pictures and motor cars made possible by double prices for wheat and corn now finds that his children and hired man are getting double wages to make the motor cars, while his farm overrun with weeds will hardly yield enough produce for his own existence.

Frost Damage in Florida.

Reports received from agents of the United States department of agriculture state that frost on the morning of March 2 did severe damage to tomatoes on the east coast of Florida, with an estimated loss of $5,000,000 to fruit and vegetables in the southern part of the state. From Delray south, most of the remaining acreage of snap beans was destroyed. At Miami, the thermometer dropped to 34 degrees, the lowest ever recorded in that city for March. Crops in the Fort Myers district were not affected.

Prices of Indoor Fruits and Vegetables.

Chicago, March 9.—Cucumbers, 2-dozen box, $4.00 to $5.00; celery, Florida, crate, $3.50 to $4.00; leaf lettuce, per tomato box, 20 to 25 cents; radishes, per dozen bunches, $1.00 to $1.10; tomatoes, per crate, six baskets, $4.50 to $5.50.

New York, March 8.—Celery, per crate, $3.00 to $3.75; cucumbers, per dozen, $2.25 to $3.25; mushrooms, 75 cents to $2.25 per three-pound basket; tomatoes, per pound, 10 to 50 cents; lettuce, per dozen, 12 to 30 cents; radishes, per 100 bunches, $3.00 to $6.00.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, 75 Cents.

American Florist Co.
440 S. Dearborn St., CHICAGO

Special Stock Selections
READY NOW

	Per 100
Asparagus Plumosus, 2¼ in., $5.00 per 100; 3 in., $10.00 per 100; 4 in., $18.00 per 100.	
Achyranthus Herbsti (bright red)	$ 5.00
Bougainvillea, Glabra Sanderiana, 2½ in., $7.50 per 100; 3 in.	25.00
Begonia Chatelaine	8.00
Begonia Otto Hacker	10.00
Begonia Pres. Carnot	10.00
Caladium, fancy leaved, splendid bulbs	16.00
Dracaena Indivisa, heavy, 2½ in. ready for 3 in.	7.00
Ferns, Fern dish sorts, bushy.	6.00
Ferns, Nephrolepis Verona, 2½ in.	7.00
Ferns, Nephrolepis Verona, 4 in, heavy	30.00
Ferns, Nephrolepis Verona, 5 in., very heavy	75.00
Fuchsia, Mrs. E. G. Hill, best double white	6.00
Heliotrope, best purple sorts.	5.00
Hydrangea, fine, 2½ in, **Mme. E. Mouillere, Mme. Chautard, Viscomptesse de Vibraye, Mme. Maurice Hamar**	7.00
Bouquet Rose, Ramis Pictis and Otaksa.	6.00
Impatiens Sultana Hybrids, fine range of color, in mixed hybrids from cuttings	6.00
Pelargonium, Mrs. Loyal (Pansy Geranium)	10.00
Salvia America, the best one of all, true from cuttings	5.00

The Storrs & Harrison Co., Painesville, Ohio

When Buying HOLLAND BULBS

for next season **BUY THE BEST.** Order from

Segers Brothers, Ltd., WHOLESALE BULB GROWERS **Lisse, Holland**

WRITE OUR

Mr. A. Schravendeel, 116 Broad St., New York, for prices.

Van Meeuwen & Tegelaar

Wholesale Dutch Bulb Growers
LISSE, HOLLAND

Write us for Prices on Finest Quality DUTCH BULBS.

New York Office: 1133 Broadway (cor. 26th St.)

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers
32 Broadway, New York

Large Flowering Cannas

IN THE "BETTER" VARIETIES

Fine 2 to 3 eye, plump, dormant roots, true to name

KING HUMBERT.
Most popular of all. Bronze leaf, orange scarlet flower.
Per 100 $5.00 — Per 1000 $45.00

YELLOW HUMBERT.
Sport of King Humbert, with green foliage, flower yellow, spotted red.
Per 100 $4.50 — Per 1000 $40.00

WINTZERS' COLOSSAL.
Bright scarlet, green foliage, 5 feet.
Per 100 $4.50 — Per 1000 $40.00

MRS. ALF. CONARD.
The genuine variety, salmon pink, green foliage, 4 feet.
Per 100 $8.00 — Per 1000 $75.00

CRIMSON AND SCARLET FLOWERED VARIETIES.

	Doz.	100	1000
A. BOUVIER Rich Velvety Red, green foliage, 5 feet	$0.50	$3.00	$25.00
BEAUTE POITEVINE Crimson, green foliage, 4 feet	.60	3.50	30.00
BLACK PRINCE Velvety Maroon, green foliage, 4½ feet	.60	3.50	30.00
CHAS. HENDERSON Deep Crimson, green foliage, 4½ feet	.50	3.00	25.00
CRIMSON BEDDER Intense Crimson, green foliage, 3½ feet	.50	3.00	25.00
DUKE OF MARLBOROUGH Crimson Maroon, green foliage, 4 feet	.60	3.00	25.00
EXPRESS Scarlet Crimson, green foliage, 2½ feet	.60	3.50	35.00
FIREBIRD Scarlet Red, green foliage, 4 feet	1.35	10.00	90.00
LOUISIANA Bright Scarlet, green foliage, 7 feet	.65	4.00	35.00
METEOR Scarlet, green foliage, 4½ feet	.70	4.50	40.00
PENNSYLVANIA Vermilion Scarlet, green foliage, 5 feet	.60	3.00	25.00
PILLAR OF FIRE Brilliant Red, green foliage, 6 feet	.50	3.00	25.00
WINTZER'S COLOSSAL Bright Scarlet, green foliage, 5 feet	.70	4.50	40.00

PINK FLOWERED VARIETIES

MRS. ALFRED CONARD We have the Genuine Variety. Beware of Cheap Substitutes. Salmon Pink, green foliage, 4 feet	$1.15	$8.00	$75.00
ROSEA GIGANTEA Rich Rose Pink, green foliage, 3½ feet	.85.	6.00	55.00
VENUS Rose Pink, green foliage, 4 feet	.65	.4.00	35.00

WHITE FLOWERED VARIETY.

	Doz.	100	1000
MONT BLANC Almost White, green foliage, 3½ feet	$0.70	$4.50	$40.00

YELLOW FLOWERED VARIETIES.

	Doz.	100	1000
AUSTRIA Lemon Chrome, spotted red, green foliage, 5 feet	$0.50	$3.00	$25.00
KATE F. DEEMER Oriole Yellow, turkey red at base, 4 feet	.60	3.50	30.00
GLADIATOR Deep Yellow, dotted red, green foliage, 4½ feet	.60	3.50	30.00
GUSTAV GUMPER The Ideal Yellow variety, green foliage, 3½ feet	.60	3.50	30.00
GOLDEN GATE Yellow and Red, green foliage, 4 feet	.60	3.50	30.00
YELLOW KING HUMBERT Golden Yellow, spotted red, green foliage, 4½ feet	.70	4.50	40.00
FLORENCE VAUGHAN Yellow, spotted red, green foliage, 5 feet	.50	3.00	25.00
RICHARD WALLACE Light Yellow, green foliage, 4½ feet	.60	3.50	30.00

RED AND YELLOW FLOWERED VARIETIES.

PANAMA Rich Orange, red bordered, with a broad edge of golden yellow, 5 feet	$0.75	$5.50	$50.00
QUEEN CHARLOTTE Rich Pomegranate, red bordered with golden yellow, 3½ feet	.65	4.00	35.00
SOUV.DE A CROZY Crimson, with gold band, 4 feet	.65	4.00	35.00

BRONZE LEAF VARIETIES.

	Doz.	100	1000
EGANDALE Currant Red, bronze foliage, 4 feet	$0.60	$3.50	$30.00
DAVID HARUM Red, dark bronze foliage, 3½ feet	.60	3.50	30.00
KING HUMBERT Scarlet, Bronze foliage, 4½ feet	.75	5.00	45.00
WYOMING Orange Chrome, bronze foliage, 6½ feet	.65	4.00	35.00

A. HENDERSON & CO., 166 N. Wabash Ave., CHICAGO

A. F. LONGREN
4249 W. Monroe Street
CHICAGO, ILLINOIS

Geraniums
Standard Sorts, labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings, From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA.
From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

CARNATIONS
F. Dorner & Sons Co.
Lafayette, Ind.

Lily of the Valley Pips
Finest Quality

Ready for immediate delivery. For prices write

Van Meeuwen & Tegelaar, 1133 Broadway, NEW YORK (Corner 26th Street)

BOUVARDIA
There is always a shortage in **Bouvardias.** **Why not order now?** Single white, single pink, single red.

	Per 100	Per 1000
2 inch pots	$7.50	$65.00
2½ inch pots	8.00	70.00

April delivery.

C. U. LIGGIT, 325 Bulletin Building, PHILADELPHIA, PA.

If you are interested in
POINSETTIAS
and four and five inch
BOSTON FERNS
for immediate delivery, write

GEO.A. KUHL, Wholesale Grower PEKIN, ILL.

Primula Obconica Gigantea Rosea
Dwarf habit, light and dark shades of pink. Select strain. All fresh seed.

Sample of flower produced, sent on request.

Packet of 1500 seeds for $1.50. Cash.

Ernest Oechslin
Madison and Gale Sts., River Forest, Ill.

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

STURGEON BAY, WIS.—The Co-operative Orchard Company, with a tract of 800 acres in which are more than 64,000 bearing cherry trees, has been reorganized with a capital of $500,000. P. P. Donahue, of Milwaukee, heads the new organization and James G. Martin is manager.

SEATTLE, WASH.—Thomas Wylie, well known nurseryman, reports advance bookings of orders for all the stock that he can supply this spring. 'Efforts to get stock from other Pacific coast nurseries, show similar conditions existing elsewhere. One eastern Washington firm has sold so far ahead that its salesmen have been withdrawn from the road.—H.M.

AN examination for nut culturist to fill one vacancy in the bureau of plant industry, United States department of agriculture, has been announced by the government civil-service commission. Applicants should apply to the commission at Washington, D. C., or to secretaries of the board in other cities for Form 2118, stating title of examination, which form must be executed and filed not later than April 13, 1920.

Kansas City, Mo.

CARNATIONS AT GLUT STAGE.

With a few sunny days and the decrease in funeral work during the Lenten season, cut stock shows a big increase in supply. Roses are plentiful to the point of a glut, especially in reds which are offered at buyers' prices. Rose prices have fallen considerably, some very good flowers being offered as low as eight cents. Jonquils at times were plentiful and in fact went begging, but in other bulbous lines there was no surplus. During the early part of the month sweet peas dropped all their buds and stock now offered is bringing $2 per 100. Easter lilies in pots are showing great improvement as the warm days advance and from reports a good supply will be in on time, as well as generous offerings of bulbous stock, hydrangeas, cyclamens and cinerarias. Most noticeable among the features of the present well supplied market is the fact that department stores are again able to handle flowers at low prices.

NOTES.

Local growers are fairly well prepared for Easter, but in a few instances, lilies will have to be pushed to have them in on time.

Visitors: Robert Newcomb, Burlington, Ia., and M. Lambert, La Porte, Ind.

E. J. B.

SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for

SWASTIKA BRAND CANNAS.

The CONARD & JONES CO. WEST GROVE PENN'A.

Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

FOR FALL 1920

ORDER NOW AND BE SURE

Florists' XXX Forcing Grade, 2 Year Field Grown Roses

We will be in position to supply more and better roses for Florists' Pot Plant Forcing than ever before. Top notch stock can be expected from our blocks this year.

BABY RAMBLER CLASS

Erna Teschendorf, Orleans, Jessie and **Crimson Baby,** $45.00 per 100; $400.00 per 1000.

HYBRID PERPETUALS

Magna Charta, Ulrich Brunner, Frau Karl Druschki, Mme. Gabriel Luizet and **Capt. Hayward,** $45.00 per 100; $400.00 per 1000.

RAMBLER OR CLIMBING ROSES

Crimson Rambler, Dorothy Perkins, Excelsa and **White Dorothy,** $35.00 per 100; $300.00 per 1000. For staked and ripened plants.

Owing to the unusual demand for Baby Ramblers, we are forced to ask that each order of roses shall include at least 50% Hybrid Perpetuals or Climbing Roses, where 250 or more are taken.

The Storrs & Harrison Co., Painesville, Ohio

Ibolium Privet, Natural Habit.

Ibolium THE NEW HYBRID Hardy Privet

(L. Ibota x Ovalifolium)

Now sent out for the first time. Inquire for further information. One-year field-grown plants, $5.00 each. Summer rooted, frame-grown, $3.00 each. Plants in storage for immediate shipment.

Introducers of **Box-Barberry,** well rooted summer frame cuttings, $65.00 per 1000.

The Elm City Nursery Co., Woodmont Nurseries, Inc.

NEW HAVEN, CONN.

Ibolium Privet, When Trimmed

Ampelopsis Veitchii

From 2¼ inch pots, $8.00 per 100; $75.00 per 1000.

JACKSON & PERKINS COMPANY, Newark, New York

HARRISONS' NURSERIES

Fruit Trees Budded from Bearing Orchards. Peach, apple, pear, plum, cherry, quince, grape-vines, strawberry plants, raspberries, blackberries, evergreens and shade trees. Catalog free.

Harrisons' Nurseries, Box 39, Berlin, Md.

"FULL OF LIFE"

3 buds and up

GRAPE CUTTINGS

Length, 9 to 11 inch; caliper, 3-16 to 5-16 inch; grade, No. 1—Quality, clean, sprayed, vigorous wood. How cut? By hand, by experts, who have spent years at the work. Price list free.

CHARLES NASH

Nursery, Three Rivers, Mich.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America

Box 404. DUNDEE, ILL.

Ready Reference Section.

12 CENTS, NET, PER LINE.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

Alyssum, Double Giant, 2-in., $2.00 per 100; $18.00 per 1,000. Byer Bros., Chambersburg, Pa.

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii, 2¼-in., $8 per 100, $75 per 1,000. Jackson & Perkins Co., Newark, New York.

ASPARAGUS.

Asparagus Sprengeri, 2½-in., $4 per 100. Byer Bros., Chambersburg, Pa.

BEGONIAS.

Begonias. Single tuberous rooted, separate colors; $15.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

BOUVARDIAS.

Bouvardia. Single white, pink or red. 2-in., $7.50 per 100, $65 per 1,000; 2½-in., $8 per 100, $70 per 1,000. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

BOXWOOD.

CHOICE BOXWOOD SPRAYS

Write us today for prices on Fall and Winter deliveries. Best merchantable fancy tips, Dwarf variety. Quality guaranteed. Satisfactory delivery assured to all parts of U. S. A. and Canada.

PITTSBURGH CUT FLOWER CO.,
116-118 Seventh St. Pittsburgh, Pa.

BULBS.

Dutch Bulbs. Single and double tulips, hyacinths. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. T. R. Begonia. Single mixed and in separate colors. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers St., New York.

Bulbs. Single and double hyacinths. Darwin and single tulips. For prices see display advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Tulips and Lilium Giganteum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

CALADIUMS.

Caladiums. With sound center shoots. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CALENDULAS.

Calendulas Orange King, 2-in., $2.00 per 100. Seedlings, $1.00 per 100. Byer Bros., Chambersburg, Pa.

CANNAS.

Cannas. Good strong divisions.

	Per 100
King Humbert	$5.00
Crimson Bedder	4.00

THE REESER PLANT COMPANY
Springfield, Ohio.

Cannas. Large flowering in the "better" varieties. Fine 2 to 3 eye, plump, dormant roots, true to name. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Cannas. Stored in our special moist cellars; not dried and stunted, but all first-class stock. For list of varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cannas. Select 2 to 3 eyes. The very finest stock. For varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

CARNATIONS.

ROOTED CARNATION CUTTINGS.

Fine Healthy Stock.

Grown Right!

Packed Right!

Priced Right!

Sure to Please You.

Ready Now.

	100	1000
White:		
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
White Wonder	5.00	45.00
Pink:		
Pink Enchantress	4.50	40.00
Miss Theo	5.00	45.00
Enchantress Supreme	6.50	60.00
Rose Pink Enchantress	4.50	40.00
Ward	5.00	50.00
Alice	5.00	45.00
Roper	4.50	40.00
Rosette	5.00	45.00
Red:		
Aviator	4.50	40.00
Thenanthos	4.50	40.00
Herald	5.00	45.00
Merry Christmas	5.00	45.00

Buy the Best! It Pays!

Order Promptly

Big Demand

M. C. GUNTERBERG,

Wholesale Florist

159 N. State St. Chicago.

ROOTED CARNATION CUTTINGS

	100	1,000
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
Enchantress	4.50	40.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
30 E. Randolph St. Chicago.

CARNATIONS.

ROOTED CARNATION CUTTINGS

Large supply of fine, well-rooted, healthy and strong carnation cuttings in the following varieties, ready for immediate delivery:

	100	1,000
Rose Pink Enchantress	$4.50	$40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.50	40.00
C. W. Ward	4.50	40.00
Aviator	4.50	40.00
Thenanthos	4.50	40.00

PETER REINBERG,
Wholesale Florist
30 E. Randolph St. Chicago

NOW READY

Rooted Cuttings. First Class Stock.

	Per 100	Per 1000
Cottage Maid	$4.50	$40.00
Mrs. C. W. Ward	5.00	45.00
White Enchantress	4.50	40.00
Matchless	4.50	40.00
Aviator	4.50	40.00
Miss Theo	4.00	35.00

J. A. BUDLONG,
184 No. Wabash Ave., Chicago, Ill.

Carnations. Rooted Cuttings. Good healthy stock. Herald, Aviator, Pink Enchantress, Matchless, $5.00 per 100, $40.00 per 1,000. Peerless Pink, Winsor, $4.00 per 100, $35.00 per 1,000. Herald, Peerless Pink, Winsor, out of soil, $5.00 per 100, $40.00 per 1,000. White Enchantress and Enchantress Supreme, $5.00 per 100, $45.00 per 1000. Cash with order. JAMES PSENICKA & SON, Gross Point, Ill.

25,000 extra strong R. C. ready now. White Enchantress, Enchantress Supreme, Mrs. Ward, Aviator, Beacon, Miss Theo, Washburn, Light Pink Enchantress, $5.00 per 100, $40.00 per 1000. Cash. GREENPORT GREENHOUSES, Box 906, Greenport, N. Y.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.

Now Ready to Mail.

EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago.

Rooted Pink Enchantress carnation cuttings, $4.50 per 100; $40.00 per 1,000. JOHN RINDFLEISCH, Beloit, Wis.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

VERY STRONG CUTTINGS

Well rooted—None better.

READY NOW.

White Razer	$3.50 per 100;	$30.00 per 1000
Yellow Razer	3.50 per 100;	30.00 per 1000
Marigold	3.50 per 100;	30.00 per 1000
Buckbee	3.50 per 100;	30.00 per 1000
Nagoya	3.50 per 100;	30.00 per 1000
Dr. Enguehard	3.50 per 100;	30.00 per 1000
E. A. Seidewitz	3.50 per 100;	30.00 per 1000
Golden Queen	3.50 per 100;	30.00 per 1000

THE BEST POMPONS.

Golden Wedding	$3.00 per 100;	$25.00 per 1000
Yellow Baby	3.00 per 100;	25.00 per 1000
Mrs. Buckingham	3.00 per 100;	25.00 per 1000
Mrs. Godfrey	3.00 per 100;	25.00 per 1000
Golden Climax	3.00 per 100;	25.00 per 1000

Order Yours Today.

PETER REINBERG,
30 E. Randolph St., Chicago, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It

CHRYSANTHEMUMS.

Now ready, extra strong R. C. of Oconto, Glow, Early Frost, Golden Queen, Marigold, Chrysolora, Mrs. C. C. Pollworth, Chieftain, Tints of Gold, Harvard, Pacific Supreme, Patty, Lillian Doty, Seidiwitz, Bonnaffon, white and yellow, Godfrey, Mensa, Dean, Chas. Razer, Nagoya, Shaw, Smith's Imperial, Crystal Gem, Roman Gold, Enguehard, Morgan, Foley, Dec. Gem. and Unaka, $3 per 100, $25 per 1000 (can be assorted). Cash. GREENPORT GREENHOUSES, Box 906, Greenport, N. Y.

Chrysanthemum Hamburg Late Pink, Rooted cuttings, $16 per 100, $150 per 1000; 2-in. pots, $18 per 100, $160 per 1000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

Coleus, R. C., $1.50 per 100. Byer Bros., Chambersburg, Pa.

CYCLAMEN.

Cyclamen. Strong, 2¼-inch for early March delivery, $10.00 per 100. Mixed; white; white with red eye. Note:—We do not guarantee these varieties absolutely true to color, but the above varieties will predominate. All very choice strains. J. E. MATTHEWSON, Sheboygan, Wis.

CYCLAMEN—Strong, transplanted seedlings for January and February delivery; all leading varieties. $6.50 per 100; $60.00 per 1,000. PETER PEARSON, 5732 Gunnison St., Chicago.

DRACAENAS.

Dracaenas. Massangeana, 7-in., $2.50, 6-in., $1.75 each; Fragrans, 6-in., $1.50 each; Terminalis, 4-in., doz., $6. 100, $45.00. Vaughan's Seed Store, Chicago and New York.

FERNS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Boston ferns out of the bench ready for 6 and 8-inch pots. Come and see the stock and for prices. J. H. FIESSER, North Bergen, N. J.

Ferns. Boston, 4 and 5-in., for immediate delivery. Write for prices. Geo. A. Kuhl, Pekin, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FICUS.

Ficus Elastica. Fine perfect plants. 5-in., each 75c, doz. $8; 6-in., each $1.00, doz., $10. Vaughan's Seed Store, Chicago and New York.

GERANIUMS.

Geraniums. Rooted cuttings. S. A. Nutt and Buchner, $20 per 1,000; Ricard and Poitevine, $25 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLI.

GLADIOLI

Reports from all over the world state that DIENER'S new Gladioli are the largest, finest and most wonderful ever produced. Our new catalog showing eight of our new varieties in natural colored plates will be sent free on request.

RICHARD DIENER COMPANY
Kentfield. California

Gladiolus bulbs. First-class stock from our Michigan farms. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus for forcing. Strictly first size bulbs. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants.

You can quickly turn such surpluses into cash by advertising here.

GRAPE CUTTINGS.

Grape Cuttings. See advertisement on page 440, column 3. Charles Nash, Nursery, Three Rivers, Mich.

LILIES

Easter lilies. For prices see display advertisement elsewhere in this issue. Pohlmann Bros. Co., Morton Grove, Ill.

LILY OF THE VALLEY.

Lily of the Valley. Best Holland Pips, $25; Bruns' Special Early Forcing, $35; Bruns' Celebrated Chicago Market Brand, $45 per 1000. H. N. Bruns, 3040 W. Madison St., Chicago.

LILY OF THE VALLEY.

Lily of the Valley pips. Finest quality; ready for immediate delivery. Van Meeuwen & Tagelaar, 1133 Broadway, New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Lailio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PETUNIAS.

PETUNIAS

Diener's Ruffled Monsters, single, largest and finest in existence. Quickest and surest money-makers of the day; sell at sight. Seed in separate colors, red, pink, white, purple, flesh pink, frilled, variegated and mixed colors, 50c per trade package. Our new catalog with natural colored plates free on request.

RICHARD DIENER COMPANY,
Kentfield, California.

PRIMULAS.

Primula Obconicas, Rosea, Apple Blossom, Kermesina. Good, strong stock from 2¼-in. pots at $6.00 per 100; $55.00 per 1000. J. H. FIESSER, North Bergen, N. J.

PRIVET.

Privet. Box-Barberry, well rooted summer frame cuttings, $65.00 per 1000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

ROSES.

50,000 GRAFTED
ROSE PREMIER
Here is your only
opportunity to buy
CHOICE GRAFTED
PREMIER PLANTS
$35.00 per 100
$350.00 per 1000
Can make delivery at rate of 5000 weekly beginning at once.
Absolutely healthy
A No. 1 stock.
Place your order at once for immediate or deferred shipment.

WEISS & MEYER CO.,
MAYWOOD, ILLINOIS.

ROSE STOCK

	Rooted Cuttings Per 100	Per 1000	2½-inch Plants Per 100	Per 1000
Russell			$15.00	$130.00
Ophelia	$ 8.00	$70.00	10.00	90.00
Sunburst ..	8.00	70.00	10.00	90.00
White Killarney	8.00	70.00	10.00	90.00
Bench Plants				
Ophelia	$12.00 per 100;		$100.00 per 1000	
Pink Killarney	10.00 per 100;		90.00 per 1000	

Good Stock—Ready Now

No orders accepted for less than a hundred of each variety.

GEORGE REINBERG.
162 North Wabash Ave., Chicago.

ROSE PLANTS

Rose plants, last fall propagation. Dormant all winter. Now in 3-inch pots. Ready in about three weeks. Fine stock. Best in market.

	100	1,000
Richmond	$10.00	$ 90.00
Sunburst	11.00	100.00
Killarney Brilliant	11.00	100.00
Pink Killarney	10.00	90.00
Pink Ophelia	10.00	

WIETOR BROS.,
L. D. Phone Randolph 2081
30 E. Randolph St. Chicago

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It

ROSES.

ROSES READY FOR IMMEDIATE SHIPMENT

COLUMBIA, 2½-in. own root, $15 per 100; $125 per 1,000.

CHARLES H. TOTTY COMPANY,
Madison, New Jersey

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

List of 2¼ and 4-in. Roses ready, on request. Leedle Co., Expert Rose Growers, Springfield, O.

SEEDS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago.

Seed. Primula Obconica Gigantea Rosea. Dwarf habit, light and dark shades of pink. Select strain; fresh seeds. Packet of 1500 seeds, $1.50. Cash. Ernest Oechslin, River Forest, Ill.

Seeds. Specialists in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices, Kelway & Son, Langport, Eng.

Seeds. Michell's Flower. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorssinera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds, specialists: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Asparagus plumosus nanus, guaranteed true and fresh seeds. 1,000, 90c; 25,000, $20; 100,000, $68; packing and postage included. Cash. F. Dammann, Lugano, Switzerland.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30; 5 lbs. and over, $25 per lb. D. Landreth Seed Co., Bristol, Pa.

SEEDS.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds, Aster. For description, varieties and prices see display advertisement elsewhere in this issue. W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Growers of selected stocks of onion, lettuce, radish, carrot, sweet peas, etc. C. C. Morse & Co., San Francisco, Calif.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

SEEDS.

Seeds. Aster; all high grade. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax. Extra good, strong, well rooted plants. 2-in., $2.50 per 100. Elmer Rawlings, Allegany, N. Y.

VEGETABLE PLANTS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.
4013 Milwaukee Ave. Chicago.

Seed sweet potatoes. Yellow Nansemond, Up Rivers and Big Stem Jerseys in heavy packed, full bushel hampers, $2.00 per hamper. Booking orders for plants. Send for price list. H. AUSTIN, Felton, Del.

Grand Rapids Lettuce, tronsplanted, $2.50 per 1000, to close out. ODOR GREENHOUSES, Iola, Kans.

MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Savo steel all-year-round flower box. Self-watering and sub-irrigating. For windows, porches, ledges, sun parlors, etc. Write for catalogue. Savo Manufacturing Co., 39 S. La Salle St., Chicago.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works, Lowell, Mass.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., W. Philadelphia, Pa.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL.

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FERTILIZERS

For results use "Master Brand" prepared concentrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braum Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse glass, plants and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Louisville, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Fenrich, Joseph H., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co. Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.

WHOLESALE CUT FLOWERS.

Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuhl, Geo. A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
Neidinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Williams, New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.

Bailey's New Standard Cyclopedia of Horticulture

Six Splendid Volumes

Price, $6.00 Per Volume

Carriage paid to any part of the United States

American Florist Co.
440 S. Dearborn St., CHICAGO

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

WIZARD BRAND

TRADE MARK

PULVERIZED SHEEP—PULVERIZED CATTLE
SHREDDED CATTLE

MANURE

PROTECTS YOUR CROP

It is direct heat dried and sterilized, weed seeds, grass seeds, fungus and disease germs destroyed in a direct heat rotary drying process that does not change or destroy any of the valuable elements in crude manure.

Air dried manures cannot be sterilized and usually carry excess moisture that actually makes them cost more per ton than WIZARD BRAND even at the same or a lower price.

Look for the WIZARD BRAND Trade Mark tagged or printed on every bag. If it is not there you are not getting WIZARD BRAND protection for your crop and pocket book.

Your dealer can get WIZARD BRAND for you if you insist or we will quote with freight rate on any quantity from a bag to a carload promptly.

THE PULVERIZED MANURE CO., No. 32 Union Stock Yards. **Chicago, Ill.**

John C. Moninger Co.

GREENHOUSES

Designers - Manufacturers - Builders.

We sell the complete house or any part.

908 Blackhawk St., CHICAGO, ILL.

Mention the American Florist when writing

Toledo, O.

FLOWERS PLENTIFUL, DEMAND LIGHT.

Flowers, after being on a high price rampage for the past few months, have finally started to decline and are again within reach of the purse of the average person. Roses are now far more plentiful, and the public can again buy fair stock at $2, $3 and $4 per dozen. Carnations are gradually coming stronger, and prices are falling. Sweet peas are no longer scarce, and the quality is splendid. Tulips and jonquils are a factor on the market. However, the demand, due to the Lenten season and the decrease in deaths, has lightened considerably, but is still fair. The supply of bulbous stock is rapidly increasing, and there is a good call for plants such as tulips, hyacinths and primroses, many preferring them to cut flowers.

NOTES.

The farewell reception tendered by the florists' club to S. N. Peck and wife, last week, took the form of a banquet held at the Commerce Club dining room. It was a great success, and was attended by over 50 florists, representing every branch of the business anxious to pay their meed of respect to these pioneer florists. George Bayer presided as toastmaster and kept the florists in constant laughter by his reminiscences of the early days in the flower trade. All of those who responded to toasts expressed their appreciation of the sterling character, the reputation for integrity in all business dealings, and the self-sacrificing character of the retiring florists. Mr. Peck has been engaged in the business for many years and will celebrate his seventy-fifth birthday in April. They have sold their business on Superior street, and will spend the rest of their days in quiet retirement, cultivating the flowers

In the Erection of

FOLEY GREENHOUSES

Only the Best of Material Is Used.

in designing your house, we always consider the use for which the house is intended—thereby assuring you of proper design and bench arrangement—not forgetting the importance of an efficient heating system.

THE FOLEY GREENHOUSE MFG. CO.

Designer Builders Heating Engineers

Main Office and Factory 3100 S. Spaulding Ave.

Chicago, Ill.

Downtown Office State-Lake Bldg.

Mention the American Florist when writing

Wired Toothpicks

10,000, $2.50; 50,000, $11.00. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For Sale by Dealers.

CUT FLOWER BOXES

EDWARDS FOLDING BOX CO

MANUFACTURERS

PHILADELPHIA, PA.

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 40c; 25 yds. at 39½c; 50 yds. at 39c; 100 yds. at 38½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices. Try it out now and be convinced.

TURNER BROS., Bladen, Neb.

Dreer's Peerless Glazing Points

For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid. Samples free.

HENRY A. DREER, 714 Chestnut Street, Philadelphia.

1,000 Letterheads } $7.00
1,000 Envelopes }

Bond Stock—Send cash with order. No samples sent. All work is guaranteed. Proofs furnished of work before printing, so that any changes necessary may be made.

GORHAM PRINTERY, INC.

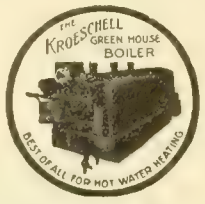
542 South Dearborn Street, CHICAGO, ILL.

We Print Everything.

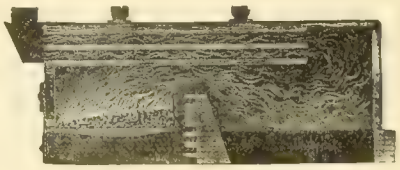
THE CUSTOMERS' INTEREST FIRST

This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all the Greenhouse Boiler business

NOT CAST IRON



NOT CAST IRON



A KROESCHELL

is the key to fuel economy.

Kroeschell Bros. Co. 452 W. Erie St. CHICAGO

THE KROESCHELL POLICY

We make every kind of boiler, but it is our policy to supply only the type of boiler best suited for the conditions. You get the highest boiler value.

NOT CAST IRON

NOT CAST IRON

SHEEP GUANO

ARTIFICIALLY dried and pulverized Sheep Manure

This material by large users considered by far the best on the market. This is **NOT** STOCK YARDS MANURE, with which the market has been flooded, but our material comes from well protected sheds. Our Sheep Guano is decomposed and free from foreign and foul matter. Owing to commodity rate just granted us, we can offer this fine material on the market in bulk or sacked. In writing for quotations and samples

ask for "PIONEER BRAND"

Montana Fertilizer Co.
Rialto Building **BUTTE, MONTANA**

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. **PRICE, $2.00.**

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. **PRICE, $2.00.**

American Florist Co., 440 S. Dearborn St., **Chicago**

they loved so well. A handsome traveling bag was presented to the couple by the florists as a mark of esteem and best wishes. Mr. Peck was treasurer and secretary of the local club for many years, and was always a hearty worker and booster for organization.

A. E. Warning, Broadway florist, fell into the clutches of the police last week when he was arrested for selling fire-arms without a permit. He purchased a revolver from a stranger and then resold it. Later the revolver proved to have been stolen. Mr. Warning had no intention of breaking any law, but was fined nevertheless.

Schramm Brothers are producing a fine lot of hyacinths, tulips and daffodils in their houses, and report a brisk demand. Their Easter lilies are in fine shape, and Frank Schramm predicts a record-breaking business.

Max Spanner's decorator believes in taking advantage of all national holidays and links up his window displays with them. He had a fine trim for Washington's birthday that attracted much attention.

Harry Heinl is spending these blustery March days watching his big crop of Easter lilies, of which he hopes to have a bigger and better supply than ever.

John Koelker is cutting some splendid sweet peas which find a ready sale in the retail flower shops.

A. C. K.

SAN DIEGO, CALIF.—The March meeting of the San Diego Floral Association will be held at the home of Mrs. Geo. Marston, 3525 Seventh street, March 16. Street planting and yard beautification are the subjects for discussion.

WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free From Bubbles—Uniform in Thickness.

PAINTS and PUTTY

Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.

It will pay you to get our estimates.

THE **DWELLE-KAISER** CO.

251 Elm St., - BUFFALO, N. Y.

Split Carnations

Easily Mended with **Pillsbury's Carnation Staples.**

"They are indispensable to the careful florist. Increase the value at least 50%." Fifth Ave. Floral Co.

1000, 35c; 3000 for $1.00, postpaid

I. L. Pillsbury, Galesburg, Ill.

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

GIBLIN & CO., UTICA, N. Y.

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscriptions, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A."

LOWDHAM, NOTTS, ENGLAND.

Mention the American Florist when writing

Aphine

The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quart, $1.00. Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY

MADISON, N. J.

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor

The Peters & Reed Pottery Co.,

SO. ZANESVILLE, OHIO

"Moss Aztec" Ware

HORACE C. GRAY CO.

200 Fifth Avenue **New York**

CAMBRIDGE **NEW YORK**

World's Oldest and Largest Manufacturers

FLOWER POTS

Why?

A. H. HEWS & CO., Inc.

Cambridge, Mass.

DREER'S

Florists' Specialties

New Brand New Style

"RIVERTON HOSE"

Furnished in lengths up to 500 feet without seam or joint.

The HOSE for the FLORIST

¾-inch, per ft.....22c

Reel of 500 ft. 21c

2 Reels, 1000 ft.....20c

½-inch, per ft.....19c

Reel of 500 ft. 18c

Couplings furnished without charge.

HENRY A. DREER

714-716 Chestnut Street

PHILADELPHIA, PA.

George Keller Pottery Co.

SUCCESSOR TO

GEO. KELLER & SON,

Manufacturers of

Red Pots

Before buying write for prices

2614-2622 Herndon St.,

CHICAGO.

Greenhouse Builders

When You Are Ready
To Talk Building
Say When and Where
and We'll Be There

Lord & Burnham Co.

Irvington *New York* *Philadelphia* *Chicago*
Boston *Cleveland* *Toronto* *Montreal*

QUALITY—SERVICE

"Blauvelt" Hero Pipeless Furnace System

Installed at half the cost of Steam or Hot Water.

70 degrees of heat guaranteed in zero weather.

Can be installed with or without PIT.

Saves 35% of your Coal Bill.

We have also Special Burners for Oil—and Grates for Soft Coal or Wood

A perfect moist heating system. The ideal heat for growing all kinds of greenhouse products. In fact, it is the coming Greenhouse Heating System.

"Blauvelt"

Hero Pipeless Furnace Company

411 Sycamore St., PLAINFIELD, N. J.

Nebraska Red Pots

ARE RECOGNIZED EVERYWHERE FOR QUALITY.

Your orders always receive prompt and careful attention. Made of High grade material by skilled workmen in a modern plant. Write for prices on your requirements.

Kahler Pottery Co., Louisville, Neb.

REED & KELLER,

122 W. 25th St., NEW YORK

Florists' Supplies

We manufacture all our **Metal Designs, Baskets, Wire Work** and **Novelties**, and are dealers in **Glassware. Pottery, Decorative Greens** and **Florists' Requisites.**

SUPERIOR

RED POTS

Quality and prices right. **ASK US.**

FLORIST SPECIALTY CO.

Idaville, Indiana

Index to Advertisers.

Allen J K.....421
Alpha Floral Co.....427
AmericanBulb C ..I 434
American Greenhouse Mfg Co.....IV
Amling E C Co.....417
Anderson S A 427
Angermueller G H Co..... 419
Aphine Mfg Co.....447
Aphrodite Co..... 424
Astoria Florist.....426
Avenue Floral Co...428
Baer Julius.....427
Barnard W W Co .434
Barnes W J.....427
Bassett&Washburn.410
Baumer Aug 429
Baur Window Glass Co.....IV
Bayersdorfer H&Co.419
Begerow's.....426
Berger Bros..... 418
Berning H G.....418
Blackistone Inc.....429
Bodger J & Sons Co.431
Bolgiano J & Son...431
Bramley & Son 429
Braslan Seed Growers Co.....430
Breitmeyer's J Sons.426
Brenner Edward 421
Broadway Florist...427
Brown A J Seed Co..430
Brown Bag Filling Machine Co 434
Bruns H N.....436
Bryan Alonzo J..... 436
Buckbee H W..... 428
Budlong Co J A.....415
Bunyard.....424
Burpee W A Co 435
Byer Bros.....408
California Florists.. 427
Campbell's Flo Shop423
Cazan A B 424
Central Floral Co ...429
Central Refrigerator & Equipment Co..417
Chicago Feed & Fertilizer Co.....448
Chicago Flower Growers Assn.....411
Clark E B Seed Co..434
Clarke's Sons D 425
Clay & Son.....448
Clipper Lawn Mower Co..... 448
Coan J J..... 421
Conard & Jones Co..440
Cooke Geo H.....429
Cowee W J.....445
Coy H C Seed Co....432
Craig Robt Co 437
Culp W H & Co.....425
Dammann F 437
Danker Fred A.....428
Dards Chas..... 425
Dietsch A & Co. .IV
Dominion Floral Co.426
Dorner F & Sons Co.439
Dreer H A...435 445 447
Duluth Floral Co...428
Dunlop John H 426
Dwelle-Kaiser Co...446
Eble Charles.....425
Edwards Fold'g Box.445
Elm City Nurs Co...440
Erne & Co.....416
Evans A W B.....426
Excell Laboratories.III
Eyres H G.....427
Fallon Florist..... 424
Fenrich Jos S.....420
Fleischman.....427
Florist Specialty Co.447
Florists' Telegraph Delivery Ass'n....422
Foerster Co Joseph.412
Foley Greenhouse Mfg Co.....445
Ford M C 421
Ford William P.....421
Fox J M & Son Inc..427
Frauenfelder C.....424
Freeman Mrs J B ...427
Frey C H 424
Frey & Frey 428
Friedman 429
Froment H E 421
Futterman Bros.....420
Galvin Thos F 424
Gasser J M Co 426
Giblin & Co.....446
Gnatt Ove Co The...406
Godineau R & M....432
Goldstein I.....421
Gorham Printery Inc.445
Grakelow Chas H...426
Grand Rapids Flo Co.424
Grimm & Gorly.....424
Gude Bros 425
Habermehl's Sons J J 428
Hammond's Paint & Slug Shot Works..448
Hardesty & Co.....427
Harrison's Nurseries.440
Harris Wm K.....437
Hart George B.....421
Hart Henry .... .426
Haven Seed Co The 432
Heinl John G & Son.428
Henderson A & Co... .....I 408 439
Henderson Lewis....406
Henry Co The John.416
Henshaw Floral Co.421
Hentz & Nash.....420
Hero Pipeless Furnace Co 447
Herr Albert M 435
Hess & Swoboda....426
Hession 427
Hews & Co A H. ..447
Hill D Nursery Co 440
Hogewoning & Sons 438
Hollywood Gardens.426
Holm & Olson.....426
Holton & Hunkel Co 419
Hort Advertiser.... 446
Hurff Edgar F.....434
Hurst & Son 432
Ickes-Braun Mill Co IV
Idlewild Greenhs....429
Jackson & Perkins Co.....440
Jahn Hugo.....426
Joy Floral Co 425
Kahler Pottery Co ..447
Kasting W F Co..I 436
Keller Pott'y Co Geo.447
Keller Sons J B..... 427
Kelway & Son'..... 432
Kennicott Bros Co..410
Kervan Co The.....421
Kessler Wm.....421
Kottmiller A.....424
Kroeschell Bros Co.446
Kruchten John 417
Kuhl Geo A.....439
Lager & Hurrell 437
Landreth Seed Co...431
Lang Flo & Nurs Co.428
Lange A.....425
Lecakes C & Co.....420
Liggit C U.....439
Lindley Flower Box Co..... 408
Littlefield Florist....428
Longren A F 439
Lord & Burnham Co.447
Louise Flower Shop.427
McCallum Co...406 419
McClunie Geo G.... 424
McGill R C & Co....432
McHutchison & Co..432
Mackie William.....421
Malandre Bros.....429
Mangel.....429
Matthews the Flo'st .424
Matthewson J E.....428
Meconi Paul.....421
Metaire Ridge Nurs 424
Meyer John C Florist Thread Works. ...416
Michell Henry F Co..436
Michigan Cut Flower Exchange 417
Millang Joseph A. ..420
Miller Floral Co 428
Miller & Musser 417
Moninger J C Co....445
Montana Fertilizer Co.....446
Morse C C & Co 431
Murray Samuel..... 429
Nash Charles.....440
Nat'l Florists' Board of Trade IV
Neidinger Jos G Co..419
Newell A.....428
N Y Cut Flower Ex.421
N Y Floral Co.. 429
Niessen Leo Co 418
Oechslin Ernest.....439
Oriental Goldfish & Supply Co.....416
Papadem J G Co 424
Park Floral Co 427
Peacock E R Co 431
Pearson E W.....427
Pedrick G R & Son..432
Penn the Florist 429
Peters & Reed Potty.447
Philips Bros.....424
Pierce F O Co..... IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co. 430
Pikes Peak Flo Co..427
Pillsbury I L 446
Pittsb'rgh Cut Flo Co.418
Podesta & Baldocchi.429
Poehlmann Bros Co .... II 409
Pollworth C C Co...419
Polykranas Geo J ...421
Potter Floral Co 428
Proto-Feed & Guano Co..... ..448
Pulverized Manure Co The.....445
Pyfer A T & Co.....413
Raedlein Basket Co.417
Randall A L Co.....417
Randall's Flo Shop..429
Randolph & McClements.....428
Rawlings Elmer 439
Ready Reference....441
Reed & Keller 447
Regan Ptg House ...448
Reid Edw.....418
Reinberg Geo.....417
Reinberg Peter.....411
Rice Bros 419
Rice Jerome B Seed Co.....431
Robinson J C Seed Co .435
Rock Wm L Flo Co..424
Rodgers J W 427
Rohnert Waldo 432
Rosaia Bros.....424
Rosery Floral Co ...429
Routzahn Seed Co..434
Rusch G & Co 419
Saake O C..... 429
Salzer Seed Co J no A 429
Savo Mfg Co 416
Sceery Edw 427
Schiller the Florist..427
Schillo A Lum Co...IV
Schlatter W & Son..448
Schling Max.....429
Schloss Bros 423
Schmidt Chas L....429
Segers Bros Ltd... .438
Shaffer Geo C 429
Sharp Partridge&Co.448
Sheppard H W.....429
Sheridan Grhs Co ...425
Sheridan Walter F..421
Siebrecht George C..421
Simon & Son I N....432
Situations & Wants.405
Skidelsky SS& Co.... I
Smith A W & Co... 426
Smith & Co E D .436
Smith & Fetters Co 425
Smith Henry.....428
Storrs & Harrison... .....438 440
Stumpp G E M..... 426
Thorburn J M & Co..437
Tonner O A & L A..412
Totty Chas H.....437
Traendly & Schenck.421
Traveling Wholesale Florist.....420
Trepel Joseph.....425
Turner Bros.....445
United Cut Flo Co..421
Vanderschoot R A ..434
Van Meeuven & Tegelaar 438 439
Vaughan A L Co....413
Vaughan's Seed Store .....I 433 437
Vick's Sons Jas.....434
Vincent R Jr & Sons Co..... I
Walker F Co.....425
Weber F H. ... .428
Weiland & Risch ...417
Weir James.....428
Western Seed & Irrigation Co.....431
Wietor Bros.....412
Williams Mrs E A...429
Winterson Co E F...416
Wittbold G Co.....425
Wolfskill Bros & Morris Goldenson.427
Wonder Plant Irrigator Co.....416
Woodruff S D & Sons.432
Yokohama Nurs Co.431
Young A L & Co ...420
Young John & Co...421
Zech & Mann.408 414 417

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.

809 Exchange Ave., U. S. Yards, Chicago

"Master Soil Builders"

Send for prices on **Master Brand Vine and Plant Manure**—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.

4121 S. La Salle St., CHICAGO

The Regan Printing House

LARGE RUNS OF

CATALOGUES

OUR SPECIALTY

WRITE FOR PRICES

523 Plymouth Ct., Chicago

No loss if you mend your split carnations with

Superior Carnation STAPLES

35c per 1000; 3,000 for $1.00. Postpaid.

Before

Wm. Schlatter & Son

After

422 Main Street, Springfield, Mass.

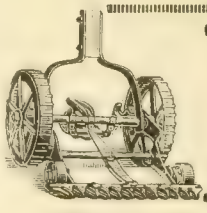
SLUG SHOT

Used from Ocean to Ocean for 35 Years

Sold by Seed Dealers of America

Saves Currants, Potatoes, Cabbage, Melons, Flowers, Trees and Shrubs from Insects. Put up in popular packages at popular prices. Write for free pamphlet on Bugs and Blights, etc., to B. HAMMOND, Beacon, New York.

Mention the American Florist when writing



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plaintain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER CO., Dixon, Ill.

Mention the American Florist when writing

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

GREENHOUSE

GLASS

BEST BRANDS

SHARP, PARTRIDGE & CO.

2263 LUMBER ST. CHICAGO, ILL.

Agriculture
College

THE AMERICAN FLORIST

Library Mass Agri
College
1919
21

SPRING NUMBER

CANNAS

Extra fine stock=We never handled better. Get the best obtainable==ORDER NOW.

Discriminating buyers who have had an opportunity to inspect this stock pronounce it the best they have ever had a chance to buy.

PRICE LIST

Select 2 to 3 Eyes.

Bronze-Leaved Varieties

	Height	Per 100	Per 1000
BRANDYWINE. Wine red dappled with crimson	3½ ft.	$3.00	$25.00
DAVID HARUM. Bright vermilion scarlet, mottled dark red	3 ft.	3.00	25.00
EGANDALE. Deep currant red	4 ft.	3.00	25.00
KING HUMBERT. Orange scarlet	4 to 4½ ft.	5.00	45.00
WYOMING. Orange-colored	7 ft.	3.00	25.00
MUSAFOLIA. Immense foliage	6 to 8 ft.	3.00	25.00
SHENANDOAH. Rose pink	4 ft.	3.00	25.00

Variegated Flowers with Green Foliage

	Height	Per 100	Per 1000
ALLEMANIA. Bright scarlet, broad yellow border, beautifully mottled	4 to 5 ft.	$3.00	$25.00
GLADIOFLORA. Crimson edged with gold	3½ ft.	3.00	25.00
ITALIA. Clear yellow overlaid with orange	3½ ft.	3.00	25.00
Mme. CROZY. Brilliant scarlet, orange gilt edge	3½ ft.	3.00	25.00
SOV. D'ANTOINE CROZY. Bright golden yellow	4 ft.	3.00	25.00

Pink Shades with Green Foliage

	Height	Per 100	Per 1000
HUNGARIA. Pink with satiny sheen	3 ft.	$5.00	$40.00
MLLE. BERAT. Deep rose pink	4 ft.	3.00	25.00
MRS. A. CONARD. Salmon pink	4 ft.	5.50	50.00
ROSEA GIGANTEA. Rich rose pink	4 ft.	6.00	55.00
LOUISE. Soft rose pink	5 ft.	3.00	25.00
VENUS. Rose pink, creamy yellow border	4 ft.	3.00	25.00

Yellow Shades with Green Foliage

	Height	Per 100	Per 1000
AUSTRIA. Bright yellow, crimson throat	3½ ft	$3.00	$25.00
BURBANK. Sulphur yellow, inner petals dotted red	6 ft.	3.00	25.00
FLORENCE VAUGHAN. Yellow with bright red spots	5 ft.	3.00	25.00
INDIANA. Rich golden orange	5 ft.	3.00	25.00
GLADIATOR. Bright yellow, spotted crimson	4 ft.	3.00	25.00
R. WALLACE. Canary yellow	5 ft.	3.00	25.00
YELLOW HUMBERT. Deep rich yellow heavily spotted bright red	3 to 3½ ft.	5.00	40.00
GUSTAV GUMPER. Golden yellow, lower petals spotted red	4 ft.	3.00	27.50

Red Shades with Green Foliage

	Height	Per 100	Per 1000
A. BOUVIER. Clear crimson	5 ft.	$3.00	$25.00
BEAUTE POITEVINE. Crimson	4 ft.	3.00	25.00
BLACK PRINCE. Dark velvety crimson	4½ ft.	3.00	25.00
CHARLES HENDERSON. Crimson scarlet, yellow flame throat	4 ft.	3.00	25.00
CRIMSON BEDDER. Red	3½ ft.	3.00	25.00
EXPRESS. Crimson scarlet	2½ ft.	3.00	25.00
JEAN TISSOT. Vermilion, bright orange shadings	3 ft.	3.00	25.00
KATE GRAY. Soft orange shaded carmine, dotted yellow throat,	5-6 ft.	3.00	25.00
LOUISIANA. Crimson scarlet	5 to 6 ft.	4.00	35.00
METEOR. Brilliant scarlet	5 ft.	5.00	40.00
PANAMA. Dull red, overlaid rose, with mottled yellow edge	3 ft.	6.00	50.00
PENNSYLVANIA. Scarlet overlaid with orange	4½ ft.	3.00	25.00
TARRYTOWN. Crimson	3½ ft.	3.00	25.00
WINTZER'S COLOSSAL. Vivid scarlet	5 to 6 ft.	5.00	40.00

Prices subject to change without notice.

A. B. C.

"Watch Us Grow."

American Bulb Co.

172 N. Wabash Ave., Chicago, Ill.

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas"

Vol. LIV. CHICAGO AND NEW YORK, MARCH 20, 1920. No. 1659

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company.
Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W BROWN, Cleveland, O., Vice President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treas. The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next annual convention and exhibition, Washington, D. C., November 1920. OFFICERS: THOMAS W. HEAD, Lake Forest, Ill., President; Z. D. BLACKISTONE, Washington, D. C., Vice-President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary; CHAS. H. TOTTY, Madison, N. J., Treas.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Washington, D. C., January, 1921. OFFICERS: C. W. JOHNSON, Chicago, President; D. G. GRILLBORTZER, Washington, D. C., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

Spring.

"It's all in how you look at things—if
there's a northeast breeze
That comes and shakes the snow from
where it's clinging to the trees,
Why, then's the time to set your mind on
balmy days of spring
And you can see the orchards where the
apple blossoms fling
Their gleaming petals in the air until they
leap and dance
And catch the silvery sunshine in their airy
fairy dance."

W. D. Nesbit.

NEW YORK SPRING SHOW.

Under the Auspices of the Horticultural Society of New York, the New York Florists' Club and the American Rose Society, at Grand Central Palace, March 15-21.

A Splendid Exhibition.

The New York spring show was opened in the Grand Central Palace, Monday, March 15, at 2 p. m., Mrs. Woodrow Wilson flashing the signal by pressing a telegraph key in Washington, D. C. Although the extremely cold weather had greatly handicapped the growers, many of whom had to contend with long distance hauling over very rough roads, everything was ready on time. From the exhibits in place during the opening days and the attractions to follow, it is thought that the show will equal, if not exceed, that of any previous exhibition. An event of importance was the visit of General Pershing, accompanied by a body guard of soldiers and marines, at 4 p. m., Monday. He was entertained in the tea garden, and made a hurried inspection of the show.

The plan of the main floor presented a different and much improved arrangement over that of previous exhibitions. Instead of the usual center aisle, which opened a vista of the entire depth of the hall, as visitors reached the top of the steps at the main entrance, the beautiful group of flowering plants and bulbs, arranged for effect, exhibited by Adolph Lewisohn, covering 400 square feet, came into view, and was flanked on either side by spaces of equal size, filled temporarily with specimen flowering plants in various classes. These gave way on Tuesday to the displays of cut roses by commercial growers covering 300 square feet, arranged for effect. To the right and left of these groups, wide aisles led toward the center of the hall, but which were in turn blocked by the magnificent rose gardens of F. R. Pierson, Tarrytown, N. Y., and A. N. Pierson, Inc., Cromwell, Conn. Between these artistic settings, was a magnificent group of acacias and imantophyllums exhibited by W. B. Thompson, Yonkers, N. Y. Either side of this display, the center aisles continued to the middle of the hall, where a wide space contained F. R. Pierson's group of ferns, arranged around a fountain basin 20 feet in diameter. To the left of this was the elaborate Dutch garden of John Scheepers & Co., Inc., New York. Balanced on either side of the central section, to the right of the Pierson Exhibit, the rock garden of the Detmer Nurseries, Tarrytown, N. Y., made a splendid showing. Continuing to the western end of the hall, the central aisles were again laid farther apart, along one of which came into view on the right the orchid section, and on the left, the beautiful gardens of flowering plants exhibited by Payne Whitney, Manhasset, N. Y. The other central isle was flanked by A. L. Miller's magnificent group of pot Easter lilies, the superb fern exhibit of the Robert Craig Co., Philadelphia, Pa., on one side, and the border planting of spring flowering bulbs of John Scheepers & Co.

Artistic Grouping.

The Adolph Lewisohn exhibit, covering 300 square feet, was one of the best arranged groups of foliage and flowering plants ever seen here. It was artistic to a large degree, each specimen being placed to show its beauty of bloom or foliage to the best advantage and add its color harmony to the whole decoration. The prominent plants were crotons, oncidiums in long, sprayed bloom, rising from a bed of adiantum colored with Primula malacoides, pink and white and other short flowering plants. The sides and background were tall acacias, buddleias, Tausendschon roses, chorizemas, Easter lilies and cibotiums. Another entry from the Lewisohn estate was the 400 square foot group; the beauty spot that burst into view as the visitors entered the hall, was bewildering in its great wealth of color. It appeared to contain every kind of greenhouse plant

that could be flowered at this season. The whole was most harmoniously arranged, both as to form and color. Acacias, buddleias, Tausendschon and American Pillar roses, nemesias, lilacs, larkspur, Cineraria stellata, Easter lilies, genistas, lupines and double poppies stood out prominently, while the ground work was composed of Primula malacoides, white and pink, and a grouping of Begonia Cincinnatti. The central feature was a fountain. All together it was a finished and most artistic arrangement, a great credit to John Canning, the gardener, under whose direction the plants were grown and arranged.

The garden effect, covering 400 square feet, of Payne Whitney, Manhasset, N. Y., Geo. Ferguson, gardener, was a mass of bloom. Primulas veris, malacoides and obconica, Cineraria stelleta, genistas and lilacs were the quantity plants. A sun dial was the center, and a round bed was encircled by a narrow path, which led out to the aisle. This was bordered with pots of lily of the valley. A high lattice fence in the rear made a good background. Adjoining this, Adolph Lewisohn covered 300 square feet with rambler and hybrid tea roses, all very well flowered, and artistically arranged.

Attractive Booths.

Several greenhouse construction firms erected sample houses and others had decorated office space. President A. L. Miller, in connection with the New York and New Jersey Plant Growers' Association, had a prettily decorated booth in this section. Kroeschell Bros. Co., Chicago, had an office space, and Hartman, Sanders Co., of New York and Chicago, had a large exhibit of pergolas and garden furniture.

The American Rose Society had a nicely decorated enclosure in the northeast corner of this section to which its American flag gave a patriotic note.

The tea garden on the balcony floor was decorated in a canopy of bunting of all the allied colors, it being conducted under the auspices of the Allied Loyalty League. The decorative garden effect, hedges, wild smilax, Roman seats, statuary, etc., were arranged by H. H. Burns, whose work was much admired.

The F. R. Pierson fern group in the center of the cross aisle, around the fountain, was a beautiful, restful picture. The large cibotiums raised high at either end, with their lace-like fronds, relieved the heavier green of the many varieties of nephrolepis, which are a specialty of the nurseries at Tarrytown.

The Dutch gardens of the John Scheepers Co., Inc., New York, was ideal in its conception, and finished in every detail. A neat, white paling enclosed the space which was divided, its length and width with a narrow pebbled path. A large octagonal pergola with fluted columns and arched over the top, all decorated with wild smilax, covered a space which, decorated with wicker garden furniture, looked very inviting. The four beds in the center of the garden, surrounding a bird bath, were filled with Couronne de Or tulips. A wide border next the fence encircled a real grass plot. The inside of the border was edged with evonymus. Hyacinths, tulips and daffodils gave a wealth of color to this arrangement. Tall cedars at the end and on one side, made a fine background. A beautiful border of tulips in variety, centered with Easter lilies, was also by the same exhibitors.

The rock garden of the Detmer Nurseries, Tarrytown, N. Y., covering 500 square feet, was greatly admired. There were three mounds of rocks, which with the various plants, looked very realistic. A stream of water, as from a spring, coursed along from one end of the rocks to the other. English primroses, irises, dwarf Japanese azaleas and Daphne Cneorum were also features.

There was the annual tug-of-war between F. R. Pierson and A. N. Pierson, Inc., in the rose garden exhibit covering a space of 500 square feet. Both gardens were artistic to a marked degree; nothing had been left undone that could possibly add to natural outdoor appearance. The judges deliberated for a long time, and finally gave the coveted blue ribbon to A. N. Pierson, Inc. A heavy, low, white, rather massive fence encircled the garden. This was well covered with Hiawatha roses in full flower, which against the white background, gave a fine color effect. The border contained Tausendschon and hybrid teas, while next the grass, was an edging of dwarf Baby Elegant. At the rear, a Greek temple-like pagoda and rostrum was covered with Hiawatha, with standards of baby rambler and well-flowered White Dorothy Perkins banked as a background. A white pebbled path divided the garden. The velvety green grass plots on either sides had border beds of Mrs. Cutbush. The corners and posts of the gateway were decorated with plants of the new climbing rose, Emily Grey, a beautiful orange yellow with glossy foliage. The whole effect was that of a well kept garden of roses in full flower in June.

The F. R. Pierson entry was beautiful in design. The plan showed a number of beds separated by well pebbled paths. The center grass plot had a round bed as the feature, surrounded by corner pieces. In the rear, in front of the curved pergola, was a round bed encircling a sun dial. A curved stone garden seat between this and the pergola, was backed with a border filled with baby rambler roses. A brown sanded fence enclosure around the garden was covered with Tausendschon roses. At each post were standard plants of Frau Karl Kruschki. The various beds were filled with hybrid teas, each a different variety, among them Mme. Ed. Herriot, Mme. Leon Pain, Radiance, Mrs. Aaron Ward, Mrs. Wakefield, Christy Miller, Mrs. H. T. Hillas, White Killarney, Prince de Bulgarie, Marie Adelaide and Cardinal. The four arched entrances and the pergola were entwined with Tausendschon roses. It was complete in every detail and left nothing to be desired.

Foliage and Flowering Plants

The group of foliage and flowering plants entered by W. B. Thompson, Yonkers, N. Y., had as its prominent features the magnificently colored specimen plants of Dracæna Victoria, Cineraria stellata. Primula malacoides and obconica, cyclamens, spiræas and amaryllis were the principal flowering plants, with choice palms and crotons to releive the color. The whole made a beautiful setting.

The Marinelli carnation exhibit of some 500 blooms from four to five inches in diameter made a unique and beautiful display. Many of them were of Enchantress color and there were all hues of the rainbow, except the yellow tones, which were lacking. A large vase in the center, filled with

EASTER PLANTS.
Pelargonium Easter Greeting.

NEW YORK SPRING SHOW.
F. R. Pierson, Tarrytown, N. Y., Rose Garden.

flowers of a lavender shade was very striking. The majority of the flowers (they were all cut) were exhibited in separate glass tubes, but there were several vases containing fairly long stems. The ball-like appearance is caused by a very short calyx, from which the outside petals fall down, making an almost perfect ball. These were exhibited by H. B. Marinelli, Montvale, N. J. Merveille Francaise is the largest of the varieties, some being nine inches in their curvature, having a great depth. It is certainly a wonderful flower.

Max Schling's beautiful window, with its artistically arranged baskets and vases of orchids and other choice flowers, was constantly surrounded by an admiring throng. The background of the enclosed space was decorated with a large landscape of vast extent, with a glimpse of a city at once side, and hamlets dotted here and there over large mountain ranges. A telegraph line, over which was an inscription, "In two hours, we deliver flowers to any city," told its own story. A feature was a changeable illuminated sign, called an attractograph, which presented artistic creations in flowers colored to nature that were in many cases life size. The frame was about 20 inches square, the pictures occupying at times the entire space. As an attractive window feature it is one of the most up-to-date methods of displaying pictures of plants and arranged flowers so far introduced.

The F. R. Pierson booth, or rather, decorated space, had as its features an array of ornamental flower vases and holders, a number of them filled with choice, long-stemmed roses. Ferns in commercial sizes were also prominently displayed.

The Charles H. Totty Co.'s space was gay with its vases of beautiful roses and flowering and foliage plants. Some of the roses were arranged in silver cups, won by Mr. Totty at various floral exhibitions. The various displays of pergolas, summer houses, garden seats and other like furnishings were quite extensive. There was great variety in the various structures and furnishings there being something to suit every location.

Wm. H. Duckham, Madison, N. J., had an enclosed and nicely decorated space, to which choice ferns and vases of handsome roses gave grace and a charming color effect.

The Rose Display.

There was a splendid exhibition of cut roses staged by commercial growers on Tuesday, the vases of 100 each being numerous and particularly fine. The arranged displays of 1,000 blooms, covering 300 square feet, entered by F. R. Pierson, Tarrytown, N. Y., and Traendly & Schenck, New York, were magnificent. Traendly & Schenck captured the first prize, second honors going to the Pierson entry. There were also exhibits from private growers staged on Tuesday, which included in addition to cut roses, various bulbous and herbaceous stock, occupying space on the balcony floor. Camellias were also a feature, Wm. R. Coe, of Oyster Bay, N. Y., exhibiting over 150 choice cut blooms.

Alfred Kottmiller's bride's table of white camellias and lily of the valley was very artistic.

Carnations and sweet peas were the features of Wednesday's display, a report of which will be given in next week's issue.

The Orchids.

The orchid display was not so extensive as in some former shows, but the quality of the cut blooms and flowering plants was easily up to the standard. Joseph Manda's first prize collection of cut blooms comprised 80 vases, many of them containing handsome sprays, and others, six or more flowers of a kind. A number of brasso-cattleyas of various crosses were wonderful in their size and coloring. Cymbidiums were also a feature. A collection of nine varieties of hybrid cymbidiums in pots made a fine showing. His six hybrid cattleyas in their distinct form and colorings were very beautiful.

Lager & Hurrell, Summit, N. J., exhibited a collection of 25 plants in flower, the varieties being cymbidiums, cattleyas, cypripediums and oncidiums. A group of choice cattleyas, oncidiums, phaleanopsis and cymbidiums was also staged by James B. Duke, Somerville, N. J., Arthur E. Miles, gardener. Several very fine brasso-cattleyas were prominent in this display. A group of 12 orchids in 12 varieties by the same exhibitor were exceptionally fine.

Arthur N. Cooley, Pittsfield, Mass., showed 50 vases of cut orchids, which contained rare cattleyas, among them being fine brassos and sprays of phaleanopsis.

A specimen Cattleya labiata with 24 flowers was staged by Bertrand H. Gardner, Ramson, N. J., Wm. Turner, gardener. A fine plant of Dendrobium nobile was exhibited by Miss L. D. Bliss, New Canaan, Conn. Very distinct were the seedling cypripediums, of which Kretcham Bros., West Nyack, N. Y., were the exhibitors.

Miscellaneous Features.

A. N. Pierson staged six very handsome plants of a type of Adiantum Farleyense which were much admired.

Harold J. Pratt, Glen Cove, N. Y., had several entries of orchids, the flowers of which were very odd and interesting.

Mrs. F. A. Constable, Mamaroneck, N. Y., James Stuart, gardener, exhibited a fine group of acacias, several of them large plants. A number of tubs of clivias, or imantophyllums, with their huge clusters of orange colored flowers, bordered this group.

The mammoth specimen kentias of W. B. Thompson, Yonkers, N. Y., and the handsome Caryota urens and Areca lutescens, staged by Mrs. F. A. Constable, had great decorative effect in their various locations.

The nemesia group of Adolph Lewisohn was wonderful in its great variety and wealth of color His crotons in two classes were well colored handsome specimens.

Trade Display.

The sides of the exhibition hall were given up to trade displays. On the north, the first space was covered with a pergola which housed the display of Bobbink & Atkins, Rutherford, N. J. Next came the "store" of Max Schling with its 12-foot show window and artistic arrangement of cut flowers and plant baskets. Chas. H. Totty & Co.'s well arranged enclosure was filled with choice samples of their plant and cut flower stock. A number of exhibits of garden furniture, pergolas, arbors, etc., occupied the balance of the north wall spaces. On the right of this aisle, the Central park conservatories arranged a large display of fine foliage and flowering plants, prominent among which was a large coffee tree some 15 feet in height, conspicuously filled with berries. These were arranged by Chief Gardener Olsen of the park. The entrance to the Dutch bulb garden of John Scheepers & Co. was also on this aisle. The very complete exhibit of A. N. Pierson, Inc., occupied about half the space along the south wall. This was roofed with a handsomely decorated pergola and contained a splendid exhibit of foliage and flowering plants. Roman J. Irwin and Maurice Fuld, New York, had adjoining sections in which their specialties were well displayed.

A. N. Pierson's arrangement of greenhouse, stove and flowering plants was very harmonious in its color effects, the dominant tone being purple, from the large number of well flowered bougainvilleas. A few genistas gave a touch of sunshine. Dracænas and pandanus were the principal foliage plants. The rock garden of the Detmer Nurseries extended to this aisle. The Muller Sealey Co.'s decorated garden space, and the Doubleday Page & Co. booth completed the exhibits on this section.

The Robert Craig Co.'s exhibit of nephrolepsis in variety was a splendid display of very well finished plants in all sizes. Several of the large specimens of Harrisii, Boston, Scottii and Teddy, Jr., were exceptionally well done. This group was most artistically arranged.

At the east end of the main floor, the Prospect park greenhouses had a fine group of foliage and flowering plants, a feature of which, mounted on tall, slender pedestals, were fine plants of Columnea gloriossa, the long, pendant, vine-like branches of which, with their scarlet blossoms, were very decorative.

The Awards.

Plants in Flower—Private Growers.

Amaryllis, 12 plants—Mrs. F. A. Constable, Mamaroneck, N. Y., James Stuart (Gr.), 1st.

Amaryllis, six plants—Mrs. F. A. Constable, 1st.

Azalea indica, specimen, any color, not less than three feet in diameter—James A. MacDonald, Flushing, N. Y., R. Hughes (Gr.), 1st.

Cineraria, hybrid, six plants—Mrs. W. D. Guthrie, Locust Valley, N. Y., 1st; W. B. Thompson, Yonkers, N. Y., A. Stricham (Gr.), 2nd.

Cineraria stellata, six plants—W. B. Thompson, 1st; A. Lewisohn, Ardsley, N. Y., 2nd.

Cineraria stellata, specimen, any type—A. Lewisohn, 1st; W. B. Thompson, 2nd.

Cyclamen, 25 plants, arranged for effect, decorative plants permitted—W. B. Thompson, 1st.

Chorizema, specimen—A. Lewisohn, 1st.

Cytisus, specimen, any variety—A. Lewisohn, 1st; Mrs. J. H. Wright, New York, Chas. Thomas (Gr.), 2nd.

Heliotrope, one standard, specimen—A. Lewisohn, 1st.

Hydrangea, three plants, not less than 8-in. pots—A. Lewisohn, 1st.

Hydrangea, specimen, not less than 8-in. pot—A. Lewisohn, 1st.

Imantophyllum, specimen—Mrs. F. A. Constable, 1st.

Lilac, six plants—A. Lewisohn, 1st; Mrs. Payne Whitney, Manhasset, N. Y., 2nd.

Marguerite, specimen—A. Lewisohn, 1st.

Primula malacoides, 12 plants—A. Lewisohn, 1st; Mrs. W. D. Guthrie, 2nd.

Primula obconica, 12 plants—Mrs. Payne Whitney, 1st; A. Lewisohn, 2nd.

Primulas, six plants in variety—Mrs. Payne Whitney, 1st; A. Lewisohn, 2nd.

Rhododendron, specimen—A. Lewisohn, 1st.

Schizanthus, three plants—W. B. Thompson, 1st; A. Lewisohn, 2nd.

Schizanthus, specimen—W. B. Thompson, 1st; A. Lewisohn, 2nd.

Spiræa or astilbe, six plants—W. B. Thompson, 1st.

Wistaria, specimen—James A. MacDonald, 1st.

Any other specimen flowering plant—A. Lewisohn, 1st; B. H. Borden, Rumson, N. J., W. Turner (Gr.), 2nd.

Flowering plants and bulbs, covering 400 square feet, arranged for effect (orchids excluded), suitable accessories permitted—A. Lewisohn, 1st; Mrs. Payne Whitney, 2nd.

For the finest collection of flowering bulbs and bulbous rooted plants—Mrs. Payne Whitney, 1st.

Palms and Foliage Plants—Private Growers.

Areca lutescens, specimen—James Stuart, Mamaroneck, N. Y., 1st; W. B. Thompson, 2nd.

Croton, 12 plants, broad-leaved varieties—A. Lewisohn, 1st.

Croton, 12 plants, narrow-leaved varieties—A. Lewisohn, 1st.

Dracæna, three plants—A. Lewisohn, 1st.

Kentia Forsteriana, specimen, single or bushy—W. B. Thompson, 1st; James Stuart, 2nd.

Kentia Belmoreana, specimen, single or bushy—W. B. Thompson, 1st; James Stuart, 2nd.

Phœnix Roebelenii, specimen—G. G. Mason, Tuxedo Park, N. Y., D. McGregor (Gr.), 1st; James Stuart, 2nd.

Palm, other than above, specimen, single or bushy—Mrs. H. O. Havemeyer, Stamford, Conn., Wm. Morrow (Gr.), 1st; W. B. Thompson, 2nd.

Group of flowering and foliage plants, ferns, palms and bulbs permitted, collection covering 200 square feet, arranged for effect—A. Lewisohn, 1st; W. B. Thompson, 2nd.

Ferns—Private Growers.

Adiantum Farleyense, or Farleyense type, specimen—W. B. Duke, Somerville, N. J., 1st.

Adiantum, any other variety, specimen—A. Lewisohn, 1st.

Cibotium Schiedei, specimen—A. Lewisohn, 1st; James Stuart, 2nd.

Fern, any other variety, not otherwise specified—Mrs. H. O. Havemeyer, 1st; Mrs. Payne Whitney, 2nd.

Stag's horn fern, specimen—James A. MacDonald, 1st; A. Lewisohn, 2nd.

Bulbous Plants—Private Growers.

Freesias, 12 pans, in variety—Mrs. Payne Whitney, 1st.

Hyacinths, white, three 10-in. pots or pans—B. H. Borden, 1st; Mrs. Payne Whitney, 2nd.

Hyacinths, pink or red, three 10-in. pots or pans—James A. MacDonald, 1st; Mrs. Payne Whitney, 2nd.

Hyacinths, light blue, three 10-in. pots or pans—B. H. Borden, 1st; Mrs. Payne Whitney, 2nd.

Hyacinths, dark blue or purple, three 10-in. pots or pans—James A. MacDonald, 1st; Mrs. Payne Whitney, 2nd.

EASTER PLANTS.
Hydrangea with Crepe Cover and Ribbon.

NEW YORK SPRING SHOW

A. L. Miller, Jamaica, N. Y. New Giant Easter Lily.

Hyacinths, yellow, three 10-in. pots or pans—B. H. Borden, 1st; Mrs. Payne Whitney, 2nd.

Lilies, 12 pots, any varieties—James Stuart, 1st; H. I. Pratt, Glen Cove, N. Y., F. O. Johnson (Gr.), 2nd.

Narcissus, six varieties, six 10-in. pots or pans—B. H. Borden, 1st; Mrs. Payne Whitney, 2nd.

Tulips, single early, six distinct varieties, six 10-in. pots or pans—Mrs. Payne Whitney, 1st; B. H. Borden, 2nd.

Tulips, double, in variety, six 10-in. pots or pans—Mrs. Payne Whitney, 1st.

Tulips, May-flowering, distinct varieties, twelve 10-in. pots or pans—B. H. Borden, 1st; Mrs. Payne Whitney, 2nd.

Hyacinths, in 10-in. pots or pans, eight distinct varieties—James A. MacDonald, 1st; Mrs. Payne Whitney, 2nd.

Tulips, variety La Reine Maxima, two 10-in. pots or pans—Mrs. Payne Whitney, 1st; James A. Macdonald, 2nd.

Tulips, variety Cramoisie Royal, two 10-in. pots or pans—James A. MacDonald, 1st.

Orchid Plants—Private Growers.

Six plants in variety, decorative plants permitted—H. I. Pratt, Glen Cove, N. Y.

Orchids in variety, three plants—H. I. Pratt, 1st.

Cattleya; Lælia, or lælia-cattleya hybrid—H. I. Pratt, 1st.

Specimen plant, any other variety—B. H. Borden, 1st; Miss S. D. Bliss, New Canann, Conn., John I. Burns (Gr.), 2nd.

Cut Orchids—Private Growers.

Collection of cut orchids covering 50 square feet—A. N. Cooley, Pittsfield, Mass., Oliver Lines (Gr.), 1st.

Roses in Pots and Tubs—Private Growers.

Collection of roses in variety, covering 100 square feet, arranged for effect—A. Lewisohn, 1st.

Roses, six ramblers, any varieties—A. Lewisohn, 1st.

Display of rose plants, arranged as a growing garden, hybrid perpetuals, hybrid teas, climbers and polyanthus types, covering 500 square feet—A. Lewisohn, 1st.

Cut Roses—Private Growers.

Eighteen Hoosier Beauty—A. Lewisohn, 1st; Mrs. Holbrook, Stamford, Conn., 2nd.

Eighteen Hadley—Mrs. F. A. Constable, 1st.

Eighteen Columbia—Mrs. W. D. Guthrie, 1st.

Eighteen Mrs. Charles Russell—Mrs. W. D. Guthrie, 1st; Mrs. Holbrook, 2nd.

Eighteen Ophelia—Mrs. W. D. Guthrie, 1st; Mrs. F. A. Constable, 2nd.

Eighteen any other disseminated variety, pink—A. Lewisohn, 1st; R. Masson, 2nd.

Twenty-five or more varieties, to be shown in one vase—J. A. MacDonald, 1st; Mrs. W. D. Guthrie, 2nd.

Miscellaneous—Private Growers.

Amaryllis, 12 spikes—James Stuart, 1st.

Antirrhinum, 12 spikes, pink—Mrs. Percy Chubb, Glen Cove, 1st.; H. I. Pratt, 2nd. 2nd.

Antirrhinum, 12 spikes, white—A. Lewisohn, 1st.

Antirrhinum, 12 spikes, yellow—A. Lewisohn, 1st; H. I. Pratt, 2nd.

Anthurium, 12 flowers—H. I. Pratt, 1st.

Calendulas, 25 flowers—Mrs. Payne Whitney, 1st.

Callas, 12 flowers, white—A. Lewisohn, 1st; R. Masson, Garrison, N. Y., 2nd.

Flowering shrubs, 12 sprays, one or more varieties—Mrs. Payne Whitney, 1st

Freesias, 25 sprays, white—Peter Hauck, East Orange, N. J., Max Schneider (Gr.), 1st; H. I. Pratt, 2nd.

Freesias, 25 sprays, colored—Mrs. Payne Whitney, 1st.

Lilies, 12 spikes—James Stuart, 1st; H. I. Pratt, 2nd.

Mignonette, 12 spikes—Mrs. Percy Chubb, 1st; Mrs. Payne Whitney, 2nd.

Stocks, 12 spikes, one or more varieties—Mrs. W. D. Guthrie, 1st; Mrs. Percy Chubb, 2nd

Tulips, 25 flowers, single—Mrs. Payne Whitney, 1st; James A. MacDonald, 2nd.

Tulips, 50 flowers, single—Mrs. Payne Whitney, 1st; J. A. MacDonald, 2nd.

Violets, 200 blooms, single or double—Mrs. Percy Chubb, 1st; Ethan A. Coon, Rhinebeck, N. Y., 2nd.

Vase cut flowers, not otherwise provided for—Mrs. W. Redmond Cross, Morristown, N. J., A. Sailer (Gr.), 1st; A. Lewisohn, 2nd.

Wallflower, 12 spikes, any color—Mrs. Percy Chubb, 1st.

Plants in Flower—Commercial Growers.

Marguerite, six plants—F. R. Pierson Co., Tarrytown, N. Y., 1st; Madsen & Christianson, Woodridge, N. J., 2nd.

Marguerite, specimen—Madsen & Christianson, 1st.

Spiræa, or astilbe, six plants, one or more varieties—F. R. Pierson Co., 1st.

Flowering and foliage, stove and greenhouse plants, covering 300 square feet, arranged for effect; suitable accessories permitted—A. N. Pierson, Cromwell, Conn., 1st.

Border planting; Evergreens, forced shrubs, rhododendrons, conifers, herbaceous plants, bulbs or any other hardy stock, covering a space approximately 10x40 feet—John Scheepers & Co., New York, 1st.

Rock garden, covering space 15x30 feet; suitable accessories permitted—Detmer Nurseries, Tarrytown, N. Y., 1st.

Palms and Foliage Plants—Commercial.

Areca lutescens, specimen, single or bushy—Robert Craig Co., Philadelphia, Pa., 1st.

Bay trees, pyramidal, two plants—Bobbink & Atkins, Rutherford, N. J., 1st.

Bay trees, standard, two plants—Bobbink & Atkins, 1st.

Bay trees, columnar, two plants—Bobbink & Atkins, 1st.

Box trees, pyramidal, two plants—Max Schling, New York, 1st.

Ferns—Commercial Growers.

Adiantum Farleyense or its types, six plants, not less than 8-in. pots or pans—A. N. Pierson, 1st.

Nephrolepis, specimen, any variety—Robert Craig Co., 1st; F. R. Pierson Co., 2nd.

Cibotium Schiedei, specimen, not less than 12-in. pot or tub—F. R. Pierson Co., 1st.

Ferns, collection, not less than 50 plants—F. R. Pierson Co., 1st; Robert Craig Co., 2nd.

Fern, specimen, any other variety—Robert Craig Co., 1st; F. R. Pierson Co., 2nd.

Bulbous Plants—Commercial Growers.

Lilium, 25 pots, one or more varieties—A. L. Miller, Jamaica, N. Y., 1st; Robert Craig Co., 2nd.

Bulbous Plants—Special Open Class.

Display of bulbs, etc., arranged as a bulb garden, covering 500 square feet. Appropriate accessories permitted. Quality of bloom, artistic arrangement, and general effect to be considered in making award. This class open to all—John Scheepers & Co., 1st.

Orchid Plants—Commercial Growers.

Group of plants in variety, covering 300 square feet (decorative plants permitted), arranged for effect—Joseph Manda Co., West Orange, N. J., 1st.

Group of 25 plants in variety, arranged for effect—Joseph Manda Co., 1st; Lager & Hurrell, Summit, N. J., 2nd.

Group of 12 plants in variety, arranged for effect—J. B. Duke, Somerville, N. J., A. I. Miles (Gr.), 1st; Jos. Manda Co., 2nd.

Six hybrid orchids, to be: Cattleya, Brasso-cattleya, Lælia cattleya, Brasso-Lælia, and Lælia—Joseph Manda Co., 1st.

Cut Orchids—Commercial Growers.

Collection of cut orchids, covering 100 square feet. Decorative greens permitted—Joseph A. Manda Co., 1st.

Roses in Pots and Tubs—Commercial Growers.

Display rose plants, arranged as a growing garden, hybrid perpetuals, hybrid teas, climbers and polyanthus types, covering 500 square feet—A. N. Pierson, Inc., 1st; F. R. Pierson Co., 2nd.

Trade Exhibits.

The following firms had space in the trade exhibit section, most of them displaying their specialties:

M. Adler, New York.
C. H. Allender, New York.
American Rose Society.
Am. Ghs. Mfg. Co., New York-Chicago.
Bartlett Co., Stamford, Conn.
Bobbink & Atkins, Rutherford, N. J.
A. T. Boddington Co., Inc., New York.
Campbell Irrigation Co., Woodbury, N. J.
Bon Arbor Chemical Co., Paterson, N. J.
Central Park, New York, plant exhibit.
Chronicle Press, New York.
Climax Mfg. Co., Castorland, N. Y.
The Cloche Co., New York.
Clock & Swan Co., Inc., New York-Boston.
Coldwell Lawn Mower Co., Newburg, N. Y.
Arthur Cowee, Berlin, N. Y.
Robert Craig Co., Philadelphia, Pa.
Davey Tree Expert Co., Kent, O.
A. T. De La Mare Co., New York.
Doubleday, Page & Co., Garden City, N. Y.
Wm. H. Duckham, Madison, N. J.
Farm Tractor & Supply Co., Boston, Mass.
R. & J. Farquhar, Boston, Mass.
The Florists' Exchange, New York.
Maurice Fuld, New York.
Fulper Pottery Co., Flemington, N. J.
The Garland Co., Cleveland, O.
Benjamin Hammond, Beacon, N. Y.
Hartmann-Sanders Co., New York.
Heathcote Service Co., Mt. Vernon, N. Y.
Isaac Hicks & Son, Westbury, N. Y.
Hitchings Co., Elizabeth, N. J.
E. F. Hodgson Co., Boston.
House and Garden, New York.
Wm. M. Hunt & Co., New York.
Ideal Lawn Mower Co., Lansing, Mich.
Wm. F. Kastings Co., Buffalo, N. Y.
The Kierle Spray System.
King Construction Co., North Tonawanda,
A. Kottmiller, New York.
J. C. Kraus, New York.
Kroeschell Bros. Co., Chicago.
W. F. Leary, New Rochelle, N. Y.
A. Lewisohn, Ardsley, N. Y.
Lewis & Valentine, Roslyn, N. Y.
J. B. Lippincott Co., Philadelphia, Pa.
Lord & Burnham Co., Irvington, N. Y.
Wm. H. Lutton Co., New York.
Macaw Bros., Norwood, Pa.
H. B. Marinelli, Montvale, N. J.
Matthews Mfg. Co., Cleveland, O.
Fred J. Mead, Newark, N. J.
The McCallum Co., Pittsburg-New York-Cleveland.
A. L. Miller, Jamaica, N. Y.
Miller & Doing, Brooklyn, N. Y.
Mountain Community, Inc., New York.
Muller-Sealey Co., New York.
National Association of Gardeners.
T. E. Nevins, New York.
N. Y. and N. J. Plant Growers' Assn.
New Britain Mch. Co., New Britain, Conn.
Niagara Sprayer Co., Middletown, N. Y.
Oldsmobile Economy Trucks.
A. C. Palm, Port Chester, N. Y.
J. A. Peterson, Cincinnati, O.
A. N. Pierson, Inc., Cromwell, Conn.
F. R. Pierson, Tarrytown, N. Y.
Pontiac Lawn Mower Co., Detroit, Mich.
Prospect Park, Brooklyn, plant exhibit.
Quality Brands Co., Cleveland, O.
L. J. Reuter, Boston.
Julius Roehrs Co., Rutherford, N. J.
Roman J. Irwin, New York.
John Scheepers, Inc., New York.
Max Schling, Inc., New York.
Schloss Bros. Ribbons, Inc., New York.
Shawnee Mower Co., Shawnee, Pa.
The Skinner Irrigation Co., Troy, O.
George L. Stillman, Westerly, R. I.
Henry Street Settlement, New York.
I. J. Stringham, Glen Cove, N. Y.
The Touchstone, New York.
Chas. H. Totty Co., Inc., Madison, N. J.
S. P. Townsend Co., Orange, N. J.
B. Hammond Tracy, Wenham, Mass.
Vaughan's Seed Store, Chicago-New York.
N. Wapler, New York.
Woman's Nat'l Farm and Garden Association, New York.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Easter Preparations.

In order to save money, time and worry, right now one must be making use of every spare moment in preparing and getting ready for the busiest week in the year. By this time much of the work should be under way, such as the selection and ordering of the plant stock. So many will leave this important duty to the last minute. They are called up by the growers to find out when they are coming out? "Oh, in a day or two." "Yes, you said that last week. You had better hurry for the stock is going fast." Then when at last they arrive, and find the best selected, they blame the grower for not looking out for them.

Last year's record of the Easter business, if one was made, is now most valuable for reference. Many important facts pertaining to the stock, both plant and cut flower, and the store management, that were forgotten, are brought fresh to mind and prove a great help, in avoiding the mistakes and profiting by the successes of the last Easter.

Of late years, plant baskets have become an important and most profitable stock to carry. Too much thought cannot be given to the preparation of a varied assortment of these splendid sellers. It is very important that a good line of baskets should be on hand, or if not, no time is to be lost in securing them. Quite a number of the trade have these receptacles, painted in one or two sets of duotone colors, which they feature this year, and which are exclusive with them. This is good business, as they then always have something different to show their customers in answer to their question, "What have you new this year?" The rectangular willow box, with handles at each end, gives variety and a very different effect. Pot covers for six and eight-inch pots are good stock, giving a plant just the finish that some desire and are willing to pay for. All these are good features, and should be ordered liberally, as any left over, are available for use all through the season for either plants or cut flowers.

If there are not enough made up magnolia wreaths, better get at them now than have to do it when the rush is on. It is certainly bad management to crowd into the last few days what can be done much better at this time. Frames that are likely to be used for cut flowers, such as wreaths, crosses, etc., should all be mossed and ready; in fact, all kinds of such preparatory work should be looked after and out of the way. To have to stop and moss up a frame during Easter week, is nothing short of a crime.

All kinds of printing and stationery should be in good supply. Tags, tag envelopes, order sheets, customers' cards and envelopes, are all important. Do not just think there are enough. Look, and be sure. The Easter invitation, or store circular, should be out and in the hands of customers and others before Palm Sunday. Whatever newspaper advertising is thought necessary, should all be decided on not later than 10 days before Easter. It is well to use the electros of the national publicity committee; they connect up with their advertising and are much better and cheaper than any you could have made.

Give some thought to the store arrangement of the plant stock, so as, if possible, to make a more intensive use of the limited space. Frequently, it is

EASTER PLANTS.
Cineraria with Mat Cover.

NEW YORK SPRING SHOW.
A. N. Pierson, Inc., Cromwell, Conn., Group of Foliage and Flowering Plants.

found, quite a lot of room can be gained, by turning things around a bit, and then one wonders why it was not thought of long ago. Temporary shelving over counters are a great help at this busy time. If it is necessary to get an annex or extra store for use as a receiving and shipping department, it cannot be secured any too soon. It is very discouraging in answer to an inquiry to be told, "I am sorry, but I rented it yesterday." Sometimes, a roomy basement is available, and is found to answer very well.

Often plants are to be shipped out of town, for which crated boxes should be prepared. Such packing takes a lot of time without these being in readiness for instant use.

Insist that growers clean their pots, particularly on the bottom, before they are sent in. Some are conscientious in this matter; others only make a stab at it, and do not seem to care. It is the job of the greenhouse man, and he should be made to deliver his pots clean.

Crepe paper pot covers can be made in sizes to fit pots from four to eight-inch, and bulb pans. Flexible, hard building paper, cut the proper size, makes very good patterns from which to cut the crepe paper. The edges can be bound together with a hand stamping machine, using wire staples, or sewed on a sewing machine. When ready for instant use, they save much time, and only require a thin tasselled cord around the bottom to give them a nice finish.

All these, and many other preparatory moves of a helpful nature, are possible, and relieve the trained workers of all such details, so that they can devote all their energies to the greater problems of the Easter business.

Featuring Easter Plants.

It is astonishing what a difference a little decorative touch will make to a flowering plant or combination of them in pan, box, or tub. To begin with, each pot should be covered with crepe or plain white paper, bound around with tape or tasselled slender cord the color of the flower. It is not necessary to have all decorated before being sold, but enough in each group should be so featured as to make them stand out from the others so as to attract favorable attention. It takes time and material, but the stock is there to be sold and the dressed appearance given by such decoration, adds 25 to 50 cents to the value of the plants, which can be further augmented by the addition of a few pussy willows and a bow of fibre, chiffon, or more expensive ribbon, which gives an artistic finish that is a wonderful force in the selling, and returns as well, a good profit on the cost.

Pussy willows can be used to splendid advantage, together with laurel branches or leucothoe sprays, in filling in the pot to make up for the lack of the natural foliage about the stem, which is common in rhododendrons and similar plants. Handles can be simulated with pussy willows, several sprays stuck in either side of a pot, arched over and intertwined to form a handle. With a good decoration on the pot, there is at once given a basket appearance. Shorter sprays may be used for the same purpose, which stand upright, and with pieces fastened diagonally across, give another form of handle.

An ordinary flat of tulips or daffodils, the box covered with crepe paper, and an arching of pussy willows from each corner, tied in the center, and the whole given a decorative finish with chiffon bows of a good contrasting color, presents an effect that adds immensely to its appearance and value.

Hydrangeas, blue, pink and white, while very showy in themselves, are helped wonderfully by covering the greenhouse tub with a mat, or substituting a white receptacle of the same size with gilt bands, or hand painted flowers. Placing these plants in duotone colored baskets, with correctly shaped handles, pink for the blue, and blues for the pinks, with blues or green shades for the white, tied with contrasting bows of silk or chiffon ribbon, give a finish that is sure to attract and quicken the sales. Many other plants may be treated the same way, and will, safeguarded from want of water by the tin linings of the baskets, add days to their life in the dwelling.

Round and oval wicker baskets, with side handles and tin linings large enough to hold rambler roses, hydrangeas, lilies, genistas and other plants from eight to ten-inch pots, should be used as much as possible for this stock. A knot of ribbon on the plant, connected diagonally with a band of the same to a showy bow, tied to one of the handles, provides a decorative touch that is sure to be admired.

Rectangular shaped boxes of skeleton willowware with painted or gilded tin linings, and handles at either end, are very attractive when filled with plants from four or six-inch pots, according to the size of box. Lilies, hydrangeas, or baby rambler roses, all of one color, look very well in these holders, particularly if attention is paid to color contrasts and finished with a little ribbon decoration.

Easter lilies, a number of plants together, in shallow white tubs with gilded bands, have a very finished appearance. Common, ordinary buckets, with the handles removed, painted white and bands gilded, make very good looking tubs. The supply houses always carry a line of wicker covers, with or without tins, for bulb pans from six to twelve-inch diameter, and the same sizes for pots. These are very good stock as they come in all duo-tone colors, and are at once a finished decoration. The same kind of covers made of birch bark add variety and their natural appearance will suit buyers who may not like the painted articles. These birch holders are very good for pans of pansies and Bellis daisies.

There is no question but these various forms of decorating and featuring plants are a great help in adding to their attractiveness, and this art should receive careful study by all retail store men.

Easter Plants.

What plants to stock up with at Easter, is always the problem of the store man. There are, to be sure, standards, such as giganteum lilies, rambler roses, hydrangeas and Holland bulbs, that are sure to appear as his quantity items, the only question regarding these being where are the best plants to be obtained. Belgian azaleas were always a great favorite, and while there will be a few, as provided for in last spring's importations, there is nothing like the old assortment, and these are said to be the last. Hinodigiri and other of the small flowered Japanese hardy types, that have been grown by nurserymen for border and lawn planting, force very well, and will in a measure, take the place of the more gorgeous Belgian sorts. While there will not be as many giganteums forced as formerly for Easter, the quality of the stock was never better. The plants are robust, well clothed with foliage of a good height, and very well set with buds. Many of the larger sized bulbs have sent up several shoots, which always make preferred pot plants, and are also especially valuable for cutting.

One of the most popular of the Easter offerings is the small tub, painted white, with the bands gilded. This filled with several pots of lilies, to form one large plant is generally a first selection with many buyers. Lilium candidum can be forced to good advantage. A number together, in a low pan or tub, make something choice for a particular customer. The hydrangea, on account of its wealth of bloom, is one of the most decorative of the Easter assortment. The old Otaksa, with its enormous heads of pink flowers, and Thos. Hogg, the white Japanese, have been largely superseded by the newer French varieties of the hortensis type, which in their great range of color, are truly superb. Avalanche, an immense white; Bouquet Rose, Baby Bimbinette and General de Vibraye are splendid types of this class. The blue varieties add greatly to the color assortment. They are grown into all sizes, the larger specimens being very handsome. Well flowered miniatures in four-inch pots are in great demand, being largely used in giving color to combination plant baskets.

Rambler roses are most popular at this time, their great wealth of miniature flowers in clusters, their slender branches, which are trained on globes, pyramids, umbrellas and other forms, as well as handsomely flowered pot plants of the large, and also of the baby type, making them among the best sellers of the Easter stock. Tausendschon is first choice, then Excelsa. Dorothy Perkins and Lady Gay are wonderfully fine when grown cold, their flowers showing brilliant shades of pink. Hiawatha and American Pillar are superb single flowered varieties. American Beauty and Magna Charta make splendid pot roses for Easter.

As a large, showy, full-flowered plant, the bougainvillea is sure of a place. These are now grown by specialists into fancy shapes that are entirely covered with bloom. The lovely genista, with its yellow tasselled sprays, is also one of the best of the Easter offerings. Well grown standards are particularly handsome. The six-inch pot size is handled in large quantities. These should not be held too long in the stores. They lose their brilliant appearance after two days.

There is nothing more choice than the heather. The white and pink, and the lovely cupressina, which in small sizes is so much used to lend an elegance to plant baskets, are the cream of every stock.

Spiræa japonica types have always been a feature at Easter, but unless grown here, will after this season, be but a memory. A few that were imported last spring, will be available.

Cineraries, with their bright, varicolored heads of bloom, are seen in every stock, particularly that of the grower-retailer, who is always sure to have a good-sized block for Easter.

Pelargonium Easter Greeting is one of the most showy of its type. When well flowered, it is a gorgeous blaze of color. A drop of gum arabic in the center of each flower will hold the pedals together for a long time, otherwise they are apt to shake off in transportation.

Well flowered Deutzia gracilis is a valuable plant at this time. Its hardiness makes it especially appropriate for the lawn or as a cemetery lot decoration, where it can be planted out. The hardy yellow Primula veris and English primroses, add variety, and when planted into pans, several together, are very showy.

Bulbous flowering plants, hyacinths, tulips, daffodils, etc., in pots and pans, are one of the most important sections of the Easter stock. Except for those who sell on the street or in stores where only low priced plants are carried, and where as a rule purchases are taken home by those who buy them, single plants of hyacinths do not pay to handle as the delivery eats up all the profit. Eight, ten and twelve-inch pans of hyacinths, tulips or daffodils are, however, very showy and salable, and can be turned at a good profit.

Pansies and Bellis daisies in pans, when well flowered are very inviting and spring like. If potted up for a week before, they will become covered with flowers, which profusion makes them very attractive. These are not to be placed on sale in the store except in lots that will clean up every day, as it is their brilliant, fresh appearance that sells them.

There are a number of flowering plants, that when well done, add va-

EASTER PLANTS.

Chorizema in Umbrella Form with Mat and Ribbon Trimmings.

NEW YORK SPRING SHOW.
John Scheepers & Co., New York, Dutch Bulb Garden.

riety to the Easter assortment, among others Mabernia or honey bell, stock gilly, wall flowers, calla several together, geraniums, Primula obconica, lily of the valley in pots and pans, begonias of the Vernon type, etc.

Easter Church Decorations.

The average retailer cares very little for the decoration of churches at this busy time; in fact, fights shy of such contracts, as unless a specialty is made of this branch of the business, with a large stock of palms and other foliage plants and all the accessories in good supply, it will be found very difficult, and greatly interfere with the increased trade of the store. As a rule, at the best, it is not profitable. The smaller churches will never have over $25 to $50 to spend, and for the latter price, will expect much for the money. Some of the Episcopal churches in the large cities arrange for quite elaborate decorations, but if plants have to be bought for the work, the decorator will have a hard job to figure out a reasonable profit.

Preparedness is a great factor in all work of this character. As soon as the contract is taken, those who will have charge of the job, should go to the church, look over the ground, make a pencil sketch and all necessary measurements for shelves, window ledge boards, set down number and size of foliage and flowering plants, height and number of pedestals, how much southern smilax, laurel or hemlock branches can be used to eke out the palms and get foot measurement and sizes of any crosses or other designs that are to be made of cut flowers. Specifications stating exactly how the various palms, flowering plants, cut flowers and designs are to be placed, should be written out in detail, which used for reference when the work is in progress, is a great help.

In all such decorations, when plants are placed in a warm church building to remain over night, and then be at their best until the close of the day, the greatest care must be taken to see that they do not dry out. All flowering stock should be placed in tin or galvanized buckets that fit into pot covers, with any intervening space filled in with sphagnum moss. When well saturated with water before being placed, they will then keep fresh without danger of wilting for at least 24 hours. Rambler roses, spiræas, hydrangeas, genistas, rhododendrons, azaleas and lilies, the most available plants for this work, all require to be well watered when in full flower, and are never safe unless such reserve supply as is provided by the buckets, is made for them.

The Azalea indica is the most effective of all flowering plants for church decoration, but unfortunately, they are now almost out of the market. A good substitute where a similar mass of white is necessary, is a rack frame with sloping shelves, on which can be placed white hydrangeas lying at an angle that brings all their flowers to the front. Pyramids of white can also be made with the necessary framework. All wood work used should be painted green, as should also all buckets, which conceals as well as preserves them. Leave the wire handles on the buckets as they are not in the way and much easier handled.

Frequently, it is found necessary to light up banks of green with pots of lilies, which it is found difficult to place or find support for when the decoration is in place. A very useful device for this work is a tin tube painted green, 10 to 12 inches long and two inches in diameter. This should have a good sized, stout wire hook soldered to one side at the top. When filled with water, and hooked on to a pot cover or stout palm leaf or other plant, it will support one or two lily stalks and give the same effect as a growing plant. Heads of hydrangeas will also keep if well filled with water before being placed in the tin tube.

Where large palms stand out individually, they can be made much more decorative, if placed in an extra-sized pot cover. The space gained is then filled in with flowering plants out of pots, the soil wrapped in cheese cloth. A few variegated vincas to hang over the front, make a good finish. Pack any crevices with damp sphagnum moss, which, when watered, holds the moisture a long time.

Boards or boxes of plants for window ledges greatly expedite the work if filled a few days before, as the foliage and bloom all turn to the front. Short branches of laurel or hemlock can often be made to take the place of valuable plants with just as good effect. It takes but a few minutes to place these in arranging the decorations, and they present a much better finish than hastily and loosely arranged plants, the pots of which are always hard to conceal.

The palms, pedestals, pot covers, etc., for the various decorations should be brought together a day or two before they are needed, in which case, they are better divided up. Without this selection, it often happens that there is very little left for the last two or three on the list, and there is then trouble that might have been avoided by better apportionment at the start.

Next Week in the Flower Shop.

The wonderful and sudden increase in the supply of flowers, and the great drop in prices, came like a thunderbolt from a clear sky. The retailer now has the opportunity to try out all kinds of publicity, the central idea of which should be to acquaint his customers and the public generally, with the fact that flowers of all kinds are now very plentiful, and particularly, that prices are greatly reduced. Frequent imitation typewritten letters, calling attention to new plants or cut flowers, or suggesting various uses for flowers, cannot fail to arouse interest in the store and its stock. Major O'Keefe has said that people do not have to be told of the beauty of flowers, but it is necessary to remind them of their uses, and that such information cannot be laid before the people too often. Flowers have a mission, which is to cheer the sick room, for birthday greetings, as an annual remembrance for the cemetery, carry congratulations for wedding anniversaries, for the coming of the stork, to brighten the dinner hour, or just a few for the library table. The various flowering plants as they appear, afford an opportunity for the store to get in touch with its patrons.

To get business, one must be constantly on the alert, doing everything possible to keep his store in the public eye. This is particularly true in dull seasons, or when the demand for some reason falls off. The street flower merchant as a rule sells to people who had no previous intention of buying, but purchased because the particular stock offered looked so beautiful. Had the day been stormy neither the street man nor his customer would likely have met and the stock would have remained unsold. This goes to prove that people will buy flowers if they are brought to their notice. In every large city, thousands of dollars worth of cut flowers are sold every fair day by the street men. Men who stand on street corners with trays of nicely made bunches of sweet peas, violets or other flowers, frequently take in from $50 to $60 a day, all from people who would not have gone into a flower shop to buy them.

It is but two weeks to Palm Sunday, and every spare minute should be utilized in preparatory work for the great event. Every step forward that is possible at this time relieves the great strain of the rush hours of the last few days.

Take a look over last year's orders, and see if they do not suggest where bookings may be made that might, perhaps, go elsewhere. A fairly good line of flowering plants and made-up plant baskets should now be carried and well displayed, a forward of the Easter assortment.

Now that roses are cheap, a window filled with vases, each containing a dozen or more of the various kinds in the market, all correctly labeled, is sure to attract attention. Do not neglect the names, legibly written, as the reading of these hold the onlooker to the inspection of the last vase.

A stunning show piece is a large basket of calendulas. These flowers are now very cheap, and when nicely arranged, and finished with an appropriate ribbon, present a brilliant color effect that is not possible with any other flower. They should be well soaked before making up, and if possible, have all stems in water.

Now is the time to push the replacing of the evergreens in window and porch boxes, also pansies and Bellis daisies. All commissions, such as these should be finished and out of the way before Palm Sunday and customers will, in most cases, allow them to be sent for and filled, if their attention is called to them.

There is always a number of Easter weddings. While the most important are no doubt booked by this time, many leave it to the last minute, and some profitable work of this character can still be picked up if the proper bid is made for it. A wedding window, with decorated kneeling stool, a few sample bouquets, etc., is apt to bring inquiries at this time. Sextons of churches frequently know of such events, and these minor officials, servants of the people, are well to have upon your staff.

Do not forget to feature the Florists' Telegraph Delivery, at all holiday seasons. There is certain to be a lot of out-of-town business. Let your customers know that plants and flowers can be delivered anywhere, and this will add materially to your profits.

Express Conditions Easier

Express officials at Chicago say they are now (March 17) taking shipments for Kansas, Texas and Oklahoma points.

Easter Prospects at Washington, D. C.

Continued adverse weather has been a source of considerable worry to Washington florists with the near advent of a comparatively early Easter. This city has escaped the terrific storms that spread over the north and west, but it has had its share of cloudy weather, with a larger number of rain and snow storms than usual.

"The date is a little against us," said David G. Grillbortzer, of the Washington Floral Company, speaking of Easter coming on April 4. "The delay in getting the Japanese bulbs to the United States set the growers back a great deal; they had to speed up production, but I feel confident that unless we have an unprecedented amount of adverse weather, most of the local growers will be right 'on crop.' The plants this season will be much better than during the past two years. In Alexandria, we have between 5,000 and 6,000 pots bearing from three to 15 flowers each. The hydrangea plants are looking excellent. We will have about 1,500 pots. The wholesale price in this market will probably be about $3 up. It is impossible at this time to predict the price of carnations. I believe that there will be enough to go around, but orders should be placed early to secure a choice of stock." W. N. S.

Grimm & Gorly Removal.

Grimm & Gorly, prominent retail florists of St. Louis, Mo., in a cleverly illustrated advertisement in the Post-Dispatch of that city, March 9, announce the removal of the firm to its new store, 712 Washington street, a splendidly equipped establishment the details of which were described in our issue of January 3, page 1237.

Easter Plants at Philadelphia, Pa.

The growers of this city, who make a specialty of flowering plants for the Easter season, have long been noted for the excellence and number of their various stocks, and this year, in spite of the many handicaps, finds them quite up to their high standard.

The Robert Craig Co. has an immense assortment, the leading features of which are giganteum lilies, in pots, and French hydrangeas. The accompanying illustration of one of their lily houses gives a good idea of their robust, sturdy growth, the pots on pedestals showing the size of individual specimens. The hydrangea house is a picture, the plants are particularly well budded, all shades from pure white to dark blue. A large house of rambler roses, tied in globes, pyramids and baskets, is well set with buds. There is also a house of Magna Charta and teas. A house filled with genistas is exceptionally well set with buds, all very shapely plants. Any grower would be proud of such stock. Hinodigiri azaleas, a mass of buds, look very promising. There are also a lot of nursery grown Azalea indica, which will carry a cloud of white blossoms. A new double daisy of Mrs. Sander type, is white with a yellow petaled center; it is called Craigii, and is a distinct novelty. A house of these will make splendid stock. There is also a large block of marguerites. Deutzias, American grown Spiræa japonica and pot lily of the valley, together with an immense assortment of ferns and fancy foliage plants, rounds out a splendid Easter stock.

A. M. Campbell, an enterprising grower, is a lily specialist and has the largest stock of giganteums grown for cut flowers in the United States. The accompanying illustration is of one of five houses which contain over 50,000 plants being brought along for the Easter market. He expects to handle over 200,000 flowers in the two weeks previous to Easter. Another picture is of a house containing 15,000 plants, all 24 to 30 inches in height. A close inspection shows the extreme vigor of the plants, which are the admiration of every grower who sees them. A block of hydrangeas are timed just right. A house of 8,000 Laddie carnations is an interesting sight.

Wm. K. Harris has a splendidly grown lot of Easter stock including rambler roses, lilies, deutzias, hydrangeas, genistas and a fine assortment of Belgian azaleas, which just escaped the embargo last spring. Ferns, rubbers and pandanus are features.

H. I. Foust, Merion, Pa., offers Easter lilies and Hinodigiri azaleas and hyacinths in pans. The azaleas are particularly fine.

Aschmann Bros. have a large stock of lilies, hydrangeas, primulas and a block of spiræas, also a lot of bulbous stock.

W. & H. F. Evans, Rolandville, are proud of their hydrangeas, which are exceptionally well flowered, while the Floracroft Gardens at Moorestown have two houses of exceptionally well grown French hydrangeas, and a good sized block of Easter lilies.

Godfrey Aschmann has a good lot of lilies, hydrangeas and cinerarias. Zeiger & Sons offer very well grown ramblers, and a block of Easter lilies. Hydrangeas are also seen here in good form. Macaw Bros., Norwood, have a house of trained rambler roses that are exceptionally well budded. J. Wm. Colflesh's Sons have several houses of well grown stock, of which Easter lilies, hydrangeas, daisies, duetzias and bulbous stock are leaders. K.

EASTER BASKET WITH HYDRANGEA, PANDANUS AND RAMBLER ROSE.

ORCHID NOTES.

Easter Orchids.

Dendrobium Wardianum was formerly looked upon as a nice and showy orchid for Easter blooming, a well-flowered plant in a greenhouse or flower shop always proving attractive. Unfortunately, this species, since its introduction about 62 years ago, has never been successfully cultivated. Previous to 1919, importations of this fine dendrobium could be depended upon annually from Burma and Assam, those coming from the first named place being considered of a stronger and better growing type. For two or three years, these plants would flower beautifully, after which they would gradually degenerate. At the present time, few can be found in the United States, available for Easter decorations. Furthermore, the federal horticultural board has placed an embargo against the inportation of this and other orchids for commercial purposes and as they have proved averse to cultivation in this country, will be looked upon as rarities in the future. While wonderful progress has been made in raising orchids from seed, laelias, cattleyas and cypripediums are practically the only types that have been experimented with to any degree of success, and these are as an acorn to an oak tree compared with the vast number of species and varieties that have heretofore been imported from the tropics, which may be placed in the same class with Dendrobium Wardianum. D. nobile is one of the oldest orchids for Easter use and seems to adapt itself readily to artificial cultivation. It certainly should receive more attention than it does at this season.

Oncidium Marshallianum flowers at this time, producing a number of yellow blooms on strong spikes. O. sarcodes, when well grown, sends out racemes six feet in length, covered with numerous chocolate-colored flowers. O. concolor, a dwarf-growing species producing recemes a foot or more in length, with flowers much the color of the English primrose, is quite interesting at this season, as is O. Cavendishianum with its many pretty yellow blooms of a peculiar shape produced in strong racemes. Unfortunately, these oncidiums have not proved thrifty under cultivation and may become rare for Easter use. Likewise, useful at this time are Phalaenopsis Schilleriana and P. Rimestadtiana, known as the moth orchids, the first named producing long racemes with 50 or more pink flowers that are most showy under artificial light, while the latter is pure white with flowers quite large and very useful in bridal bouquets. There will still be available, Vanda coerulea, the blue orchid, for any who wish this color. These spray varieties are growing in popularity each year, yet no grower, either in Europe or America has succeeded in raising any of those mentioned above in any quantity from seed, and as affected by the federal horticultural board's ruling may become flowers of the past, at least for commercial purposes.

Cattleya Schroederae has long been looked upon as an Easter variety, and under ordinary conditions seems to thrive. This is one of the few cattleyas that has a sweet odor which more than makes up for its pale color, although some of the types of recent introduction are much darker than the old variety of 25 years ago. Easter being early this year, not many C. Mossiae can be looked for, but at the present time, seedlings of laelia-cattleya and brasso-cattleya are produced in quantity and find many buyers. Some Cattleya gigas and C. speciosissima are seen in some places.

Cymbidium seedlings are now becoming popular. Their long racemes of bright flowers are most attractive and their good keeping qualities add further to their value for the florist trade. This seems to be one of the orchids that has been improved by the hybridist and grows unusually well with some, while others appear not to be able to manage it. Atmospheric conditions seem to be the sole reason for failure to succeed with this sort. When this is overcome and the less the fleshy roots are interfered with, the better cymbidiums will bloom.

The lily of the valley orchid, Odontoglossum Pulchellum, makes a good white sort for Easter. It appears to grow well, and is worth more attention than it receives.

C. Y. PRIPEDE.

ST. PAUL, MINNEAPOLIS, MINN.—Much greenhouse glass was damaged by the heavy storm here the night of March 16. Ed H. Goldenstein, of Vaughan's Seed Store, Chicago, was a recent visitor.

Spring Bedding Plants.

Successful growers of bedding plants for spring planting have learned from experience the importance of giving this class of stock the closest attention during the early stages of their growth so that extreme measures will not be necessary to hurry them up when needed for sale and outside planting. The best selling season for these plants is during the month of May, up to Memorial day, and while there is a call for considerable stock during June, the bulk of the orders are placed in May, and unless the plants are in good condition as regards growth and flower when the customers come to place their orders, a large number of plants are very likely to be left over at the end of the planting season to be sacrificed or thrown away. Nearly all of the so-called bedding plants are of comparatively easy culture, if started in time, and pushed along without a check, but if allowed to suffer in any way for the want of attention, they very quickly go wrong, and unless well grown plants are offered in exchange for the prices now asked, the customers will soon turn them down entirely. The public is now educated to a taste for the best products possible, and the cheap, poorly-grown bedding plants sold by the department

CATTLEYA SCHROEDERÆ.

DENDROBIUM NOBILE WITH 1300 FLOWERS.

stores in the pre-war days are gone (let us hope) forever. In those days, the grower did not make any money on them, and they certainly cannot be produced under the present conditions and sold at a profit lower than the prices asked by the legitimate trade. Easter is comparatively early this year, so that the grower is given more time to get his bedding and Memorial day plants in suitable shape for the time they will be needed, but the period between Easter and Memorial day is still very short for any other purpose than that of putting the finishing touches on the stock, and every effort should be made to handle the plants right along, giving them their needed attention, not waiting until the Easter stock is out of the way. If it is absolutely impossible to take care of them for lack of room or time, then as soon as there is any relief in these conditions, the plants should receive attention without further delay.

The late propagated stock is best suited for late planting or for sale during the summer months. This should be borne in mind when working along the plants, especially so in the case of geraniums. The fall propagated plants should be used for the earliest sales and planting, holding back those propagated during the winter months to be used for later planting and summer sales. The more tender of the bedding plants, like coleus, ageratum, achyranthes, etc., are very rapid growers, quickly developing into salable plants. This class of stock can be propagated up to early in April and still make good plants by the time they are needed late in May or early in June. It is well, therefore, at this time, to keep the propagating bed well filled up with every available cutting until the required number of these plants are accounted for. The secret of growing these soft-wooded plants well, is to grow them quickly, pushing them along from the time the cuttings take root until the plants are planted in their permanent summer quarters. The cuttings should not be left in the sand for any length of time after they have become rooted or they will get hard and wiry, which checks them greatly in their growth.

Be prepared to take care of the potting of them just as soon as the cuttings show a nice bunch of roots. All kinds of bedding plants that are to be transferred to outdoor conditions for the summer, need light, airy quarters, while under glass, but most of them will not do well under a low temperature in the early stages of their growth. After they have attained size enough to meet the requirements for which they are intended, they can be gradually hardened off in preparation for planting outside when the weather permits.

The ideal condition these plants should be in when the time comes for planting out, is dwarf stocky plants, with clean, luxuriant foliage, free of insects. To get such plants, they must have close attention to their general routine needs, particularly that of watering, airing and keeping the insects in check. A word as to the watering of these plants. While they must not on any account suffer for the want of water, yet at the same time, overwatering should be carefully avoided or the plants will quickly become long-jointed or leggy in growth.

Careful attention to the work of pinching back the growths evenly, as they need it, goes a long way toward having fine, dwarf stock of the foliage plants, when the time comes for planting out, and when dwarf stocky plants are planted the beds are almost sure to be successful throughout the summer months.

These quick-growing, bedding plants are very susceptible to attack from aphis, red spider and thrips, and the grower has to be on his guard all the time to keep these pests in check or they will soon cause him lots of trouble, if not ruin his plants, and the safest plan to follow is not to wait until the plants are infested, but as a preventative, attend closely to maintaining an even temperature and fumigate regularly once every week or 10 days, whether any insects are showing on the plants or not.

CARE OF GERANIUMS.

The geraniums are the leaders of the bedding plants, needing the largest amount of space, as well as the greatest care. They have to be strong, healthy plants, well in bloom, to command top prices and sell well. The fall propagated plants should now be given their final potting into four-inch pots. Where large numbers are grown, this is one of the big jobs connected with this work. They take up lots of room, which they need right now when the greenhouse benches are crowded to their limit with other stock, but unless they are given plenty of space, it is impossible to grow good geraniums. Another very important point to consider is that if they are not given the room, and attended on time, they will not be in good bloom for May planting. Geraniums need a fresh soil with strength enough to stand by the plants and promote active root growth, but which does not contain an overabundance of organic matter. Pot firmly and use caution in watering the plants until they have again become firmly established in the soil. It is best to keep them a little close for a few days to help them recover from the repotting, but as soon as the roots have started to move in

the soil, maintain a moderate temperature and ventilate freely as the weather will permit. Do not do any topping of the plants after this date, but encourage them to break freely and remain dwarf by giving them ample space between each plant for their best development.

MISCELLANEOUS BEDDING PLANTS.

Under this heading are included ageratum, sweet alyssum, coleus, pilea, heliotrope, petunia and others of this class being grown in pots. Attend to the repotting of them as they are in need of it. They do best in a lighter soil than that used for geraniums, and it should be more finely prepared.

HOTBEDS.

Well arranged, up-to-date hot-beds are a great source of satisfaction to the grower of large quantities of bedding plants, and it is a great relief to him when the weather becomes mild enough to allow for the beds to be put into action, and some of the plants transferred to them from the greenhouse benches. The grower who grows alternanthera extensively, could not get along very well without the hotbed to work along his plants in the spring of the year. They require a strong bottom heat to push them into active growth which cannot be given them on the ordinary greenhouse bench. Start up the beds the last week of March, allowing the heat to thoroughly warm up the soil before putting in any plants. After the soil becomes thoroughly warmed through, loosen it up well, and make it as fine as possible so that the small plants can be easily plunged to the rim of the pots. The alternantheras are not the only plants for which the hotbeds will come in useful. Any other plants or seedlings, such as begonias, centaureas, Vinca rosea, etc., that are backward in growth, will come along a great deal quicker in the beds than on a bench in the greenhouse.

COLD FRAMES.

The cold frames are equally as useful to the plant grower as are the hotbeds. They will carry quite a number of plants that require to be grown cool, as well as being a good place to harden off some of the more tender plants just before placing them in the open ground, and after April 1 there are many plants that will be better off outside in the cold frames than in the greenhouse, such as lobelia, verbena, bellis, Mme. Salleroi, flats of asters and snapdragon seedlings and the young carnation stock for field planting.

When thinking of the cold frames we are reminded of the pansies. These require attention at this time, especially those that were transplanted last fall, and carried in the frames over winter. As soon as the weather will permit, they will need to be gone over, any weeds removed from the beds, and the soil given a surface scratching. Also, there may be some dry places in the beds that will need to be watered. It is also none too early to make preparations for transplanting the winter-sown pansies from the flats into the cold frames. If they have had one transplanting in the flats, and have been attended to, they will be ready for the frames by April 1. Give them a light fairly rich soil. These late-sown plants are better for Memorial day sales than those carried over winter from last fall.

SEED TO BE SOWN NOW.

From March 15 to April 1 is a good time to sow seed of aster, snapdragon, calendula, marigold and other annuals for planting outdoors for summer cut flowers. After the seed germinates, the young plants grow very quickly, making it necessary to work the plants along just as soon as they are large enough to properly handle.

FLOWERING PLANTS FOR MEMORIAL DAY.

The demand for choice plants in bloom at Memorial day is increasing from year to year. There are large numbers of people who do not approve of plants on the graves of their departed friends, but like to have the mound sodded over and a choice plant or wreath placed there for special occasions. This idea creates a strong demand for choice stock for Memorial day. These plants have to be grown especially for the occasion; left over stock from Easter will be past its prime and will not do. Hydrangeas, dwarf rambler roses, rambler roses, pelargoniums and geraniums, grown as specimens, are very popular for this purpose and command good prices. To this list can be added a limited number of well grown fuchsias, petunias, canterbury bells and marguerites. To do these plants well enough to make them pay requires cultural skill and the closest attention as to their needs, but they will well repay any effort bestowed on them. They should now be well advanced in their growth, and from this time on, must not receive neglect from any source whatsoever.

C. W. JOHNSON.

Calendulas.

These popular and showy cut flowers are now quite plentiful in all markets and can be featured in the stores with profit. Their rich orange and lemon shades are very conspicuous and can be used with good effect in many ways. They are offered in various lengths of stem, the shortest of which look very well in small vase baskets or in cheap imitation bronze vases. Daisies, freesias, white sweet peas, and many other flowers may be used in combination with them. The accompanying illustration shows a Japanese basket filled with long stemmed stock and a few pussy willows, and tied with a bronze ribbon. They have even been made into wreaths for funerals and declared to be satisfactory.

It is well to take off much of the soft, heavy foliage, which requires so much water and wilts quickly if placed subject to drafts. Should fresh flowers wilt, if wrapped in paper to cover all the foliage, and placed in deep jars of water for a few hours or over night, they will completely revive.

CALENDULAS IN BASKET.

THE CARNATION.

Carnations De Luxe.

The accompanying illustration is of four new varieties of carnations grown by C. S. Strout, Biddeford, Maine. These flowers were photographed the second day after arrival for the exhibition of the Florists' Club of Philadelphia, Pa. A vase of several dozen of the same kept for four days in the Pennock Bros.' window, where they were much admired. A few of each variety were kept to show to growers in the firm's cold room, and were in very good condition for two weeks.

The varieties, three of each, are White Delight, Maine Sunshine, a clear yellow, sport of Matchless, white flaked pink, and Donald, a fine maroon. The flowers were of excellent quality in every respect.

Carnation Problems.

Paper by A. F. J. Baur, Indianapolis, Ind., secretary of the American Carnation Society, read at the annual meeting of the Tennessee State Florists' Association, Knoxville, February 5-6, 1920.

Having been given my choice of subjects, I will not inflict upon you a repetition of the old story of putting in your cuttings in January, planting in the field in April, benching in July, etc., but instead, will invite your attention to a few of the live problems confronting the carnation growers today. I will, of course, be glad to discuss with you, after we have finished with this paper, any cultural problems you may have.

Much has been said, during the past year or two, about the waning popularity of the carnation, the reasons therefor, etc. I contend that the carnation is not losing popularity, except in certain quarters, and in these instances, there is good reason for it, but not at all due to any fault of the carnation itself, nor the public. The fault lies entirely with the grower and the dealer.

There is perhaps no flower that offers a wider range of color or greater possibilities in combinations and contrasts than the carnation. Then, why, may I ask you, do the growers limit their stock to the few staple colors of white, two shades of pink and red, and why do not the dealers demand of the growers that they give them a steady supply of the many beautiful shades not seen in the large markets now? And why do they not avail themselves of the opportunity to use them when they are offered?

It is a well known fact one may become surfeited with the finest delicacies, if they are served up too steadily. Can you blame the public for tiring of the carnation, or of tabooing them in their home decorations, when the only thing they can buy is what they see at every funeral? Even at the funerals, there is too much sameness, and because of this lack of variety, the public tires of your carnations. I feel safe in saying that 90 per cent of the carnation sprays you make, are made of one solid color, and that color is either white, light pink or dark pink. How many of you have made sprays of the beautiful Benora, or a combination of Enchantress Supreme and Pocahontas? You have, all of you, made sprays of daffodils, but how many have ever used Yellow Prince carnations in a spray, and who among you, has ever gone out of his way to procure blooms of a flaked variety to offer a customer who would appreciate something different? This, I claim, is one of the principal reasons why the carnation has lost popularity in the big markets. It is up to you floral artists, to whet the public's appetite for new colors and combinations. You will find the growers ever ready to produce anything that you will assure them a sale for.

CARNATIONS DE LUXE.

White Delight, Maine Sunshine, Sport of Matchless and Donald.

I maintain that the carnation has lost popularity only in the large markets. Partly, for the reasons already stated, and for the further reason that the blooms are not handled properly. Unless there is a radical improvement in the method of packing and handling carnation blooms in the wholesale houses, there will be little chance for the return of the carnation's old time popularity. How many of the carnations that you buy in the average wholesale house, have even a semblance of the form the flowers possessed at the time they were cut from the plants? Especially is this true if the blooms were shipped to the wholesale house from a distance of a hundred miles or thereabout. While a pleasing color may be of first importance, a form that is pleasing to the eye, is not far behind. Most of the carnation blooms that come through the wholesale houses have a striking resemblance to colored rags tied to sticks. The grower who retails his own carnations, or the retailer who has his carnations brought to him direct from the greenhouses, finds the carnation as popular as ever, and especially so, if he does not confine himself to the three or four staple colors.

This brings us to the buying of new varieties; also, varieties of earlier introduction, but not seen growing in the average carnation range. That we must procure stock of the new varieties as they are offered, goes without the saying. New varieties must be produced; also, not only will improvement stop, but within a very few years, there would not be a single variety with health and vigor in cultivation. Unless there is a market for the fruits of their labor, the carnation breeders could not continue their work, and so there is a double reason why we should purchase the new varieties. Fortunately, those who follow this line of work, usually conduct either a plant or cut flower business, and do not depend entirely on the results of their breeding for their livelihood. Thus, they are able to carry on their work until they have produced a variety which they really consider an advance over existing sorts. That a large percentage of the new introductions fail of success is a well known fact, and

is often made the basis for complaint. To my mind, it does not signify that the carnation breeders are dishonest. To any one who holds any such opinion, I would suggest that they get personally acquainted with the men engaged in this line of work, and I feel sure that their doubts about the honesty and integrity of these men will soon be dispelled. This, I consider, is one of the real problems confronting the industry—to see to it, that there shall be no lack of confidence between the growers and the hybridizers.

Few, if any, varieties are disseminated these days, without having really made good with the originator, and given similar growing conditions on your place, will do the same for you. If one of these varieties fails with you, do not blame the disseminator, but rather blame yourself for having failed to provide the conditions most favorable to its maximum development. We, all of us, are inclined to pass final judgment on a variety after one season's trial. This is a mistake, for which the numerous introductions are largely responsible. If we were privileged to buy, for instance, a new white carnation only once in five years, we would exert more effort to learn the special requirements of each variety purchased. Very few growers succeeded with Mrs. Thos. W. Lawson the first season after its dissemination, but the few who did succeed, did it so especially well that almost every one who had bought it, resolved to master its whims, and finally, after a few years, every grower was producing his bench or house of Lawsons and swearing by it. Matchless had nearly the same experience. Many growers were disappointed in it the first year, but it showed up so fine at the exhibitions, and the more skillful growers did it so well, that many were encouraged to try it again, and now Matchless is displacing all other whites on many places. I do not mean to advocate three or four years' trial for every variety purchased. That would not be practical. But, the cases cited show that we should blame ourselves, rather than the disseminator, when a variety fails with us.

During the past two years, the dissemination of new carnations came practically to a standstill, and now that new varieties are being offered again, it might be interesting to run over the list of what we now have, and see where we may effect improvement by displacing the old varieties with the new. In white, we have been growing White Enchantress, White Wonder and Matchless, a trio that is hard to beat. Crystal White is now added to the list, and is finding favor with many growers. In flesh pink, Enchantress Supreme is still the leader. Laddie, which comes in the same color class, is really in a class by itself. Its size and general excellence are setting a standard for the breeders to aim at. Naturally, it does not bloom as freely as the standard varieties. Do not throw out all your Supreme to make room for Laddie. You will have use for both. In light pink, some are still growing Winsor and Gloriosa, for this is a color the public wants. Our own Ruth Baur comes in this class, and we will allow you to pass judgment on it next season. In medium pink, we have Mrs. C. W. Ward and Rose Pink Enchantress. Neither of these is entirely satisfactory, but nothing has appeared so far to displace them. Rosalia is easily the best in dark pink, although a few growers are still doing Rosette extremely well. Washington is also grown by those growers who stick close to the Enchantress family. In red, Beacon is still holding its own in some localities, but its propensity for splitting in mid-winter has brought it into disfavor with most growers. Belle Washburn is fairly free and fine in quality. Nebraska is freer in flowering, but not so good in quality. Merry Christmas, being our own production, we naturally think it is it. Peter Fisher is giving us Ethel Fisher, a scarlet, which he considers superior to Beacon and F. Dorner & Son's Co. are getting a fine scarlet ready for dissemination next year. Nic Zweifel's Edna, which we have on trial, is a splendid scarlet. We also have a fine scarlet sport of Rosalia, and expect to have it ready for you in the winter of 1921-22. In crimson, Pocahontas rules in point of quality, while Sam Goddard's Doris leads in production. Donald, as shown by Strouts, looks like a winner, and Bernice has made a splendid showing at the exhibitions. Benora has no rival in the variegated class, and Maine Sunshine is a yellow that will find a welcome wherever things out of the ordinary are appreciated. Just at this time, there is no flaked variety offered, but Strouts' flaked Matchless will soon fill this gap. There will soon be a supply in all colors, and the improvement of the carnation will again catch its stride.

Within the past two years, prices on cut blooms, cuttings and plants, have increased materially. There can be no denying the fact that the increased cost of production of both plants and cut flowers justifies this increase. The extraordinary demand, brought on by abnormal conditions, has shot prices skyward, which, however, need not cause undue alarm. But let us as soon as possible get our prices adjusted, keeping them as reasonable as may be, figuring on a basis of cost of production. On the other hand, we owe it to our employes, to see to it that prices remain high enough to keep their wages where they now are. Greenhouse employes have never received the pay they were entitled to, as compared with wages in other industries where the intelligence required is no greater, and the acquirement of skill and proficiency demands time and patience. Wages in other industries are high, and probably will be reduced in the future, but greenhouse wages must remain where they now are.

Greater effort should be made toward producing in each growing establishment, its maximum yield, rather than to raise prices unduly. There are too many houses that produce only a half crop. In every large flower market, you will find a few growers who are making money, selling their product in the same market that consumes the product of numerous growers who barely make both ends meet. They do not get higher prices for the same grade of stock, but they produce a higher quality, and at the same time, secure the maximum yield from their houses. Better growing methods are needed, rather than radical increases in prices. Along this line, I might mention the possibilities in carrying carnation plants through a second season. This question has been discussed pro and con on numerous occasions, and having practiced it more or less during the past 10 years, our experience might be of interest to you. We have not found all varieties amenable to this treatment. Some sorts will not bear the summer heat as well as others, and therefore, are not so good for this purpose. We have carried over successfully, White Enchantress, Enchantress Supreme, Pink Delight, Good Cheer, Beacon, Ruth Baur, Rosalia and a number of seedling varieties. We have failed with Gloriosa, White Wonder and Benora. We find, the key to success in this is to avoid cutting back the plants too hard at one time, and to get them restarted before the summer's heat sets in. Having a considerable rooted cutting trade, we are able to work to better advantage than the purely cut flower grower. We will select a bench or house for carrying over, and begin propagating early in December, taking off all the young breaks as fast as they reach the proper size for cuttings. We continue this until the end of the propagating season, by which time the crop of blooms is beginning to thin out, and by May the cut will be entirely off. We then go over the plants and trim back any stems that were not cut low enough at the time the bloom was taken, our aim being to keep the plants compact. If there is much dry foliage, we remove what can be taken off without barking the stems. After that, we top the young shoots the same as on newly benched plants, until we are ready for the crop to come. We aim to have the crop come in late August or early September, as by that time, the asters are usually on the wane. Should we decide to carry over a variety of which we have plenty of stock without using the cuttings as stated, we allow the plants to come along naturally until about March 1. At that time, we cut back all the shoots that have not reached the bud stage. In this way, the cutting back is done gradually, and the results are the same as in the other method. Our records show that taking a bed over a period of two years, counting the cuttings taken and the blooms cut, the yield will run away ahead of a bench planted each year with young stock. I feel that this method could be employed to good advantage and made to yield a handsome profit by the carnation growers. Whether it would be as successful in the south as in the northern latitudes, I am not prepared to say, and this calls up the question of varieties adapted to your climatic conditions. Sooner or later, there will be developed a strain of carnations that will thrive in your warmer climate. I cannot suggest any definite course of procedure, except that by a series of crosses, you will gradually evolve a strain especially suited to your needs. Some of your growers have raised seedlings, and I would urge them to continue making crosses from year to year, selecting each year those varieties showing the greatest heat resisting power.

I would feel remiss, did I not embrace this opportunity to speak a word for the American Carnation Society. This society has worked for the advancement of the carnation since the year 1891, and it is generally conceded that no society has worked more effectively than the A. C. S. From a mere handful of enthusiasts, the membership has grown to nearly 400. After compiling a list of varieties numbering about 1,500 and containing numerous duplications, a system of registration has been carefully kept, which has prevented confusion such as existed before the society came into being. Through its annual exhibitions, it has given the hybridizers opportunity to show their new varieties, and at the same time, the members an equal opportunity to compare them with the standard sorts. The result has been fewer introductions, with a higher average

quality. Do you know that during the period between 1856, when the first perpetual flowering carnations were imported to this country, and 1891, when the American Carnation Society was organized, there were more varieties disseminated in this country than during the period between 1891 and 1920, and that in spite of the fact that this latter period represents the industries's greatest advance? The credit belongs to the American Carnation Society, for no disseminator would think of offering to the trade a new variety without having first sought the American Carnation Society's stamp of approval. And, inasmuch as this approval is given only on the recommendation of a competent set of judges, whose integrity has never been questioned, the tendency has been to hold down the number, and raise the quality of the varieties offered for sale. The benefit has been more far reaching than some of us may realize. They reach practically every one connected with the florist's industry, for what retailer does not handle carnations in greater or lesser quantity? I maintain that the high quality of the stock offered these days is due in large measure to the encouragement given by the American Carnation Society.

FLORISTS' PALMS.

Early Spring Care.

Such a winter as has been experienced in a large portion of the United States in the season of 1919-20, means the use of a great deal of artificial heat in order to maintain a night temperature of 55 to 60 degrees in the palm houses, and for that matter, even to keep such a temperature in the day time, has frequently required strong firing, for there have been very many cloudy days since January 1. These conditions make it just a little more difficult to keep plants in good condition, for the intense firing dries both soil and atmosphere, and provides the right surroundings for an outbreak of noxious insects, if any such are in hiding in the houses, and it may be said in passing, that even before we had a federal horticultural board to call our attention to such matters, the ordinary practical plant grower could find some insect pests on his stock, and in the majority of cases, knew very well how to dispose of them.

The most troublesome insects at this season of the year among the palms, are thrips and red spiders, both of which flourish best in a comparatively dry atmosphere, and as both these pests are sucking insects, they soon injure the foliage they attack. Vigorous and thorough syringing with a good pressure of water helps very much in the fight against thrips and red spider, but this seldom reaches all the crevices about the leaves, and it therefore becomes necessary to spray and dip with insecticides, the majority of growers depending on the soap and nicotine solutions that have so frequently been described in previous issues of THE AMERICAN FLORIST.

Red spider is one of the mites, and like the itch insect, is more susceptible to sulphur preparations than it is to nicotine. With this peculiarity in mind, the dip for plants that are affected with red spider usually contains some sulphur, while that used against thrips only needs soap and nicotine to make it practically a specific.

Comparatively few fungoid diseases trouble the palms that are grown commercially, although it is not uncommon to find a pustular fungus on some of the phoenix, especially when plants of this genus have been grown in too cold and wet houses. And occasionally some sort of stem rot will appear among the kentias, but it has not gained much headway, although known to growers for the past 25 years, and does not seem to assume an epidemic form at any time.

There is a possibility that these fungoid troubles, slight as they have been so far, are encouraged by an insufficient supply of fresh air and too much shade during the winter, for there is no question that the less shading one has on the palm houses during the months of November, December and January, the better it is for the stock, and wherever the sunshine reaches, there are few fungoid growths. But as the latter part of February comes around, the sun becomes very powerful, and on account of the many imperfections in the average greenhouse glass, a light shade is necessary to prevent burning.

SHADING AND POTTING.

The cheapest shading material, and perhaps the best for obstructing the heat rays during very hot weather, is ordinary whitewash, but as this is liable to wash off with heavy rains, and as the lime is far from beneficial to paint and putty, many growers use white lead preparations instead with a view toward saving both paint and labor.

The spring potting cannot be done too soon now, for the growing season is on, and to keep up the stock in these times of comparative scarcity is not an easy matter where a variety of sizes and forms are desired.

There are many hundreds of species of palms, but up to this time, the kentias seem to keep the front row to themselves as florists' palms, and if we may use a fashion term in this connection, we might say that the made-up style of kentia is mighty near to being the only palm in the eyes of the decorator. It requires a good deal of stock to keep up a line of sizes in made-up kentias, from the fact that each plant of that type is composed of three or four individuals planted together in one pot or tub.

GYPSOPHILA PANICULATA.

Small palms for centres of ferneries and for basket work are always in demand in greater or less quantities, and therefore, there continues to be call for Cocos Weddeliana and small Kentia Belmoreana, these being the favorites with most buyers. Few livistonas are now seen, and yet some nicely grown L. rotundifolia are most attractive and frequently sell well. Seeds of this palm, and also those of the cocos, usually come on the market in spring; in fact, Cocos Weddeliana frequently arrives in January, but these early shipments are rather risky on account of frost, the shippers in the sunny south failing to appreciate the fact that our part of the earth is liable to be pretty cold in January.

W. H. TAPLIN.

Gypsophilas.

The value of the gypsophilas is recognized by the retail florists for the many ways in which the spray of minute flowers can be utilized to add grace and beauty to bouquets, sprays, baskets or floral work of any kind. For the gardener, they make valuable plants for the hardy or annual border, and they are great favorites with the amateur, because of their value of adding grace in combination with other flowers. The demand for the cut sprays for floral work is large enough to make it profitable for the grower to give these plants his careful attention. There are two separate classes of gypsophilas, the annual and perennial varieties, and

both are equally as beautiful and useful. The annuals are grown from seed sown outdoors in the spring as soon as the ground warms up a trifle and several sowings can be made in succession to keep up the supply throughout the summer.

The best plan to follow in the culture of the annual gypsophila is to sow the seed thinly in rows about 18 inches apart, then when the young plants are large enough, thin out to eight inches between each plant in the rows. Cultivate freely while the plants are in the young stage, then when they have attained a good size, it is best that the ground be not disturbed, but after the last cultivating, or as the weather becomes warm and dry, it is a good plan to spread a thin mulch of well rotted manure around the plants in the rows, but do not cover the whole ground to exclude the sun from between the rows, because gypsophilas do best when the ground is moderately hard and dry.

Large numbers of these annual gypsophilas are grown in the greenhouse, to supply the demand for sprays for bouquets in the spring, and for Memorial day. The seed is sown late in December, the young plants transplanted in flats of three inches deep to fit shelves in a house with a temperature of the same degrees as that given carnations. The plants remain in the flats until the sprays get ready for cutting, when the plants are cut off close to the soil and the stools thrown out. The plants may also be started the same way and grown in about three inches of soil on a bench, where they will get the full light, but bench room is not always available, and they do just as well in the flats. Elegans grandiflora alba and Elegans rosea are the two best of the annual gypsophilas.

HARDY PERENNIAL GYPSOPHILAS.

These are among the most useful of the hardy plants, and no herbaceous border is complete without them. The cut sprays are also exquisite as fillers in bouquets in combination with other flowers. They can be used when freshly cut and the double variety when cut and dried, will last two or three months. The plants will thrive in any garden soil in a sunny position, their time of flowering being during the months of July and August. They can be raised from seed, or the plants increased by cuttings or divisions. Seed sown in flats in the greenhouse in January, transplanted as soon as the plants are large enough, and planted outdoors in April, will bloom in July and August. As these are permanent plants, they should be given a little more room than that advised for the annual varieties, otherwise the same cultural directions will suit them. July is the best time to propagate from cuttings. They will root readily in flats of sand under a shaded sash in the cold frame or greenhouse. The latter part of September is the best time to increase by division, and as soon as the divisions or cuttings have made roots, they should be planted into their permanent location so as to get well established before severe weather sets in. Their general after treatment in the ground, should be the same as that given other herbaceous plants. The best varieties of the perennial gypsophilas for the florists' use are paniculata flore-pleno, double white, of recent introduction, a most desirable addition to this class of plants; paniculata or baby's breath, the old-fashioned single white variety; acutifolia, similar to the foregoing in large panicles, and Scarzoneraefolia, a beautiful rose-colored baby's breath, grows about three feet high and bears an abundance of rose-colored sprays throughout the summer and is a very beautiful variety. There are also several varieties of the gypsophila which are more adapted to rockwork or low border plants than for cut flower purposes.

C. W. JOHNSON.

When Artificial Plants Pay.

There is at times a demand for decorations of plants in locations where there is little but artificial light, or such dark corners that ferns, palms and other like plants could not survive for any length of time, in which case, it is well to resort to prepared material, such as ruscus, prepared phœnix and sago leaves. This material is largely in the hands of the artificial plant and flower men, but it is of such a nature and comes so into competition with the stock of the florist, that there is no reason why it could not be handled and become a source of profit to the florist as well.

Sago palm leaves are largely used in imitation of the natural for funeral designs, sprays, etc. Therefore, why not make them up to simulate growing plants to be used in decorative effects for situations as described above, such for instance, as permanent decorations in the automobile show rooms, which are now considered so necessary.

Many very good effects can be made with pyramid, globe or standard forms in imitation of boxwood, with green ruscus. This material can be stemmed and filled into various packed forms of sphagnum moss, that when nicely made, is when a short distance away, difficult to distinguish from the real box, especially when placed in a fancy jardiniere or painted plant tub, such as carries the genuine plant. It is not necessary to have wire forms for the moss; fill a plant tub with an inch or two of pebbles, and the balance of the space with sphagnum moss, then insert in the moss to the bottom of the tub, and around its edges, stakes that at the proper height are drawn in at the top and tied to a point. When mossed and tied securely, there is a good pyramid from which can be built a very shapely plant.

Balcony boxes or blank window spaces can be filled to resemble the curved box bush, by making small, slender pyramids at the ends, then curving the ruscus sprigs as inserted to the center. Make a standard or globe form, which can be formed by covering with the ruscus a ball of moss with a piece of a broomstick covered with fibre for a stem, which, rising from the center of the curved boxwood, makes a decorative finish.

With the necessary prepared phoenix and cycas leaves, it is not at all difficult to make very good looking imitations of the real plants, the leaves being bound to round stakes, which when the plant head has been formed, are covered with palm fibre, and firmly secured in the bottom of a jardiniere or plant tub; they present individual specimens, suitable for decorative effects in positions where live palms or ferns would not for a moment be considered.

Garlands can be made of the ruscus to be used in permanent canopy effects, or in festooning over balcony fronts. Hanging baskets can also be filled with this and other such material to have a quite natural look. Standing jardiniere boxes of similar stock also can be used with good effect in such show rooms.

These "make believes" are to take the place of greenhouse stock, only where decorations are desired, and live plants would have to be so continually renewed that the expense would make their use prohibitory.

Lattice frames, decorated with artificial ivy, are useful in covering large blank wall spaces. These should be arranged as if growing from boxes or pots, which greatly adds to their natural appearance.

When used in connection with live plants, which can be given favorable locations, they work in very well, and all florists who do a decorative business should be able to handle this artificial stock to good advantage.

K.

Allied Florists' Association of Illinois.

H. V. Swenson, Chicago, secretary of the Allied Florists' Association, in a recent communication to the retail trade, refers to the abnormal supply of flowers on the market at the present time, due to weather conditions, the express situation and other factors, and that the retailer in such times of glut should feel his responsibility and do his utmost to move this surplus.

Attention is called to the series of advertisements which will appear in the American, Tribune, Daily News and Herald-Examiner during the week, March 22-26, which will be read by 1,678,000 people, without duplication, and also a two-day series, featuring the fact "Flowers Are Plentiful," March 15-16, in the Daily News, Herald-Examiner and American. Mr. Swensen answers the question: "What am I going to do with the extra flowers?" He says: "Sell them by putting on a sale for a few days. Make the price so attractive that the public will buy. You will bring people into your store and make new customers that way. Marshall Field & Co. does it—why not the florists? It is better to make 100 sales at a profit of 50 cents each than 10 sales with a profit of $1 each. Figure it out. Go after business. You only get half as much if you wait for it to come to you. If I can be of any assistance to you, do not hesitate to call me up—Harrison 6075."

Evansville, Ind.

Trade during the past week or 10 days has been very good; in fact, March is showing a better volume than the corresponding month last year, with prices considerably higher. A high death rate during February and the present month, both in this city and southern Indiana towns has brought a decided increase in business. There has been a scarcity of plants for several weeks. Indications point to continued good sales during April and May.

George Blackman, of the William Blackman Floral Co., was prominent in the spring convocation of the Scottish Rite Masons, held in this city, March 16-18, which brought visitors from three states.

William Carlisle, florist, of Nashville, Ky., and Miss Georgiana Haines, also of that place, were married recently at Hopkinsville, Ky. They will make their home in Nashville.

W. B. C.

ATLANTA, GA.—Mr. and Mrs. J. H. Nunnally are cruising the Florida east coast in their yacht, Toxaway.

DETROIT, MICH.—M. Bloy and wife are touring Florida in their auto. Mr. Bloy writes from Miami, March 12, reporting a fine time.

Are You a Supporter?

Thomas A. Edison says: "When I want to discover something, I begin by reading up everything that has been done along that line in the past. I gather the data of many thousands of experiments as a starting point, and then I make thousands more."

Now, its application: Your publicity committee discovered the need of an advertising campaign; they began by reading up everything pertaining to publicity campaigns along similar lines; they are still gathering data—but the fund still needs thousands more to carry on an effective work. And you are going to help it along, because it is worthy and incidentally beneficial. We are continually being reminded of the possibilities of our slogan, "Say It With Flowers," but make it work for you by giving it proper support. All agree with its power to make new friends, but your loyalty must be proven by your financial as well as moral support, and the more reliance you put into it, the more dividends it will return to you. Put into practice the old slogan we know so well—"Eventually, why not now?" This is the time to test its merit, and the more we put into it, the more it will work for us. Your duty is merely a voluntary one, and the pleasantness of it, should give you keen satisfaction in the fact that you have helped make it a national by-word, and that you did your share in the success, which has been proven already.

You want to sell more flowers, and it is self-evident that for every dollar given, 10, yes hundreds, will roll back. Our slogan is welcome everywhere, and is so fitting on all occasions, that its use is unlimited. But we want to keep spreading it everywhere, so that wherever you see it applied, you can feel that you helped support it. B. C. Forbes says: "There must be output before there can be income." This is the shortest and best definition of economics, and aptly applies to our campaign. If you would derive benefit, help its progress.

HENRY PENN,
Chairman Nat. Publicity Campaign.

National Publicity for Flowers.

There has been a good demand for the new Easter and Mothers' day newspaper electrotypes illustrated in the January issue of the Journal of the S. A. F. and their use will link up well with the advertisements for these days appearing in the magazines. The electros are so designed that a business card or other matter can be added to them by the newspaper compositors without injuring the general effect. Florists who have not availed themselves of the various electrotype offers of the promotion bureau should send in their orders to the secretary without delay, as on April 1 electrotype founders all over the country will adopt a new scale of prices, due to the high rate of wages they are now called upon to pay, and these prices will be in the neighborhood of 100 per cent advance on the prices we are now receiving, as we are running upon a contract placed long ago, and which has permitted of our prices remaining unchanged despite the fact that the foundry quotations have naturally advanced within the past year.

Florists are also reminded that our series No. 2 lantern slides contains one for Easter. All who use the moving picture houses for their local advertising, should have this series. Series No. 1 contains a slide for Mothers' day. All slides are in colors and there is room on each for a three line imprint, which we furnish.

With the winter practically over, little difficulty is experienced now in the installation of billboard signs. Orders for several of these signs have been received of late and shipments are made from the factory as fast as orders are received. Hundreds of florists have locations upon their own establishments which would suit a billboard installation admirably, and the cost of such a sign, $50, should not stand in the way of an installation. The slogan: "Say It With Flowers" exerts a tremendous power, and used in this form, is of great advantage to the publicity campaign.

We are still waiting to hear from those florists who have not yet subscribed to the campaign fund. Their apathy is hard to understand. Here is a movement destined to put money in their pockets—it is doing it already—yet they are not supporting it. It is no lottery; it is an investment, pure and simple, and good returns must surely result. As one of our enthusiasts recently said, "Through this campaign, the florists are doing what they should have done years ago, what other producers have been doing and are still doing—advertising their products. Some concerns are advertising for a market for their products even before they build their establishments to manufacture them. The florists have the goods, and their market should be on a par with their production." It is merchandising in every sense of the word. Why not lend your immediate support to the campaign; it is greatly needed at this time? The matter of the amount of a contribution is left entirely to you. There is no criticism. Our work must go on; to falter now would be to lose all we have gained. Let us hear from you.

The following subscriptions have been received and are in addition to those previously reported, for four years, unless otherwise stated:

W. W. Anderson, Chicago	$10.00
D. C. Horgan, Macon, Ga., (1 yr.)	25.00
John Scott Est., Brooklyn, N. Y.	10.00
Woodlawn Gdns., Edwardsville, Ill.	10.00
V. Bezdek, Gross Point, Ill.	10.00
Pierce Bros., Waltham, Mass.	25.00
S. Kahn, Bulls Head, N. Y., (1 yr.)	10.00
E. Blameuser, Niles Centre, Ill., (1 yr.)	10.00
Haentze Fl. Co., Fond du Lac, (1 yr.)	5.00
F. H. Lemon & Co., Richmond, (1 yr.)	5.00
Goodbrad Floral Co., Mobile, (1 yr.)	10.00
Espelin Fl. Co., Ft. Collins, (2 yrs.)	5.00
Frey & Frey, Lincoln, Neb., (1 yr.)	50.00
A. R. King, Winnipeg, Man., (2 yrs.)	10.00
Knull Floral Co., Tampa, Fla., (1 yr.)	5.00
Alfred Burton, Philadelphia, (1 yr.)	100.00
J. Psenica, Gross Point, Ill., (1 yr.)	25.00
The Heepe Co., Akron, O., (2 yrs.)	10.00
Springfield Fl. Co., Springfield, N. J.	10.00
E. R. Tauch, Marquette, Mich.	2.50
William Geenan, Kimberly, Wis.	10.00
Corp. of Chas. F. Meyer, (Addt'l)	100.00
E. E. Brown, Asheville, N. C., (2 yrs.)	5.00
John Scott, Huntsville, Ala., (2 yrs.)	10.00
Morgan Fl. Co., Ft. Morgan, (2 yrs.)	5.00
Fred K. Hoffman, Pautucket, R. I.	10.00
Floracroft Gdns., Moorestown, N. J.	25.00
Sawyer & Johnson, Bethlehem, Pa.	5.00
Fred Rupp, Lawrence, Ind.	3.00
Armacost & Co., Los Angeles, (1 yr.)	25.00
Posey Shop, Meadowville, Pa.	5.00
John E. Sten, Red Wing, Minn.	5.00
Randall's Fl. Shop, Worcester, (Add'l)	10.00
Winter Co., Charleston, W. Va., (Add'l)	10.00
Hall's Greenhouse, Clyde, O., (Add'l)	5.00
A. Berning, St. Louis, Mo., (1 yr.)	100.00
Sheinuk, Baton Rouge, La., (Add'l)	5.00
S. Rasmussen, New Albany, (2 yrs.)	50.00
Carroll, Florist, Houston, Tex., (Add'l)	10.00
A. Dallas, Waterbury, Conn., (2 yrs.)	25.00
Huddart Fl. Co., Salt Lake, (Add'l)	10.00
Henry Radolph, Essex Fells, N. J.	5.00
A. J. Moninger, Gloversville, N. Y.	1.50
J. H. Snyder, Rhinebeck, N. Y.	5.00
W. H. Kuebler, Brooklyn, N. Y.	15.00
Fretz Greenhouse, Pratt, Kan.	5.00
Daut Bros., Decatur, Ill., (2 yrs.)	25.00
Wm. Dethlefs, Mitchell, So. Dak.	15.00
Keller Co., Whitestone, La., (1 yr.)	100.00
Floral Art Studio, Oswego, N. Y.	15.00
Leopold Mallast, Mt. Clemens, Mich.	10.00
Davis & Kisnler, Ipsilanti, Mich.	5.00
Harry E. Saier, Canada	5.00
S. S. Pennock Co., Nashville, Tenn.	100.00
Claude C. Tyler, Salem, O.	10.00
McIntyre Floral Co., Nashville, Tenn.	25.00
Frederick Utter, Harrison, N. Y.	10.00
S. S. Pennock Co., Baltimore, Md.	100.00
E. Weinhoeber Co., Chicago, (Add'l)	25.00
Fifth Ave. Florist, Wilmington, N. C.	5.00
Platteville Fl. Co., Platteville, (Add'l)	3.00
Tenn. State Florists' Assn., (Add'l)	50.00
	$ 1,315.00
Previously reported	39,419.00
Total	$40,734.00

JOHN YOUNG, Sec'y.

OBITUARY.

The Late Mrs. John Breitmeyer.

Mrs. John Breitmeyer, widow of the late John Breitmeyer, pioneer florist of Detroit, Mich., passed away at her home in that city, March 9, as announced in our issue of March 13, page 404. Surviving are four sons, Albert, Philip, Frederick and William, and three daughters, Mrs. William Geist, Mrs. Louis K. Geist and Mrs. Charles Lonsby.

The death of Mrs. Breitmeyer in her eighty-third year marks the close of a long and useful career of unusual activity, which had its beginning in 1864 when she and her husband, who passed away 20 years ago, acquired several acres of ground on Mack avenue and began the cultivation and marketing of flowers and vegetables. These were sold in their stand at the public market in Cadillac square, Mrs. Breitmeyer having charge of that part of the business. Shortly after, they secured a store at No. 2 Russell House block where more attention was given to the sale of cut flowers and plants. From here a move was made to a store on Bates street. In 1880, they acquired by purchase, the premises at the corner of Broadway and Gratiot avenue, where they built a small greenhouse adjoining their shop. Here the business made great progress under the direct management of Mrs. Breitmeyer, aided by her son, Philip, and many of the most elaborate designs, as well as the more moderate, turned out by the firm, were executed by her hands. She was identified with the trade continuously, until the business in 1887, was moved to Mt. Clemens, Mich., having grown to such proportions that the growing end required the exclusive attention of the late John Breitmeyer, and the store management was placed in the hands of Philip Breitmeyer.

Industry of the most intense kind was typical of Mrs. Breitmeyer, and her devotion to her family, her business and friends were attributes she possessed to a high degree. Her patrons were her personal friends, who were numbered by thousands, and who reposed in her their fullest confidence because of her strict integrity and most generous disposition toward all.

Notwithstanding her retirement so many years ago to the home of her daughter Mrs. Louis R. Geist, her memory was maintained by scores of her friends, both in and out of the trade, whose friendship was testified by the great numbers who attended the funeral March 11, and the beautiful and numerous floral offerings that so materially softened the grief of the afflicted family. Eight young men, all grandchildren of the deceased bore the remains to its last resting place in the mausoleum of beautiful Roseland Park cemetery. J. F. S.

Bernard A. Klus.

Bernard H. Klus, founder of the well-known florist firm of B. H. Klus & Son, Anderson, Ind., of which city he had been a resident for many years, died at his home there, March 11, after a short illness, age 83 years, succumbing to infirmities of old age. The deceased was well and favorably known to the trade throughout Indiana, in which state he had lived practically all of his life. Surviving are his widow and several children. The remains were taken to Muncie, Ind., for burial.

John Mallon.

John Mallon, for the past 35 years well and favorably known in the trade of New York, died, March 12, after a long illness, of heart disease, age 57 years. The greater part of his business career was spent with William Burns, the Sixth Avenue retailer, who retired a few months ago. Mr. Mallon is survived by his wife and one son. He was a member of the Knights of Columbus and kindred organizations.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 92 PAGES WITH COVERS

CONTENTS.

The New York spring show....449
—A splendid exhibition....449
—Artistic grouping....449
—Attractive booths....450
—Foliage and flowering plants....450
—The rose display....451
—The orchids....451
—Trade displays....452
—The awards....452
—Trade exhibits....454
The retail trade (illus.)....454
—Easter preparations....454
—Featuring Easter plants....455
—Easter plants....456
—Easter church decorations....457
—Next week in the flower shop....458
—Easter prospects at Washington, D. C. 458
—Grimm & Gorly move....458
—Easter plants at Philadelphia....458
Orchid notes....460
—Easter orchids....460
Spring bedding plants....460
Calendulas (illus.)....462
The carnation (illus.)....463
—Carnations De Luxe....463
—Carnation problems....463
Florist palms....465
—Early spring care....465
Gypsophilas (illus.)....465
When artificial plants pay....466
Allied Florists' Association of Illinois..466
Evansville, Ind....466
Are you a supporter?....467
National publicity for flowers....467
Obituary....467
—The late Mrs. John Breitmeyer....467
—Bernard A. Klus....467
—John Mallon....467
American Gladiolus Society....468
Easter supply appears ample....468
American Rose Society....468
National Flower Growers' Association..468
Thilow lectures at Lancaster....468
Throwing money out of the window....468
Club meetings next week....468
Walkerville, Ont....470
Windsor, Ont....472
Rochester....474
Chicago....480
Detroit....486
Seattle....488
Cincinnati....490
Milwaukee....490
Philadelphia....492
Pittsburgh....493
New York....494
San Francisco....496
The seed trade....510
—California seed crops....510
—The late F. W. Bruggerhof....510
—Danish potatoes refused....511
—Catalogues received....511
—Clover and grass seed prices....511
Market gardeners....518
—Vegetable markets....518
—Fumigation....518
The nursery trade....520
—Attar of roses....520
Boston....527
Demonstration farm in New Brunswick..528
Manure in garden lands....528
Acid phosphate....529
German taxes....529
Packers' victory....530

"Messengers of love are they
All our tenderest words to say;
All a burdened heart would tell
Trust a flower to say it well."

MOTHERS' DAY falls on Sunday, May 9, this year.

CANNAS and dahlias have been in strong demand this season.

EXPRESS officials at Chicago say they are now taking shipments for Kansas, Texas and Oklahoma points.

SAMUEL MURRAY, the well-known florist of Kansas City, Mo., has notified his customers that his store hereafter will not be open Sundays, joining the movement which is spreading fast.

American Gladiolus Society.

DEPARTMENT OF REGISTRATION.

Objection having been made against registering the varieties, Conspicuous and White America, the same are hereby withdrawn pending further investigation by the committee.

A. C. BEAL, Chairman.

Easter Supply Appears Ample.

The annual Easter flower festival is fast approaching. On account of the early date, it will find some growers not so well prepared as they would like, but in the main, there appears to be a fairly good supply in all the popular lines of stock.

American Rose Society,

ANNUAL MEETING AT NEW YORK.

At the twentieth annual meeting of the American Rose Society, held at the Grand Central Palace, New York, March 17, the present officers were re-elected as follows: Robert Pyle, West Grove, Pa., president; F. L. Atkins, Rutherford, N. J., vice-president; Prof. E. A. White, Ithaca, N. Y. secretary; Harry O. May, Summit, N. J., treasurer. Executive committee to serve for three years: Thomas Roland, Nahant, Mass.; J. A. Curry, Portland, Ore., and S. S. Pennock, Philadelphia, Pa. John Cook, Baltimore, Md., and Dr. W. Van Fleet, Washington, D. C., were elected honorary members. The selection of the place of the next meeting was left to the executive committee.

National Flower Growers' Association.

BOSTON BRANCH PROPOSED.

A local committee composed of E. Allan Peirce, Thomas Roland, W. H. Elliott, Wm. Sim, W. C. Stickel, A. Christensen and S. J. Goddard, has issued a call for all growers in Boston, Mass., and vicinity to be present at a meeting to be held at the American House, that city Tuesday, March 23, at 7:30 p. m., relative to forming a branch of the National Flower Growers' Association. J. F. Ammann, Edwardsville, Ill., secretary of the organization, will address the meeting, as will Wallace R. Pierson, Cromwell, Conn., and others prominent in the trade, and it is urged that all growers, whether interested or not, be present and hear what these men of national repute have to say.

The National Flower Growers' Association, the preliminary organization of which was formed at Chicago at a meeting held in January and which will report at the convention of the Society of American Florists at Cleveland next August, is to be composed of growers of cut flowers and plants only for the mutual benefits in a large way that can only result through national organization.

Thilow Lectures at Lancaster.

J. Otto Thilow, of Henry A. Dreer, Inc., Philadelphia, Pa., gave his lecture on "Flowers from Snow to Snow" to the civic branch of the Iris Club, of Lancaster, Pa., March 13. Preceding the pictures, there was an interesting and instructive talk on civics and their relation to horticulture, school and community gardens, and he was busy for almost an hour answering questions. The pictures and the lecture proper were a revelation to a good-sized audience, and the "snow to snow" title was very appropriate as there was a 60-mile gale, filled with snow, raging from 11 p. m. to 3 a. m. Sunday morning. The club wants him back again as often as he may be willing to come and declares that he can inspire enthusiasm into its members better than any lecturer they have ever heard on horticulture and floriculture.

The florists were extended an invitation to hear this lecture at the meeting, with not one in attendance, excepting the writer, Mrs. Herr and D. Irwin Herr, and if I am any judge of values, there is not a florist in this county who would not have benefited financially by hearing this lecture. Just why our members will not turn out when there are such chances as this, is a conundrum. ALBERT M. HERR.

Throwing Money Out of the Window.

A few days ago, George B. McCallum, treasurer of the McCallum Hosiery Company, of Northampton, Mass., threw $197 in gold and silver coins out of the factory window. Mr. McCallum was not crazy, nor was he giving an imitation of a new Texas oil millionaire calling a covey of Broadway chorus girls. He was giving an imitation of his own employes. They had been throwing $197 out of the factory window every week for months in careless waste, and he took the most spectacular method he could devise to call their attention to it. After the riot caused by the scramble in the snow for the coins had quieted down, he explained to the assembled operatives that in one week, 11,760 needles worth 1¼ cents each had been lost by them. That represented a loss exactly equal to the one hundred and forty-seven silver dollars he had thrown out of the window, except that no one had had a chance to recover any of it. Silk, scattered under foot and ruined the week previous represented a loss equal to the $50 in gold he had scattered to the winds. It was an impressive lesson, even though some of the employes were still too busily engaged hunting in the snow for coins, to listen to it.

[Unhappily, there are some in the trade who similarly throw money out of the window and acquire personal habits of extravagance in the thoughtless waste of their employer's time and materials.—ED. AM. FLORIST.]

Coal Notes.

J. J. Jermyn, of Scranton, Pa., one of the largest anthracite operators in the Lackawanna region, declares granting of anthracite miners' new demands will mean wage increases of 115 to 120 per cent on present prices, forcing most coal dealers out of business, while substantial increases to miners will be passed on at once to consumers.

Prices for bituminous coal at Boston, Mass., which toward the end of January were advanced from $9.50 to $10.00 a ton, were recently raised to $11.00.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send change in time, date and place of meetings.]

Chicago, March 24, 8 p. m.—Gardeners' and Florists' Union No. 10,615, at 180 West Washington street. Bernard Wahlsted, secretary, Chicago.

Hartford, Conn., March 26, 8 p. m.—Connecticut Horticultural Society at county building. Alfred Dixon, secretary, Wethersfield.

Newport, R. I., March 25, 8 p. m.—Newport Horticultural Society at Music hall, Thames street. Fred P. Webber, secretary, Nelville.

Seattle, Wash., March 28.—Florists' and Gardeners' Union No. 16,667 at I. O. C. T. hall, Virginia and Bowen streets. E. Popp, secretary, Fort Steilacoom.

Wilmington, Del., March 22, 8 p. m.—Wilmington Florists' Club at member's place of business. Roy. G. Brinton, secretary, 800 West Ninth street, Wilmington.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By gardener, (no florist), single; middle aged; practical vegetable grower, fully able to manage and take charge. Address

Key 472, care American Florist.

Help Wanted—Florist for greenhouse and landscaping; new place. Will pay 45c per hour and better. **South Side Nursery.** Henry Gerstenkorn, Mgr., **R. R. 6, Decatur, Ill.**

Help Wanted—Single man who understands growing of general stock on small wholesale place; must be industrious, and interested in work and results. Prefer permanent man who can take complete charge later on. Wages to start, $75.00 per month, with room and board. Address

GRAND VIEW GREENHOUSES
Hopkins, Minn.

For Sale—Greenhouses, 7000 square feet of glass; two stores; located at the entrance of the largest cemetery in Chicago. Address W. Burmeister, 1767 Cemetery Drive, Chicago.

For Sale—Florist business in New York City; no opposition; doing good business. Also inclosed florist delivery car in perfect condition. **John H. Schnanfer,** 969 East 180th St., New York City.

For Sale—Flower fruit farm, 12 acres; 9-room house; 8,000 peonies, thousands iris, asparagus, rhubarb plants, 1,000 fruit trees, 2 acres strawberries; St. Joseph river on north; Lincoln Highway on south; market at door for everything; a great bargain; bus line passes our door. **Alva Cathcart,** Bristol, Ind.

Pipe for Sale

Good second-hand pipe, guaranteed sound. All sizes from one-inch up. Write us for prices.

Muncie Machinery & Supply Co.,
MUNCIE, INDIANA.

FOR SALE

Large refrigerator and wall case at a bargain. Fixtures are now in Chicago. For further particulars address

Key 471, care American Florist.

For Sale

Complete set of store fixtures. $300 cash, takes the whole outfit.

Key 468, care American Florist.

FOR SALE

Must be sold to settle an estate; greenhouse in one of the fastest growing cities in the state of Ohio; adjoins the cemetery, with a frontage of 108 feet and a depth of 392 feet; new two-story cement office building; four large glass houses, glass all 18 inches square; 30 H. P. boiler; all guaranteed to be in first-class condition; the price is right.

SEILER REALTY COMPANY, Mansfield, O.

HELP WANTED.

Few helpers in rose houses. $4.50 per day. When Sunday work is necessary we will pay an extra $6.00 Good chance for advancement.

Bassett & Washburn
178 N. Wabash Ave., CHICAGO

HELP WANTED

Assistant gardener at State Hospital, Mt. Pleasant, Iowa. State experience and give references with first letter.

C. F. APPLEGATE, M.D.,
Superintendent, Mt. Pleasant State Hospital, MT. PLEASANT, IOWA.

WANTED
TO RENT OR BUY

Small greenhouse establishment with retail trade preferred. Responsible party with good experience. Would consider partnership Address

Key 469, care American Florist.

MASS MEETING
OF GARDENERS AND FLORISTS

of Chicago and Vicinity, to be held

Sunday, March 28th, 2 p. m.,

AT NORTHWEST HALL
2401 W. North Avenue, Cor. Western Avenue.

Situation Wanted

By practical landscape gardener, forester and horticultural draughtsman; long experience; can handle men, make own plans or work from those furnished; commercial or private; will go anywhere, but prefer south or west of Chicago.

Key 470, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

For Sale

$50,000 buys a modern carnation range near Chicago, including fine residence and several acres of land. Possession now or in the spring. $10,000 cash and balance on easy terms. Address

Key 446, care American Florist.

Easter Plants

Push them now, also

All Spring Stock

Dealers report heavy inquiries for Bedding Plants of all kinds.

MOVE THE SURPLUSES EARLY

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

Large Supply--Cut Flowers

FOR EASTER

If all the greenhouses shipping stock to us could be placed alongside of each other we would be able to show you the largest range of glass—by far—in the world. We handle more Cut Flowers than any other one house in this market. Try us for Easter on:

Lilies, Sweet Peas, Beauties, Roses, Carnations, Darwin Tulips, Valley, Daisies, Jonquils, Freesias, Etc.

Write for Special Easter Price List Today.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located Wholesale Cut Flower House in Chicago.

169-75 N. Wabash Ave., L. D. Phones: Central 1977-1978 **CHICAGO**

Have Them When You Need Them

GREEN PAINTED

Hyacinth Stakes

At the following low prices:

12 inch, $1.75 per 1000. 18 inch, $2.50 per 1000.

Special price on original cases, 25,000 to a case.

Jos. G. Neidinger Co.

FLORISTS' SUPPLIES

1309-11 N. Second Street, PHILADELPHIA, PA.

Walkerville, Ont.

A. C. Stephens, of the Walkerville Flower Shop, is enjoying a good trade in daffodils, narcissi, violets and carnations. In cut flower sales, business is about 65 per cent better than for the corresponding period last year. Florists' Telegraph Delivery orders show a good increase. In addition to stock received from Ontario growers, Detroit, Mich., offers a quick source of supply.

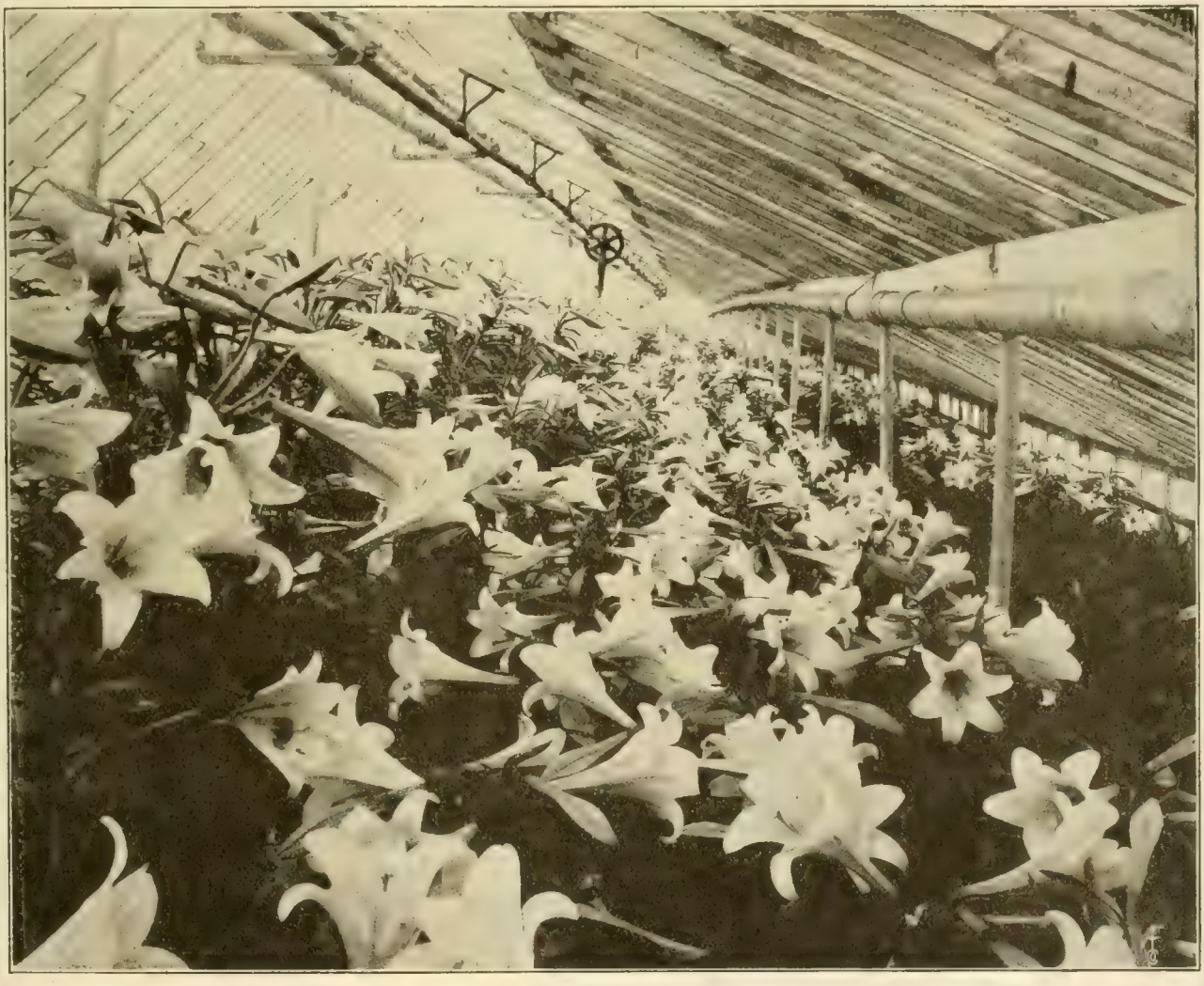
A. Morris & Son have added a conservatory, 25x30 feet to their floral department. They are well supplied with good stock for which the demand is excellent.

J. E. K.

PIQUA, O.—R. E. Andrews, formerly of Chicago, is now with the Gerlach Greenery, Washington avenue.

DULUTH, MINN.—The Duluth Horticultural Society at its annual meeting March 2, elected officers for the ensuing year as follows: Oliver S. Andresen, president; A. H. Crassweiler, vice-president; V. D. Vincent, secretary; John L. Evans, treasurer.

EASTER LILIES
IN POTS



Large Supply of Fancy Stock. Everything Points to a Shortage in this Line. Order Now and Protect Your Supply

Plants will have from 3 to 10 blooms in pot, and will be sold according to height and number wanted.

Will be crated 24 to 30 plants in a crate. Average cost of crate and packing, $1.50. Average number of blooms per crate, 130.

Short Plants, per 100 blooms, $30.00	**Short Plants, per 1000 blooms, $250.00**
Medium - per 100 blooms, 35.00	**Medium - per 1000 blooms, 300.00**

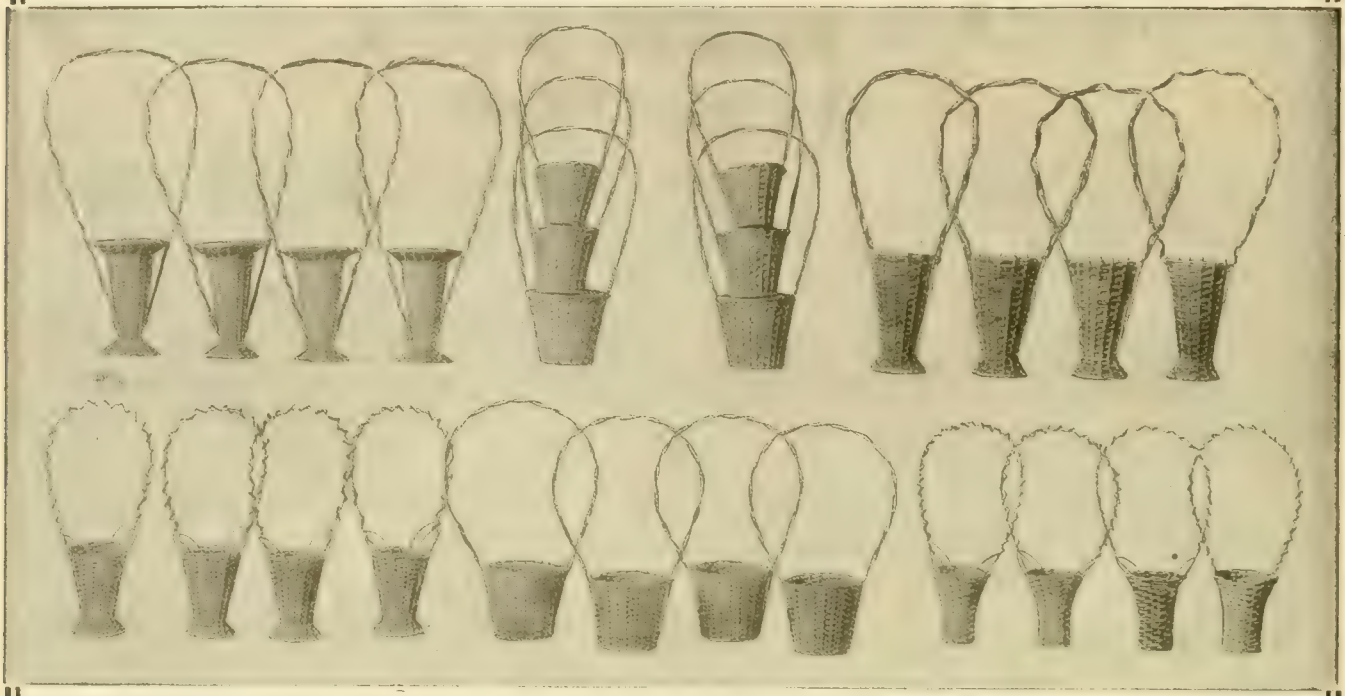
Plus packing charges. Delivery any time after March 15th. Stock in first-class condition for shipping.

French Hydrangeas for Easter. Ranging in price from 75 cents to $5.00 each

Poehlmann Brothers Company, MORTON GROVE, ILLINOIS

L. D. Phone Morton Grove 31-J. Chicago Buyers Call Rogers Park 684.

Special No. 2, Assortment Large Flower and Plant Baskets



This lot consists of 26 Reed and Willow Baskets substantially made in two-tone finishes with liners. Regular value, $40.00.

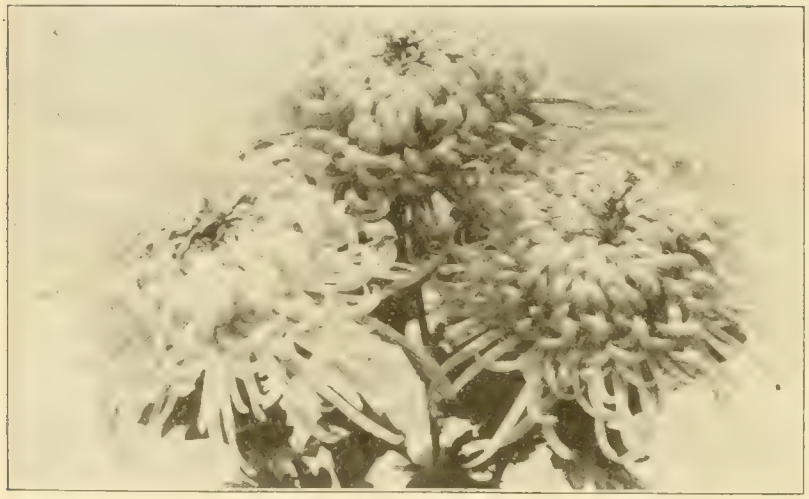
26 Baskets SPECIAL OFFER $35.00

THE OVE GNATT CO., Inc.

Preservers of Natural Foliage

La Porte, Ind.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorators' Novelties.



"Hamburg Late Pink" Chrysanthemum

Picture was taken Dec. 28, 1919, and will give a good idea of what "**Hamburg Late Pink**" looks like when grown to single stems and planted six inches each way.

"**Hamburg Late Pink**" is an improved late pink Maud Dean, having more petals, and if grown for late will hardly ever show an open center.

The average grower of chrysanthemums must have varieties which are easy to handle, and from which he can cut as near 100% of perfect blooms as possible. "**Hamburg Late Pink**" has been grown for the last four years, and produces a very high proportion of good flowers. It is not an exhibition variety, but, for late pink, one of the best for commercial purposes. It can be had in bloom the latter part of November by taking an early bud, but some of the flowers will show open centers; but by selecting late buds, after October 1st, most of the flowers are cut during December, and would advise to select late buds, as the later buds will hardly ever show an open center, and some flowers can be had even in January.

Keeping qualities are excellent, and where a graceful pink flower is wanted, "**Hamburg Late Pink**" cannot be surpassed.

"**Hamburg Late Pink**" will be disseminated in the spring of 1920. Plants will be ready March 1st, 1920, and all orders will be filled in rotation.

	Per 100	Per 1000
Rooted Cuttings (by parcel post)	**$16.00**	**$150.00**
2-inch pots (by express)	**18.00**	**160.00**

WILLIAM F. KASTING COMPANY

568-570 Washington St., BUFFALO, N.Y.

Mention the American Florist when writing

Windsor, Ont.

The Windsor Flower Shop has been making excellent displays of carnations, violets and pot hyacinths in addition to palms and ferns, at 62 Ouelette avenue. Miss Lucretia J. Bamford, the proprietor, while at all times busy, reports an especially good demand for cut flowers during the past two months.

Charles R. Tuson has placed the contract for a modern flower shop which will be equipped with all latest improvements. It will be located at 71 Ouelette avenue, opposite the new million dollar hotel, and will occupy ground space 30x100 feet. The cost will be approximately $70,000.

J. E. K.

SAGINAW, MICH.—Charles Frueh is on the sick list, having been seriously ill several days.

LAKE GENEVA, WIS.—P. J. Foley, of the Foley Greenhouse Mfg. Co., Chicago, who was here recently looking over the fishing prospects, made the record catch of a 19-pound perch, caught through the ice. Let Phil tell the story.

A GREATER EASTER

The outlook is very promising for a Greater Easter this year than ever before. You should by all means make every endeavor you possibly can to get your share of the business.

Plant and Cut Flower Baskets will be much in demand. Order at once a $25.00, $50.00 or $100.00 assortment. We will pick out a good selection for you.

An Extended Service

Don't forget---in our effort to be of greater service to you we have established branch houses in Cincinnati, Cleveland and Detroit. Florists established in territories surrounding these centers will find it an aid to more prompt and efficient service by dealing with the closest branch.

Concerning Our New York Office

Mr. Sam Seligman, from now on, will represent the McCallum Company at 239 Fourth Avenue, New York, where he will exhibit our complete line of Florists' Supplies, Novelties, Baskets, Ribbons, Chiffons, and all items of particular interest to exclusive florists.

Mr. Seligman will also be glad to secure anything in the New York market for our customers, even if it should be for things outside of the florists' business.

The McCallum Company

PITTSBURGH CLEVELAND
DETROIT CINCINNATI

We have the largest and finest exhibition of

ROSES

ever assembled in any one place **EVERY DAY**

First Prize For Our Collection of Roses at The New York Show.

Retail Florists are cordially invited to look them over

Grown by { **ROBERT SIMPSON, - - Clifton, N. J.**
ROWAYTON GREENHOUSES, Rowayton, Conn.

Ophelia, Premier, Russell, Columbia, Ward, Mock Ophelia Supreme, Yellow Ophelia.

The New York Florists' Club at its meeting on Monday night awarded us a SILVER MEDAL for what was considered the finest five vases of Roses ever shown at the Club.

ALSO A DAILY SUPPLY OF THE BEST

Standard Carnations and Other Seasonable Stock

Will also have a large supply of fine Lilies

Traendly & Schenck

436 Sixth Avenue, Telephones: Watkins 797-798-799. **NEW YORK**

EASTER VIOLETS

First quality double blue Violets at the following net prices: 50 in bunch with Galax leaves, $2.00 per 100; specials, 100 in bunch with Galax leaves, $2.50 per 100. Sand struck Violet cuttings, ready June 1st, $30.00 per 1000.

Above prices are C. O. D.

GEORGE F. HEEB
Rhinebeck, New York

Rochester, N. Y.

BUSINESS SHOWS MUCH IMPROVEMENT.

Warm, spring weather quickened trade during the past week. Narcissi, daffodils, jonquils, forget-me-nots, mignonettes, marguerites, sweet peas, etc., have been in strong demand. Carnations are excellent, as are roses, callas and Easter lilies. There is a great abundance of lily of the valley at present, due perhaps to the high price at which it is held. Orchid sweet peas are wonderful just now and varieties are arriving in large quantities. All indications point to an abundance of cut flowers and plants for Easter.

NOTES.

The florists' association held its monthly meeting March 12, the speaker of the evening being W. H. Dildine, who told of his attendance at the meeting of the federal horticultural board at Washington, D. C., regarding quarantine of plants, flowers, etc.

The Rochester Floral Co. arranged an elaborate decoration for one of the large retail stores last week on the occasion of its spring opening.

Horace J. Head has returned from a southern trip and reports business conditions good in that section.

CHESTER.

FOR FALL 1920

ORDER NOW AND BE SURE

Florists' XXX Forcing Grade, 2 Year Field Grown Roses

We will be in position to supply more and better roses for Florists' Pot Plant Forcing than ever before. Top notch stock can be expected from our blocks this year.

BABY RAMBLER CLASS

Erna Teschendorf, Orleans, Jessie and **Crimson Baby,** $45.00 per 100; $400.00 per 1000.

HYBRID PERPETUALS

Magna Charta, Ulrich Brunner, Frau Karl Druschki, Mme. Gabriel Luizet and **Capt. Hayward,** $45.00 per 100; $400.00 per 1000.

RAMBLER OR CLIMBING ROSES

Crimson Rambler, Dorothy Perkins, Excelsa and **White Dorothy,** $35.00 per 100; $300.00 per 1000. For staked and ripened plants.

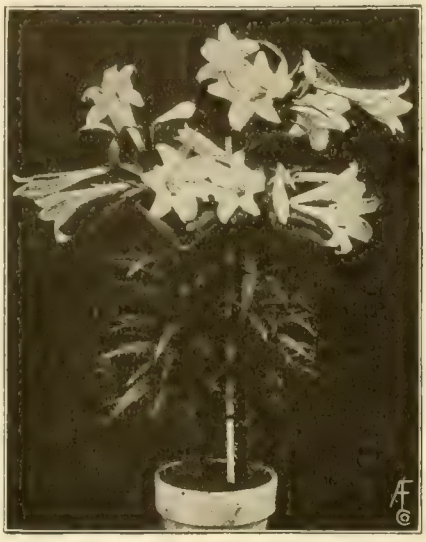
Owing to the unusual demand for Baby Ramblers, we are forced to ask that each order of roses shall include at least 50% Hybrid Perpetuals or Climbing Roses, where 250 or more are taken.

The Storrs & Harrison Co., Painesville, Ohio

EASTER LILIES

30c Per Flower

GROWN RIGHT



PRICED RIGHT

OUR Lilies are truly wonderful stock, grown from 8 to 10 bulbs, and are sure to come into bloom for Easter. If you want to be sure of your stock, it will be wise to order now—The demand for Lilies this season is very strong.

We have established our price on Lilies as **30c per bloom and bud,** plus packing charges of 5% in paper pots and 10% in clay pots.

Play Safe=Order Now

Wittbold FLORIST

745 Buckingham Place, CHICAGO, ILL.

Joseph A. Millang

WHOLESALE COMMISSION FLORIST

57 West 26th St., NEW YORK

Phone: 2046 Watkins.

ALL ORDERS FILLED ON SHORT NOTICE.

The Celebrated Briarcliff American Beauty Roses

AND THE

LEADING VARIETIES OF TEA ROSES

from the F. R. Pierson Co., including Francis Scott Key, Hoosier Beauty, Premier, Russell and Columbia.

THE FINEST QUALITY OF CARNATIONS

Bulis Boxes for Easter Shipments

The sturdy construction of Bulis corrugated fibreboard boxes, insures delivery of flowers at all times in perfect condition.

Their patent metal corners snap quickly in place, eliminating glue and tools, and saving vital minutes of time in the busy rush hours.

Bulis boxes in all sizes comply with the respective rulings and requirements of parcel post and express, and are the safest way to send flowers by either method.

Shipped flat, knocked down in bundles of twenty-five, which is the minimum order.

J. C. Bulis Manufacturing Co.
1126 South 12th Street, ST. LOUIS, MO.

The BULIS Patent Metal Corner Florist Box.

Box No.	Weight per bdl. of 25	Size, Inches L W D	Price per 100 200 and under	225 to 500	525 and over
25	68	16 x 16 x 8	$32.75	$31.75	$30.50
26	70	20 x 20 x 10	34.25	33.25	31.75
7	114	24 x 24 x 10	54.00	52.50	50.00
23	108	26 x 20 x 10	51.75	50.25	48.00
8	132	30 x 30 x 8	64.50	62.50	59.50
11	52	23 x 12 x 5	27.00	26.00	25.00
12	34	24 x 6 x 4	19.00	18.50	17.75
13	38	30 x 5 x 4	21.00	20.50	19.50
15	63	36 x 8 x 6	32.25	31.50	30.00
16	93	36 x 12 x 8	43.25	42.00	40.00
19	118	48 x 14 x 8	58.00	56.50	53.75
21	199	60 x 16 x 12	88.00	85.75	81 50

Ample stocks of all the above sizes. Shipments, in bundles of twenty-five, same day order is received for late Easter buyers. Terms, 2% ten days, net thirty days, F. O. B. factory.

ONE OF OUR HOUSES OF GIGANTEUM LILIES. PHOTO MARCH 11th.

Craig Quality Easter Plants

Not only the best but the largest stock of **HYDRANGEAS** and **POT LILIES** in America.

HYDRANGEAS

4-inch pots, $6.00 per dozen. 5-inch, 6-inch and 7-inch pots, from 3 to 20 flowers, $9.00, $12.00, $15.00, $18.00, $24.00, $30.00, $36.00, $42.00 and $48.00 per dozen. 8-inch pots, $5.00 each.

LILIUM GIGANTEUM

6-inch pots. 4 to 10 flowers. 30c per flower and bud.

8-inch pans. 12 to 25 flowers. 30c per flower and bud.

To avoid disappointment kindly send orders at once.

Robert Craig Co.,

4900 Market St., PHILADELPHIA, PA.

Branch, NORWOOD, PA.

HOUSE OF FRENCH VARIETIES, HYDRANGEAS. PHOTO MARCH 11th.

A Cordial Invitation

is extended to all local and visiting florists and their friends to **call** and **see** our supply of Lilies, Roses, Hydrangeas and Bulb Stock for Easter.

Decorative and Blooming Plants

Blooming Plants for Easter and Christmas a Specialty

Take Garfield Park branch of the Metropolitan Elevated to Cicero Ave., walk four blocks north and one block west, or take Madison St. car to Cicero Ave., walk two blocks south and one block west

FRANK OECHSLIN, 4911 W. Quincy Street, CHICAGO, ILL.

Mention the American Florist when writing

Telephone 1682 Flushing.

Anton Schultheis

Grower of Pot Plants

Specialty: Easter and Christmas Stock

310 Nineteenth Street, Opposite L. I. R. R. Depot

College Point, N. Y.

By train, from Pennsylvania Station, N. Y. By trolley, take car at 59th Street Bridge, N. Y., get off at 4th Avenue and 13th Street, COLLEGE POINT.

Mention the American Florist when writing

JOHN SCOTT'S

The Home of The Scottii Fern

Rutland Road and East 45th Street

Brooklyn, N. Y.

EASTER LILIES, DAISIES AND ROSES

One of Our Five Lily Houses, Showing Part of Stock of 50,000 Giganteum Bulbs. Plants, March 10th, When Photo Was Taken, Were from 24 to 30 Inches in Height.

200,000 Cut Easter Lilies

$25.00 Per Hundred

The Largest Stock in the Country

TIMED JUST RIGHT FOR EASTER

This is dependable stock, long-stemmed, large, firm flowers, perfect in every respect. Grown cool, cut just right, and packed with the greatest care. You will find these Lilies the best you have ever handled. Come and see them growing at Strafford, fifteen miles from Philadelphia.

You Want Cut Easter Lilies. We Have Them.

GROWN RIGHT, CUT RIGHT, PACKED RIGHT.

ALFRED M. CAMPBELL

Strafford Flower Farm,
Strafford, Pa.

City Salesroom,
1510 Sansom St., Philadelphia, Pa.

Best Roses in Chicago

At The Advertised Prices.

Will have a nice cut of Roses for Easter. Our Easter Price List will appear next week, but in the meantime we are booking orders.

IT PAYS TO BUY DIRECT FROM THE GROWER.

We Are Rose Specialists, and Are Cutting from 245,000 Rose Plants.

CURRENT PRICE LIST:

OPHELIA, HOOSIER, WHITE KILLARNEY, SUNBURST.

Extra long	per 100,	$12.00 to $16.00
Medium	per 100,	8.00 to 10.00
Good short	per 100,	5.00 to 6.00

CARNATIONS

Per 100 ..... $5 00 to $6.00

RUSSELL and COLUMBIA.

Fancy long	per 100,	$25.00
Long medium	per 100,	20.00
Medium	per 100,	16.00
Short	per 100,	$8.00 to 12.00

ASSORTED ROSES, OUR SELECTION.

Including some **RUSSELLS** and **COLUMBIA**, lots of 200 or more ..... per 100, $5.00

Big supply of spring flowers is now coming in to this market, and we will procure the best at lowest market prices.

NEW FANCY FERNS ..... per 1000, $4.00

ADIANTUM	per 100, $1.50 to $2.00	**ASP. SPRAYS**	per 100, $3.00 to $4.00
GALAX, bronze	per 1000, 1.50	**SPRENGERII**	per 100, 2 50 to 3.00

All seasonable flowers not grown by us will be procured for our customers. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

NOTICE:—We close at 5 o'clock week days. Closed all day Sundays.

Chicago.

EXPRESS STRIKE CONTINUES.

Stock is plentiful at this writing, but the receipts do not appear to be as heavy as last week when the market was quite well loaded with it. The express strike is still on, and continues to cost the growers and wholesalers thousands and thousands of dollars every day. Shipments are being made by parcel post and over some of the railroads indirectly, but this is proving troublesome and costly. The wholesalers are making every effort to supply their out-of-town trade and everyone is hoping for an early settlement of the strike, which appears to be gradually dying out and will probably be over by the end of the week, if not before. Stock will be in good supply for Easter if the weather is at all favorable from now on, but everyone will do well to place their orders as early as possible. American Beauty roses will be quite plentiful and the same holds true for Mrs. Chas. Russell, Columbia and Premier. Milady, Sunburst, Hoosier Beauty, Ward, Ophelia, Killarney, White Killarney, Killarney Brilliant, Mrs. George Shawyer, Champ Weiland and Montrose will be included in the offerings, together with a few kinds not already mentioned grown for this market, including the miniature varieties, Cecile Brunner, Elgar and Baby Doll. The outlook is bright for a large cut of carnations, but the demand is likely to clean up the supply early. Orchids will be in fair crop and a large quantity of sweet peas is looked for. Gardenias will be had in limited supply. Lily of the valley should be in good crop. Tulips, jonquils, freesias and hyacinths will be obtainable and the same holds true for daisies, pansies, lupines, forget-me-nots, anemones, mignonette, snapdragon, violets and calendulas. Callas will be in fair supply and the outlook is bright for plenty of

WE DO

AS WE SAY

EASTER will make a NEW RECORD for the trade. A TREMENDOUS VOLUME OF SHIPPING BUSINESS IS EXPECTED. As to LILIES every one says they will be scarce, but there is a suspicion that CUT LILIES will go around at the price of $25.00, $30.00, $35.00 per 100.

We confirm this statement and offer our supply of PERFECT LILIES in short, medium and long stems, 3 to 5 blooms to a stalk. Early orders are assured of the benefits of first selection.

THE HEAVIEST RECEIPTS to the CHICAGO MARKET will be consigned to

YOUR

Protection

Kennicott Bros. Co.
174 N. Wabash Avenue
CHICAGO

Place your orders for CUT FLOWERS for EASTER with us NOW. You can always rely upon us for Your supply.

HEADQUARTERS

Easter Lilies

WRITE FOR PRICES TODAY.

Biggest and best supply in the country. Place your orders with us now and avoid disappointment. All orders filled in strict rotation.

Columbia
Russell
White Killarney
Pink Killarney
Milady
Sunburst
Killarney Brilliant
Ward
Ophelia
Cecile Brunner
Premier
Callas
Valley
Cattleyas
Violets
Daisies
Pansies
Forget-Me-Nots

ZECH & MANN

Snapdragons
Freesia
Tulips
Jonquils
Sweet Alyssum
Pussy Willows
GREENS
Plumosus
Sprengeri
Galax, bronze
Galax, green
Ferns
Adiantum
Smilax
Mexican Ivy
Boxwood
Leucothoe

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

HEAVY SUPPLY OF

Sweet Peas for Easter

You will make no mistake by placing your orders with us for we will have the same fancy stock to offer that gave such good satisfaction last year.

Roses, Carnations, Etc.

Complete line of Cut Flowers and Greens. Plenty for everyone who orders early.

Write for Special Easter Price List.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

Easter Price List

Place Orders with Us NOW and Be Assured of Your Supply

	Per 100
PREMIER	
Extra Special	$50.00 to $60.00
Special	40.00
Long	30.00 to 35.00
Medium	20.00 to 25.00
Short	12.00 to 15.00
RUSSELL	
Extra Special	$50.00 to $60.00
Special	40.00
Long	30.00 to 35.00
Medium	20.00 to 25.00
Short	12.00 to 15.00
MILADY	
Extra Special	$50.00
Special	$35.00 to 40.00
Long	25.00 to 30.00
Medium	15.00 to 20.00
Short	10.00 to 12.00
COLUMBIA	
Extra Special	$50.00
Special	40.00
Long	$30.00 to 35.00
Medium	20.00 to 25.00
Short	12.00 to 15.00
OPHELIA	
Special	$35.00
Long	$25.00 to 30.00
Medium	15.00 to 20.00
Short	12.00

	Per 100
SUNBURST	
Special	$35.00
Long	$25.00 to 30.00
Medium	15.00 to 20.00
Short	12.00
BRILLIANT	
Special	$35.00
Long	$25.00 to 30.00
Medium	15.00 to 20.00
Short	12.00
WHITE	
Special	$35.00
Long	$25.00 to 30.00
Medium	15.00 to 20.00
Short	12.00
MRS. WARD	
Special	$20.00
Long	18.00
Medium	15.00
Short	12.00
BRUNNER	
Corsage Buds	$ 5.00 to $ 6.00

MISCELLANEOUS FLOWERS

LILIES, FOR EASTER SHIPMENT, STOCK SECOND TO NONE

	100	1000
Longest, best	$35.00	$300.00
Good average	30.00	250.00
Short stems	25.00	

	Per 100
Carnations, Fancy	$12.00
" Good Stock	10.00
" Split	$ 6.00 to 8.00
" Laddie and Superb	20.00 to 25.00
Sweet Peas	2.00 to 5.00
Calendulas, Ball's Mammoth Special	8.00 to 10.00
Violets, fancy single	1.00 to 2.00
Violets, New York double	1.00 to 1.50

	Per 100
Freesia, fancy Purity	$ 4.00 to $ 6.00
Tulips	6.00 to 10.00
Darwin Tulips	12.00 to 15.00
Jonquils	8.00 to 10.00
Valley	6.00 to 8.00
Mignonette	5.00 to 10.00
Callas	35.00
Cattleya Trianae	per doz. 12.00 to 15.00

FLORISTS' GREENS

Ferns	$4.50 per 1000
Adiantum	$1.50 to $2.00 per 1000
Plumosus	35c to 50c bunch
Sprengeri	35c to 50c bunch
Smilax	$3.00 doz.
Mexican Ivy	$1.00 per 100; $7.50 per 1000
Leucothoe	$7.50 per 1000
Galax	$2.00 per 1000
Boxwood	25c lb.
Woodwardia Fronds	$8.00 per 100

Prices subject to change without notice.

Mention the American Florist when writing

lilies at prices ranging from 25 cents to 35 cents per flower. Southern jonquils have made their appearance in good-sized quantities. Green goods are in fair supply, but some items in this line have been on the short side owing to the express embargo. Pot plants will be none too plentiful for Easter, even though there appears to be a large number of lilies. Rambler roses are scarce and this holds good for hydrangeas. Bulbous stock is being offered but not in any great quantities. With an early settlement of the strike the market should clean up fast. Everyone should place their Easter order early.

Express officials here say they are accepting shipments for Kansas, Oklahoma and Texas.

NOTES.

The George Wittbold Co. has had splendid success with its Easter lilies this year and its customers will not have to worry about a shortage of pot stock this season. The supply of lilies is larger than ever this year at the Edgbrook greenhouses of the Wittbold Company.

Frank Oechslin is having a heavy call for Easter plants, especially pot lilies, which are one of his leaders. Hydrangeas, rambler roses and bulbous stock are in good supply at this establishment, but Mr. Oechslin is looking for an early cleanup in all these items.

Fred Hoerber, formerly a member of the well-known firm of Hoerber Bros., wholesale florists, who retired from business when they disposed of their range at Des Plaines to Amling Bros., has joined the office force of the A. L. Randall Co.

Joe Nellesen's auto truck was quite badly smashed, March 11, when it was hit by a train as it was crossing the tracks at Niles Centre. Flowers were so plentiful near the mishap that everyone carried home a bunch of carnations.

The Grossberg-Tyler-Finnermann Co. has rented space in the Leiter store, on the first floor, which was formerly the old Seigel-Cooper building. This firm will restrict its space to the sale of artificial flowers, baskets and vases.

Joseph A. Mendel, 1424 West Twenty-eighth street, and Miss Emily Matousek were married by Judge Joseph Sabath, March 11. Mr. Mendel and wife are spending their honeymoon in Florida.

Poehlmann Bros. Co. is having a heavy call for pot lilies and hydrangeas for Easter. This firm's lilies are in splendid condition this season and number about 150,000 blooms.

Elmer Wehrman, of Maywood, has purchased the Weber greenhouses in Bowmanville and expects to take posession this week.

Peter Kutrames will open a retail florist stand in the Leiter store, better known as the old Siegel-Cooper building.

William Dilger, of the Breitmeyer Landscape & Nursery Co., Detroit, Mich., was here on business last week.

Michael Freres is back on the job at A. T. Pyfer & Co.'s store after being on the sick list for a couple of weeks.

Robert Newcomb, with A. Henderson & Co., is back from a business trip to the Pacific coast.

Martin Goerger, of Goerger Bros., Arlington Heights, is serving on the jury.

Joe Welch, formerly with A. Lange, is now with the Joseph Foerster Co.

Paul M. Palez, of Little Rock, Ark., is expected here this week.

Large Easter Supply

ROSES

All the leading varieties grown for this market in quantity to meet all demands.

Carnations

Fancy Red, White and Pink. Good supply of fresh stock so place your orders with us.

Sweet Peas-Beauties-Tulips-Jonquils
Violets--Daisies--Snapdragons--Valley
Lilies-Callas-Calendulas-Freesias-Etc.

ALL GREEN GOODS

Get Our Quotations on Roses and Other Stock in 1000 Lots

EASTER PRICE LIST—Subject to Change Without Notice.

ROSES. American Beauty at Market Prices.	Per 100
Mrs. Russell, special	$40.00
" " select	30.00 to $35.00
" " medium	18.00 to 25.00
" " short	10.00 to 12.00
Milady, special	40.00
" select	30.00 to 35.00
" medium	18.00 to 25.00
" short	10.00 to 12.00
Killarney Brilliant, special	30.00 to 35.00
" " select	20.00 to 25.00
" " medium	15.00 to 18.00
" " short	8.00 to 12.00
Ophelia, special	30.00 to 35.00
" select	20.00 to 25.00
" medium	15.00 to 18.00
" short	8.00 to 12.00
White Killarney, special	30.00 to 35.00
" " select	20.00 to 25.00
" " medium	15.00 to 18.00
" " short	8.00 to 12.00
Killarney, special	30.00 to 35.00
" select	20.00 to 25.00
" medium	15.00 to 18.00
" short	8.00 to 12.00
Mrs. Ward, special	30.00 to 35.00
" " select	20.00 to 25.00
" " medium	15.00 to 18.00
" " short	8.00 to 12.00
Sunburst, special	30.00 to 35.00
" select	20.00 to 25.00
" medium	15.00 to 18.00
" short	8.00 to 12.00
Cecile Brunner	5.00
Elgar	5.00
Baby Doll	5.00
Extra special roses billed accordingly.	
ROSES, OUR SELECTION	10.00
CARNATIONS.	
Fancy	12.00
Good	8.00 to 10.00
ORCHIDS.	Per doz.
Cattleyas	12.00 to 15.00

MISCELLANEOUS.	Per 100
Violets	$ 1.00 to $ 1.50
Valley	8.00
Easter Lilies	35.00
Callas	35.00
Snapdragon..per bunch, 75c	1.00 1.50
Calendulas	4.00 to 6.00
Daisies	1.50 to 2.00
Mignonette	6.00 to 8.00
Sweet Peas	3.00 to 5.00
Tulips	6.00 to 10.00
Jonquils	6.00 to 10.00
Daffodils	6.00 to 10.00
GREENS.	
Plumosus	$ 3.00 to $ 6.00
Sprengeri	3.00 to 6.00
Adiantum	2.00
Leucothoe	1.00
Mexican Ivy	1.00
Woodwardia Ferns	10.00
Smilax ..per doz.	4.00
Wild Smilax..per case	6.00
Ferns ..per 1000	4.50
Galax ..per 1000	2.00

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

LARGE SUPPLY **Easter Lilies**

$25.00, $30.00 and $35.00 per 100.

Fancy Butterfly Sweet Peas, $3.00, $4 00 and $5 00 per 100. Common, $1.50 to $2.50 per 100.

BEST QUALITY TO BE HAD

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Ward, Welland, Brilliant, Double White and Pink Killarney, Sunburst, Hearst, Nesbit and Brunner.
NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

IN GOOD SUPPLY
DARWIN TULIPS--TULIPS--JONQUILS

Choice stock of Valley, Sweet Peas, Callas, Daisies, Rubrums, Easter Lilies, Freesias, Calendulas, Mignonette, Violets, Lupines, Pansies and all other Seasonable Stock.

Don't Forget Us on GREENS, as We Have Mexican Ivy, Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.
WE ARE CLOSED ALL DAY SUNDAY.

Wietor Bros. will have a good cut of roses and carnations for Easter, according to N. J. Wietor, who reports the crop in splendid condition. All that is necessary to make this Easter one of the best ever is an early settlement of the express strike.

The John Kruchten Co. is handling a good supply of fine carnations and roses. Aviator, grown at the Kruchten greenhouses in good-sized quantities, will be given bench space in many other local establishments next season.

Peter Reinberg will be in good crop with both roses and carnations for Easter. No lilies are being grown at the Reinberg greenhouses this year, but Herbert Hansen is arranging for a supply for all of his customers.

Zech & Mann are supplying their trade with fancy sweet peas, which will be in good crop for Easter, with favorable weather. Lillies are seen in quantity here and will be one of their chief Easter offerings.

The Chicago Flowers Growers' Association will have its share of cut lilies to offer for Easter, according to Manager Klingsporn, who says their supply will be much heavier than last season.

A. L. Vaughan & Co. report business as good considering the express strike and everything points to a brisk Easter trade. Max Ringier is again on the job at their establishment.

Eric Johnson, manager of the cut flower department of the A. L. Randall Co., says that Emil Buettner's supply of lilies this season will be among its offerings.

C. L. Washburn, of Bassett & Washburn, and wife are expected home this week from an extended business and pleasure trip in the west.

Ove Gnatt, George Hussman and Math. Schlitz, of the Ove Gnatt Co., La Porte, Ind., were here this week on business.

Tonners' report good business and are prepared to handle the Easter rush in both the cut flower and supply departments.

The J. A. Budlong Co. is featuring white, blue and yellow daisies, in addition to its usual complete line of stock.

Kennicott Bros. Co. is showing a fair supply of statice, which is attracting considerable attention at the store.

The American Bulb Co. reports the arrival of two cars of lilies this week.

BIG CROP
OF
CARNATIONS

We have all the standard and best new varieties, and can supply the best grade in quantity for Easter at the most reasonable prices. Best Red, White and Pink obtainable in the Chicago Market, so order from us.

Large Supply of Roses

Exceptionally Fine Russell, Premier, Columbia, White Killarney, Sunburst, Pink Killarney and Ophelia.

EASTER PRICE LIST—Subject to Change Without Notice.

PREMIER	Per 100
Special	$35.00
Select	25.00
Medium	20.00
Short	15.00

RUSSELL	Per 100
Special	$35.00
Select	25.00
Medium	20.00
Short	15.00

COLUMBIA	Per 100
Special	$30.00
Select	20.00
Medium	15.00
Short	10.00

OPHELIA	Per 100
Special	$20.00
Select	15.00
Medium	10.00
Short	8.00

SUNBURST	Per 100
Special	$20.00
Select	18.00
Medium	15.00
Short	10.00

White—KILLARNEY—Pink	Per 100
Select	$12.00
Medium	10.00
Short	8.00

ROSES, OUR SELECTION.....$ 8.00

CARNATIONS	Per 100
Fancy	$10.00
Good	8.00
Splits	6.00

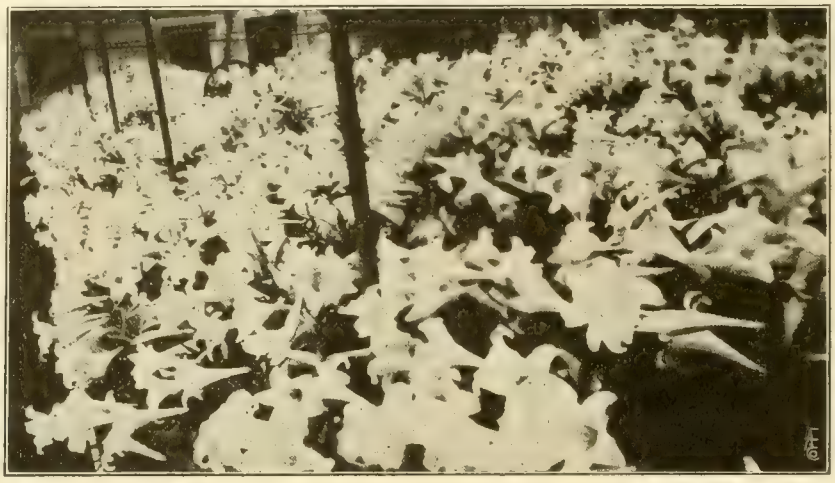
MISCELLANEOUS

Calla Lilies, per doz.	$3.00 to $4.00
Ferns, per 1000	4.50
Galax, per 1000	2.00
Sprengeri, per bunch	.50

Our Range of Greenhouses Is One of the Three Largest in America and will be in Full Crop for Easter.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **CHICAGO**



Easter Lilies

We have plenty of extra well grown Lilies for Easter that are just coming into bloom, just right to be cut in time for **EASTER.**

Extra fancy Lilies, 30c. Extra fancy Lilies, medium length stems, 25c. Good large Lilies, short length stems, 20c.
(No small buds counted.)

	Per 100	
PREMIER, COLUMBIA, RUSSELL, MILADY:		
Long fancy	$25.00	
Choice medium	18.00 to	$20.00
Good shorts	10.00 to	15.00
OPHELIA, SUNBURST, HEARST, MARYLAND, PINK AND WHITE KILLARNEY:		
Long fancy	15.00 to	20.00
Choice medium	12.00 to	15.00
Good shorts	8.00 to	10.00
NESBIT AND BRUNNER:		
For corsages	3.00 to	6.00
FREESIA	2.00 to	4.00

	Per 100	
CARNATIONS:		
Fancy first-class stock	$10.00 to	$12.00
Choice medium stock	6.00 to	8.00
SWEET PEAS:		
Fancy Spencers (1000 lots, $15.00 and up)	2.00 to	3.00
TULIPS:		
Fancy colored—double	10.00 to	12.00
Fancy colored—single	6.00 to	8.00
JONQUILS:		
Fancy stock	6.00 to	8.00
Medium stock	4.00 to	5.00
CALENDULA:		
Orange King	2.00 to	4.00

PANSIES:		
Fancy, per doz. bunches.	$ 1.50 to	$ 2.00
VIOLETS:	Per 100	
Home grown singles	.75 to	1.50
New York doubles	.75 to	1.00
VALLEY	10.00	
MEXICAN IVY	.75 to	1.00
	Per Bunch	
ASPARAGUS PLUMOSUS.	.35 to	.50
ASPARAGUS Sprengeri	.35 to	.50
FERNS per 1000	4.00	

SUBJECT TO MARKET CHANGE

A. T. PYFER & COMPANY, **164 N. Wabash Ave., CHICAGO**

L. D. Phone, Central 3373
Formerly at 30 Randolph Street

Paul Klingsporn, Geo. Asmus, Fred Lautenschlager, Hilmer V. Swenson, Robert Newcomb, A. Henderson, George Wienhoeber, Henry Wehrman, E. I. Burton and S. R. McKee are attending the New York spring flower show now being held in the Grand Central Palace.

Vaughan's Seed Store counter trade is starting with a rush, while the big movement of florist spring bulbs, many of which should go by express, is switched to freight service because of strike.

Cook county florists will be interested in the new road work along route No. 22, a belt line extending through the city, Barrington, Aurora and Elgin to Lake Forest.

Mrs. Anton Then has been quite sick the past week, but is getting along as nicely as can be expected at this writing.

Miss May McAdams, of the landscape department of the University of Illinois, called upon friends here last week.

Erne & Company are handling a good supply of stock and looking forward to a large supply of lilies for Easter.

A. Shotwell, of the Shotwell Floral Co., Fargo, N. D., called on the wholesale trade here this week.

George Wienhoeber's window March 13, featuring "Jiggs" made a big hit with the public.

The E. C. Amling Co. is showing a good supply of fine American Beauty roses.

The E. F. Winterson Co. reports a heavy call for baskets the past month.

Detroit, Mich.

CLUB MEETING OF INTEREST.

The club meeting, March 11, in the Hotel Statler, brought out a good attendance. Wm. Dilger presented a paper on "Horticultural Education," which was most interesting and thoroughly discussed. Robt. Plumb, secretary of the Michigan State Florists' Association, announced the programme covering the event of the first annual meetig of that society at Lansing, March 16-17. He predicted a fine exhibition of plants and flowers in connection with the business meeting which will discuss topics of great interest to all in the trade.

A. Pochelon, who made an address to the Allied Florists' Association, of Chicago, March 2, gave a report of that meeting, which had for its chief purpose the advancement of the publicity programme, both local and national. The discussion of the subject enlisted the interest of everyone present, and developed the purpose of this club following in the steps of the Chicago, Buffalo and Milwaukee florists, who are now collecting funds for the advertising campaign by the method of assessment on the sales by the growers and the purchases by the retailers, and to perfect working plans, for this city it was decided to hold a big meeting, of the club, April 13, to which will be invited speakers from other cities which have experienced the success of this plan of raising funds for publicity purposes. By a resolution a committee will be appointed of eight or 10 florists, embracing the growers, retailers and wholesalers, whose duty will be to urge the attendance at the meeting, April 13, of every florist in the city and those adjacent who deal in the market and to provide a definite working plan to submit to the members for adoption and which will if accepted, settle for all time the wisdom of co-operative advertising and an equitable method of providing the necessary funds.

The Sunday closing question was again opened and discussed from different angles, but as usual a great diversity of opinion was described as the matter affected those present. The discussion closed without definite action after Treasurer J. K. Stock made the claim that coercive measures were impractical and that those who now see the wisdom of closing should do so and soon all others would see the advantages and would join the Sunday closing movement voluntarily. The announcement was made of the death of Mrs. A. Hupprich, March 10, and also of Mrs. John Breitmeyer, whose death took place March 9. Resolutions of regret were adopted and floral offerings ordered sent to the bereaved families.

J. F. S.

BOSTON, MASS.—J. Liebmann has purchased the interest of his partner, A. Robbins, in the flower shop on Winter street conducted as the "Growers' Outlet."

EXTRA FANCY
ROSES
—AND—
CARNATIONS

In Heavy Supply for Easter

You Get the Best Stock in the Chicago Market at the prices quoted when you place your orders here

Satisfied customers everywhere speak highly of Reinberg's Roses and Carnations. Give your customers the best. Place your order here. If there is something you need in Cut Flowers that you do not find in the price list, just ask for it and we will include it in your shipment if it is obtainable in this market.

Buy Direct from the Grower — **EASTER PRICE LIST** — **Subject to Change Without Notice**

	Per 100
MRS. CHAS. RUSSELL	
Specials	$35.00 to $40.00
Select	25.00 to 30.00
Medium	18.00 to 20.00
Short	12.00 to 15.00
COLUMBIA	
Specials	35.00 to 40.00
Select	25.00 to 30.00
Medium	18.00 to 20.00
Short	12.00 to 15.00
MILADY	
Specials	$30.00 to $35.00
Select	20.00 to 25.00
Medium	15.00 to 20.00
Short	8.00 to 12.00

		Per 100
Champ Weiland, Killarney, Killarney Brilliant, White Killarney, My Maryland	Specials	25.00
	Select	18.00 to 20.00
	Medium	15.00
	Short	8.00 to 12.00

	Per 100
SUNBURST, OPHELIA	
Special	$30.00 to $35.00
Select	20.00 to 25.00
Medium	15.00 to 20.00
Short	12.00
PREMIER	
Specials	35.00 to 40.00
Select	25.00 to 30.00
Medium	18.00 to 20.00
Short	12.00 to 15.00
ROSES, OUR SELECTION	10.00
Carnations	8.00 to 12.00
Jonquils	8.00 to 10.00
Sweet Peas	3.00 to 5.00
Lilies	35.00
Adiantum	2.00
Asparagus, per bunch	50c
Boxwood, per bunch	35c
Ferns, per 1,000	$4.00
Galax, bronze and green, per 1,000	$2.00
Leucothoe Sprays	1.00
Smilax, per doz. strings	$3.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

Easter Cut Flowers

Large Supply—Order Here—Fancy Stock.

Roses---Carnations---Lilies---Sweet Peas

Tulips---Jonquils---Callas---Violets---Etc.

EASTER PRICE LIST—Subject to Change Without Notice.

ROSES
American Beauty at Market Prices.

	Per 100
Mrs. Russell, special	$40.00
" " select	30.00 to $35.00
" " medium	18.00 to 25.00
" " short	10.00 to 12.00
Milady, special	40.00
" select	30.00 to 35.00
" medium	18.00 to 25.00
" short	10.00 to 12.00
Killarney Brilliant, special	30.00 to 35.00
" " select	20.00 to 25.00
" " medium	15.00 to 18.00
" " short	8.00 to 12.00
Ophelia, special	30.00 to 35.00
" select	20.00 to 25.00
" medium	15.00 to 18.00
" short	8.00 to 12.00
White Killarney, special	30.00 to 35.00
" " select	20.00 to 25.00
" " medium	15.00 to 18.00
" " short	8.00 to 12.00
Killarney, special	$30.00 to $35.00
" select	20.00 to 25.00
" medium	15.00 to 18.00
" short	8.00 to 12.00
Mrs. Ward, special	30.00 to 35.00
" " select	20.00 to 25.00
" " medium	15.00 to 18.00
" " short	8.00 to 12.00
Sunburst, special	30.00 to 35.00
" select	20.00 to 25.00
" medium	15.00 to 18.00
" short	8.00 to 12.00
Cecile Brunner	6.00
Elgar	5.00
Baby Doll	5.00

Extra special roses billed accordingly.

ROSES, OUR SELECTION ..... $ 8.00

CARNATIONS

Fancy	12.00
Good	8.00 to 10.00

ORCHIDS

	Per doz.
Cattleyas	12.00 to 15.00

MISCELLANEOUS

	Per 100
Violets	$ 1.00 to $ 1.50
Valley	8.00
Easter Lilies	35.00
Callas	35.00
Snapdragon per bunch, 75c	1.00 to 1.50
Calendulas	4.00 to 6.00
Daisies	1.50 to 2.00
Mignonette	6.00 to 8.00
Sweet Peas	3.00 to 5.00
Tulips	6.00 to 10.00
Jonquils	6.00 to 10.00
Daffodils	6.00 to 10.00

GREENS

Plumosus	$ 3.00 to $ 6.00
Sprengeri	3.00 to 6.00
Adiantum	2.00
Leucothoe	1.00
Mexican Ivy	1.00
Smilax per doz.	4.00
Wild Smilax per case	6.00
Ferns per 1000	4.50
Galax per 1000	2.00

ERNE & COMPANY

WHOLESALE FLORISTS

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Seattle, Wash.

BETTER DEMAND AS LENT NEARS CLOSE.

While elaborate decorations are still scarce, the number of small dinners given of late, indicates Lenten quietness is beginning to pall, and many informal affairs are being held. This led to a distinct increase in the number of small arangements, and a revival in corsage work. The funeral demand has more than held up to previous records and none of the houses have had any stock left over at the end of the week. Every day sees more spring offerings arriving, and the call for these has been all that could have been asked. Carnations are coming in better, the stems being longer and firmer, and the colors making a better showing, and the local cut of roses has also picked up notably. Columbia and Ophelia are the two leaders, with White Killarney and Premier coming from local growers. Sweet peas are still big sellers and local growers are not only supplying the business here, but are shipping as far away as Denver and Salt Lake. Gardenias are scarce but promise to improve soon, while lily of the valley shows a steady increase as to supply. The local cut of orchids is still less than that reported about a month back, but is large enough to keep the stock well cleaned up. Tulips and hyacinths have been trade leaders for the past month, and apparently their popularity increases with the season instead of slackening.

NOTES.

A case was noted here this week which eastern wholesalers will do well to watch. One local house ordered several hundred pounds of ruscus from a well-known concern, and found that after deducting weight of the package, that about 25 pounds was missing. This is explained by the fact that the ruscus are damp when shipped, and dry out on the way here. The local buyer turned down the order, and suggests

WE ANNOUNCE

THE ADDITION OF A

Retail Department

to our long established wholesale business. It will not be a secret, under-cover affair, but a separate department — STRICTLY RETAIL — as our wholesale business is STRICTLY WHOLESALE.

Tonner

Wholesale and Retail Florists

30 East Randolph Street

CHICAGO

Telephone Central 6284

We have applied for membership in the F. T. D., and will be glad to reciprocate with your telegraph orders.

Easter Lilies

Extra Fancy Stock at $25.00, $30.00 and $35.00 per 100 blooms.

Packed in wooden boxes at the greenhouses, 100 in a box, and will reach you without being rehandled. Our lilies this season are from the same grower that has shipped us such fancy stock in other years. Unsurpassed for quality in this market.

Plenty of All Other Cut Flowers for Easter

Roses
All varieties grown for this market, including some you can only secure at Randall's.

Carnations
Magnificent stock in all the old standard and newer varieties. Strictly fresh—no pickled stock here.

Beauties
Perfect heads on strong stems, well clothed with luxuriant foliage. Prices right.

Peas
The best stock in quantity. Order what you need today.

Calendulas
Large supply of Ball's famous double strains. This stock sells on sight.

Freesias
Big cut from a late crop. Include some in your Easter order.

Write for Special Easter Price List

A. L. RANDALL CO.

Wholesale Cut Flowers and Florists' Supplies

Wabash Ave. and Lake St., CHICAGO, ILL.

Heavy Easter Supply of Cut Flowers

Finest Quality Roses in Large Quantities

Particularly the very choicest Russell, Premier, Milady, Beauties, Killarney, White Killarney, Killarney Brilliant, Columbia, Ward, and all the Miniature Varieties.

Home Grown Orchids and Gardenias. None Better

Choicest Carnations in all colors

Sweet Peas All the best varieties, including the newer introductions, and all of Zvolanek's proven favorites.

Your aim is always to supply your trade with the best. They get it when you place your orders with us.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

that the seller would do well to allow for this shrinkage.

It is reported among the retailers here that the Japanese growers are already getting together on the prices which they will charge the trade for Easter lilies. Since they will control about half of the local stocks, it has been recommended that the dealers themselves get together and set a fair price which they will pay for local stock, with the grower offered the alternative of fighting California competition in case he holds for more.

George Antenen, of the Seattle Floral Company, handled several big shipments of locally grown tulips to intermountain points during the past week. The northwestern cities are beginning to more and more count on their own growers for stock, to the reduction of the business with California.

Rosaia Bros. report the biggest single day's business in corsages for a long time, March 5. Several hundred, ranging in cost from $1.50 upwards, were supplied for a sorority dinner and almost as many for a luncheon. This

Easter

Cards, Tags, Labels, Stickers, Blotters, Announcements.

Write for samples.

THE JOHN HENRY CO.

Florists' Cards and Printing, LANSING, MICH.

Mention the American Florist when writing

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Violets. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

For Florists' Supplies, Baskets, Chiffons and Spring Novelties
PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., Pittsburgh, Pa.

firm has been showing some splendid tulips of late.

Novelty offerings have been used to good advantage by the Hollywood Gardens of late, and especially good results are reported from the display of gold fish in fancy bowls, and on odd pedestals. Novelty baskets have also proved a good Lent trade getter.

Table arrangements, corsages and hall decorations for one of the largest social affairs of the Lenten season were handled last week by Kenney's Home of Flowers. The window displays of William Goldberry here have attracted much comment.

C. S. McManus, of the Madison Park Greenhouses, reports splendid growth on the most of the Easter supply of lilies, although some stock is rather backward about flowering.

The Beal Greenhouse Company, on Vashon Island, has been supplying some of the finest Columbia roses seen on this market and reports a fair shipping trade as well.

The Woodland Park Floral Company showed an effective window of spring flowers in pots, baskets of jonquils and canary birds in cages during the past week.

The Woodlawn Flower Shop showed the first anemones of the season last week, and these attracted considerable attention in the main display window.

H. M.

Cincinnati, O.

HEAVY SUPPLY CROWDS MARKET.

High prices are a thing of the past, and everybody is now accustomed to the new condition. The market is unsteady and inclined to the long side, many items going begging now that a short time ago were not procurable. Publicity after a spell of high prices is a fine thing for business, but the oceans of stock that are poured into the market in the early summer will never be moved advantageously. Roses are holding up well, and are still good sellers, but at greatly reduced prices. Carnations are in full crop at present, and it would not be surprising if they would be slightly off for Easter. Other stock, such as sweet peas, calendulas, narcissi, daffodils, freesias and tulips are in big supply and are used in large quantities. The Easter outlook is somewhat unsettled; while the bulbous stock will be about equal to the demand, such plants as hydrangea will be somewhat backward. Lilies will be in good supply when the time comes. Any nervousness on the part of dealers early in the week is gradually wearing off. Rose bushes in the larger sizes will take the place of azaleas. Other Easter stock seems up to expectations. One or two growers will be late with hydrangeas for Easter but will hit Mothers' day just right.

LINDLEY BOXES
ARNOLD BOXES
Comprising the largest assortment of Florist Boxes obtainable. The Arnold Florist Box stock has been purchased by the Lindley Company. Write us for prices.
GEO. L. HOOPIS,
New York Representative, 601 W. 144th St.
A. V. Z. JENNINGS,
Chicago Representative, 20 E. Jackson Blvd.
Lindley Flower Box Company, Quality Box Makers, Marion, Indiana

NOTES.

H. W. Sheppard is proud of his F. T. D. business. Telegrams in ever increasing numbers, bespeak satisfied customers.

Frank Volz, Cheviot, is just coming into crop with pink and white Enchantress carnations, also fine snapdragons.

J. A. Peterson, Westwood, has some fine hydrangea stock that will be on time for Easter.

R. Witterstaetter has a good supply of specimen Boston ferns. K.

Milwaukee, Wis.

TRADE CONDITIONS UNCHANGED.

There has been no change in market conditions worth mention since last week. The supply is ample in all offerings with demand not up to supply. Due to recent frosts in the south local grown green goods were eagerly sought.

NOTES.

The Holton & Hunkel Co. says their Easter lilies compare well with stock of other years and will be on time. Large quantities of bulbous stock, roses and hydrangeas are some of the other items grown on a large scale.

The E. Welke Co. made special efforts and had unusually artistic window displays at its store during style week. Among the features was a pond of gold fish, surrounded by choice pot plants in bloom.

Within nine days this city has experienced every variety of weather known. Zero temperature was followed by a warm spell, then by snow, high winds, rain and a hail storm.

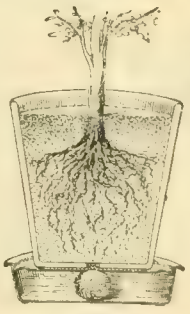
The large stock of pot plants for the Easter trade at the C. C. Pollworth Co.'s establishment is in fine shape and many orders have been booked to date.

Zero weather on the night of March 6 froze many decorative plants used by the A. F. Kellner Co., in decorations in the display windows during style week.

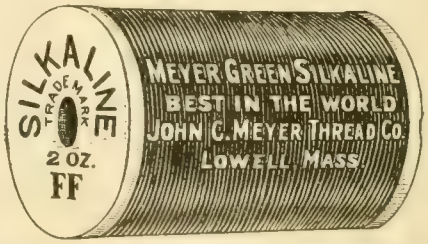
E. Haasch, who had a large stock of well-grown cineraries, found no difficulty in finding buyers for them. He is making room for bedding plants to supply his large cemetery trade.

Oscar Schurrer made a good style week display consisting of bulbous stock in pots and boxes.

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a
Little Wonder Plant Irrigator
They keep your plants watered just right. Wholesale price, $20.00 per 100.
If your supply house does not carry them send us their name with your order.
Sample by mail, 35c
The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO
Mention the American Florist when writing



Mention the American Florist when writing

GOLDFISH 1,500,000 (Fancy and Plain)
Ready for market at rock-bottom prices. Ship anywhere in U. S. or Canada. Write for our illustrated catalogue.
Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.

According to Gust. Rusch & Co., the Cudahy Floral Co. will have a good cut of roses for Easter, weather conditions favoring them.

E. O.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 6179 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

EASTER PRICE LIST.

		Dozen	
Roses, Beauty		$ 3.00 @	$10.00
		Per 100	
"	Mrs. Chas. Russell.	10.00 @	60.00
"	Columbia	10.00 @	60.00
"	Premier	10.00 @	60.00
"	Hoosier Beauty	8.00 @	35.00
"	Killarney Brilliant.	8.00 @	35.00
"	Killarney	8.00 @	35.00
"	White Killarney	8.00 @	35.00
"	Richmond	8.00 @	35.00
"	My Maryland	8.00 @	35.00
"	Mrs. Geo. Shawyer.	8.00 @	35.00
"	Milady	10.00 @	60.00
"	Mrs. Aaron Ward	8.00 @	25.00
"	Sunburst	8.00 @	35.00
"	Ophelia	8.00 @	35.00
"	Dble. W. Killarney.	8.00 @	35.00
"	Champ Weiland	8.00 @	35.00
"	Stanley	8.00 @	35.00
"	Bayard Thayer	10.00 @	60.00
"	Cecile Brunner	5.00 @	6.00
"	George Elgar	5.00 @	6.00
"	Baby Doll	5.00 @	6.00
"	Nesbit		6.00
"	Our selection	10.00 @	12.00
Carnations		6.00 @	15.00
Cattleyas	per doz.	12.00 @	15.00
Mignonette		6.00 @	10.00
Snapdragons	per doz.		1.00
Freesia		3.00 @	6.00
Tulips		6.00 @	15.00
Daisies		2.00 @	4.00
Valley		6.00 @	8.00
Calendulas		4.00 @	10.00
Gardenias	per doz.	6.00 @	9.00
Lilies	per doz.		3.00
Jonquils		6.00 @	10.00
Callas		25.00 @	35.00
Sweet Peas	per 100	3.00 @	5.00
Violets		1.00 @	2.00
Ferns	per 1,000		4.50
Galax	per 1,000	1.50 @	2.00
Leucothoe		1.00 @	1.25
Plumosus Strings	each	.60 @	.75
Sprengeri, Plumosus, Sprays			3.00
Mexican Ivy		.75 @	1.00
Boxwood, 35c per lb., per case			9.00

ZECH & MANN

WHOLESALE FLORISTS

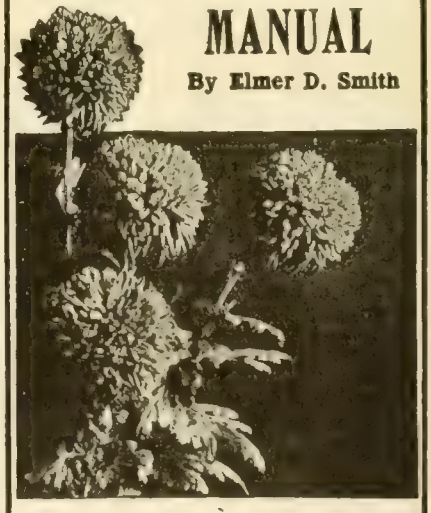
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 No. Clark Street, CHICAGO

For Easter

We will have a large supply of **GARDENIAS.** Good flowers, long stems.

LILAC, white and lavender. **BEAUTIES,** mostly specials.

Place your order early, as there will be no surplus in the above items.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

PRICES CONTINUE DOWNWARD TREND.

Prices have closely followed business down the toboggan, and, as yet, no grade of sand used seems to be able to stop the mad rush. Even the publicity committee's mild campaign appears to have no effect. The growers are doing their part, as the stock is fine; nothing better, for the season, could be asked, and the stores are making a bid for business, (some of them) with good window displays, but the one great essential, that is, demand, is missing. There will certainly be a change soon as trade in Lent nearly always picks up before Palm Sunday, a sort of preparatory bustle before the grand Easter rush. There are few features about the stock worth mentioning. As said before, it is of good quality, and far too plentiful. There is not such a great increase, but because of the light demand, it accumulates and is hard to move at any price. There is no stability to prices, both buyer and seller doing the best they can to gain the advantage. Carnations are not as plentiful as other flowers, but prices have declined in sympathy. White roses are very hard to move as the influenza is about over, and with a normal death rate, there are more than enough. This is the street men's harvest, and quantities of flowers are seen on all their stands and carried on trays on all the shopping thoroughfares. Violets and sweet peas, and since they have become plentiful, short roses, are quantity flowers. Gardenias are now also a part of their stocks. Preparations for Easter are going forward in all the stores, while the growers are daily entertaining visitors from city and out of town stores. The greenhouse stock for the most part looks very promising and about right in point of readiness.

NOTES.

The large advertising spreads, one-fourth to one-third pages in the leading papers, that the Chicago publicity committee are now running, should surely show some direct results. If they are found to increase the demand, the remedy for business stagnation in flowers will then be clearly in the hands of the trade. The campaign here lacks the hearty co-operation that it should have from all the trade, but things look more promising now that it has started. The ads of the committee have been favorably commented upon, and if they can be kept up, and enlarged in size, will no doubt help to increase the demand.

The Leo Niessen Co. receives immense lots of flowers daily. It claims the outside demand is holding much better than that of the local craft. Russell roses, carnations, sweet peas and violets are quantity stocks.

Edward Reid thinks that the local retail florists do not try half hard enough to sell flowers. They can surely get all the stock they want at their own price, and should do their best to help move the surplus.

Fred Michell and wife have returned from a delightful trip to Florida. Counter trade with the H. F. Michell Co. is now getting very brisk and everything points to a good season.

A. M. Campbell is well pleased with the Easter lily outlook. His stock is wonderfully fine, and there is an increasing demand as the event draws nigh.

K.

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Mar. 17. Per 100

Roses, American Beauty	25.00@	150.00
" Shawyer, Russell ...	8.00@	20.00
" Killarney	10.00@	16.00
" Milady	12.00@	30.00
" Radiance	16.00@	40.00
" White Killarney ...	8.00@	25.00
" Killarney Brilliant	16.00@	25.00
" Ward	8.00@	16.50
" Hadley	12.00@	35.00
" Ophelia	15.00@	30.00
" Premier	12.50@	30.00
" Columbia	16.00@	25.00
" Maryland	16.00@	25.00
" Hoosier Beauty	15.00@	35.00
" Stanley	16.00@	25.00
Cattleyas, per doz.	6.00@	12.00
Cypripediums, per doz.	4.00@	12.00
Sweet Peas	1.00@	2.00
Carnations	3.00@	8.00
Longiflorum Lilies	20.00@	25.00
Violets, a hundred	1.00@	1.25
Marguerites	4.00-6.00@	8.00
Calendulas, per doz., .75@1.00		
Callas	16.50@	25.00
Snapdragons, per doz., 3.00@4.00		
Adiantum		2.00
Asparagus Strings, per doz	9.00@	12.00
Asparagus bunches, each		.50
Jonquils	6.00@	8.00
Freesia	6.00@	12.00
Anemonies, per doz.		2.00
French Iris, per spray		.50
Pansies	2.00@	3.00
Myosotis, a bunch	.35@	1.00

BUFFALO, Mar. 17. Per 100

Roses, Beauty, Special	60.00@	75.00
" Fancy	30.00@	40.00
" Extra	20.00@	25.00
" 1st	8.00@	12.00
" Killarney	6.00@	15.00
" My Maryland	6.00@	20.00
" White Killarney	6.00@	15.00
" Sunburst	6.00@	20.00
" Ward	6.00@	8.00
" Columbia	10.00@	15.00
" Ophelia	8.00@	20.00
Russell	12.00@	20.00
" Shawyer	8.00@	15.00
" Bon Silene	4.00@	6.00
Cattleyas	75.00@	100.00
Dasies	1.00@	3.00
Valley	10.00@	12.00
Violets	.75@	1.00
Calla Lilies	15.00@	35.00
Japan Lilies	8.00@	10.00
Easter Lily	25.00@	35.00
Paper Whites	4.00@	6.00
Carnations	4.00@	6.00
Mignonette	6.00@	10.00
Snapdragons	8.00@	15.00
Sweet Peas	.75@	3.00
Asparagus Sprengeri	.35@	.50
Ferns, per 1000		3.50
Calendulas	3.00@	6.00
Smilax		25.00
Golden Spur	4.00@	5.00
Freesia	3.00@	4.00
Von Sion	4.00@	6.00

PAULDING, O.—Walter Butler, proprietor of the Paulding Greenhouses, has disposed of the property to Stanley Tomcjak. Mr. Butler will engage in landscape work in Cincinnati, O.

SOUTHAMPTON, N. Y.—The Southampton Horticultural Society has elected officers for 1920 as follows: S. R. Candler, president; George H. Campbell, vice-president; James Dickerson, secretary; Fred Marshall, treasurer.

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

BERGER BROS.

Roses, Carnations, Violets, Freesia.

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

CINCINNATI, Mar. 17. Per 100

Roses, Premier	6.00@	25.00
" Columbia	5.00@	25.00
" Butterfly	5.00@	25.00
" White Killarney ...	5.00@	20.00
" Pink Killarney	5.00@	20.00
" Sunburst	5.00@	25.00
" Mrs. Aaron Ward...	6.00@	25.00
" Ophelia	6.00@	25.00
" Baby Doll		3.00
Carnations	4.00@	6.00
Calendulas	2.00@	3.00
Paper White Narcissus		6.00
Sweet Peas	1.00@	2.00
Freesia	3.00@	4.00
Violets (California)		.50
Princess of Wales		.75
Ferns, per 1,000		3.50
Leucothoe, per 1,000		6.00
Galax, per 1,000		1.50
Daffodils	4.00@	6.00
Mexican Ivy, per 1,000		6.00
Smilax, per string	.15@	.20
Dutch Hyacinths	6.00@	10.00
Plumosus (south) per bch.	.20@	.25
Tulips	6.00@	8.00
Lily of the Valley		6.00
Easter Lilies		25.00

HUNTINGTON, W. VA.—Louis Van Rompay and W. S. Archer have opened the Flower Shop at 311 Eighth street, and will handle the output of the Van Rompay & Co. range.

ROCHESTER, N. Y.—The Horticultural Society of Rochester and Western New York, affiliated with the New York State Federation of Horticultural Societies and Floral Clubs, was organized March 6 with the following officers: Henry W. Hartens, Rochester, president; Schuyler Arnold, Coldwater, secretary; R. E. Davey, Rochester, treasurer.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

MAGNOLIA LEAVES
Prepared Magnolias, Brown, Green or Purple.
Per box, about 800 leaves.....$1.50
10 boxes or more @..... 1.40
Red Magnolias, per box..... 2.25
Get our list of other supplies, it's free.
Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

GUST. RUSCH & CO.

Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

Pittsburgh, Pa.

MANY ITEMS HARD TO MOVE.

There has not been any change in the business situation since last writing; stock is still in over supply, with the exception of a few items, with a light demand, and after the day's business is over, there is always an accumulation of odds and ends that are hard to move at any price. Business was better the latter part of the week, with more calls for stock than there has been for some time, and it looks as though the glut would end and prices would be more firm, though not high. American Beauties are more plentiful, and of much better quality, but outside of a few special orders, the demand is light. The supply of tea roses is not so heavy, but it takes bargain prices to move them. The carnation cut is getting heavier every day, and the quality is the best this market has seen this season. The big item to overstock the market is bulbous flowers, and jonquils, tulips, hyacinths and Paper Whites move slowly, as most everyone that has any glass have their own supply. Sweet peas is another item that is in excess and the quality is not near so good as it was two or three weeks ago. Snapdragons, calendulas, baby primroses, forget-me-nots and freesias all remain a drug on the market. Violets move slowly, as do orchids and lily of the valley. The supply of greens has been adequate to supply all needs. The stores are beginning to prepare for Easter, and all are planning for the largest business they ever handled.

NOTES.

Harry Irwin, Monessen, Pa., has found it necessary to move into larger quarters. He has bought a store on the main street, in the heart of the business section, and has fitted it out as a modern retail flower store. Mr. Irwin opened up in Monessen several years ago, and by hard work and fair dealing, he has built up a wonderful business, and is still growing.

James Reilly, of the McCallum Company, has been transferred from the Pittsburgh store to the Detroit branch. Ross Adgate, in point of service, the oldest man on the road for the McCallum Company, spent several days in Pittsburgh last week.

The Liberty Flower Store, Steubenville, O., has moved into its new location, just one door above the old store. When they get all settled, they will have one of the most modern retail stores in the country.

Miss Maxwell, of Wilkensburg, says that she has not noticed any falling off in demand, as her force has been kept busy all the time.

The Pittsburgh Cut Flower Company is making large cuts of roses and carnations of very good quality.

M.

Wholesale Flower Markets

PITTSBURGH, Mar. 17.	Per 100
Roses, Beauty, spl., per doz.	6.00
" " fcy., per doz.	5.00
" " ex., per doz.	4.00
" " No. 1, per doz.	1.00
" Hadley	10.00@ 25.00
" Killarney	6.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Mrs. Aaron Ward	4.00@ 12.00
" Russell	8.00@ 25.00
" Columbia	8.00@ 25.00
" Ophelia	6.00@ 15.00
" Hilda	6.00@ 15.00
" Premier	8.00@ 25.00
Lily of the Valley	8.00
Carnations	6.00@ 8.00
Cattleyas, each	1.00
Ferns, per 1,000	4.00
Sweet Peas	1.50@ 3.00
Daisies	2.00@ 4.00
Galax, per 1,000	2.00
Plumosus, per bunch	.40
Sprengeri, per bunch	.50
Smilax, per doz.	3.00
Calendulas	2.00@ 6.00
Narcissus, white	6.00
Lilacs, per bunch	2.00
Tulips	6.00
Mignonette	6.00
Snapdragons, per doz.	1.50@ 3.00
Calla Lilies, per doz., 3.00@5.00	

ST. LOUIS, Mar. 17.	Per 100
Roses, Hadley	8.00@ 15.00
" Premier	8.00@ 40.00
" Killarney	6.00@ 12.50
" White Killarney	6.00@ 15.00
" Hoosier Beauty	8.00@ 15.00
" Russell	8.00@ 50.00
" Ward	4.00@ 6.00
" Sunburst	6.00@ 15.00
Ferns, per 1000	4.00
Carnations	3.00@ 5.00
Carnations, Laddie	15.00
Carnations, Specials	.50@ 2.00
Sweet Peas	3.00@ 5.00
Calendulas	10.00@ 15.00
Callas	8.00
Mignonette	.50
Violets	.75
Galax, per 1,000	.75
Leucothoe, per 1,000	7.50
Boxwood, per lb.	.25
Lily of the Valley	8.00
Freesia	3.00@ 4.00
Jonquils	4.00@ 6.00

MILWAUKEE, Mar. 17.	Per 100
Roses, Kill'n'y, W. Kill'n'y	6.00@ 15.00
" Ward	4.00@ 12.00
" Premier	15.00@ 35.00
" Ophelia	6.00@ 18.00
" Columbia	12.00@ 35.00
" Hoosier Beauty	6.00@ 15.00
Carnations, assorted	4.00@ 6.00
Cattleyas, per doz.	5.00@ 6.00
Paper Whites	6.00@ 8.00
Violets	.75@ 1.00
Callas, per doz.	2.50@ 3.00
Sweet Peas	1.00@ 3.00
Lilies, per doz.	2.50@ 3.00
Lily of the Valley	8.00
Snap Dragon.....per doz.	1.00@ 1.50
Freesia .....per 100	4.00

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.
Mention the American Florist when writing

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PHILADELPHIA, Mar. 17.	Per 100
Roses, Beauty, special	50.00@ 75.00
" " fancy	25.00@ 35.00
" Mrs. Chas. Russell	8.00@ 50.00
" Killarney	2.00@ 8.00
" Hadley	8.00@ 25.00
" Sunburst	8.00 20.00
" Wards	6.00@ 10.00
" Ophelia	6.00@ 15.00
" Columbia	12.00@ 35.00
" Premier	10.00@ 30.00
Cattleyas	.25@ .75
Lilac, bunch	1.50@ 2.50
Narcissus	4.00@ 6.00
Mignonette	4.00@ 8.00
Gardenias, doz., .35@ .75	
Cypripediums	25.00@ 40.00
Carnations	4.00@ 8.00
Carnation Laddie	10.00@ 12.00
Snapdragons, per doz.	1.50@ 2.00
Callas	12.00@ 15.00
Easter Lilies	25.00@ 30.00
Violets	.50@ 1.00
Calendulas	1.50@ 4.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus Strings	.50@ .75
Sweet Peas	.50@ 3.00
Lily of the Valley	6.00@ 8.00

New York.

MARKET CONDITIONS UNSATISFACTORY.

The wholesale market continued in poor condition during the past week. Some of the wholesalers say it was the worst they have ever seen, but they have said that before and we take it more of a figure of speech than otherwise. There is no denying the fact that it was pretty bad. There were instances of carnations selling for $20 per 1,000, and on 42d street, there was a daily guerrilla warfare of street men selling violets, sweet peas, gardenias and anything else that they could conveniently carry. In American Beauty and Scott Key roses there was not a heavy supply, and prices for special stock ranged around $50 and $75 per 100, but the other varieties of roses were plentiful and cheap. The supply of orchids was not heavy, but what did come in, were hard to move. Yellow narcissus of the common kind went as low as 20 and 25 cents per dozen. Many of the common tulips were hard to sell at any price, as the Darwins and Flamingos have taken a drop and are more desirable. As a whole, it was a bad week for business, and condition were not improved by rain, March 12-13, turning to snow on the evening of the 13th.

March 15.—There is no improvement in the cut flower market.

FLOWER SHOW NOTES.

Calling at the Grand Central Palace, March 13, we found exhibitors and workmen busy preparing for the show. The greenhouse builders were putting the finishing touches on their houses, being further advanced than other exhibitors, though of course they had more to do. Professor White, of the American Rose Society, was early on the ground, arranging for the society's booth. Both Superintendent Herrington and Secretary Young were also busy. Although the weather at this writing is extremely disagreeable, it is hoped it will not turn cold enough to hamper the movement of plants.

NOTES.

George Schubert, of North Bergen, N. J., who has an established reputation as a grower of palms, does not confine his activities to one line. He has a large stock of a new form of his own production that is meeting popular favor. At the present, visitors to his range are most interested in his giganteum lilies, of which he has five houses of excellent stock growing in flats for cutting. This stock is sold by Traendly & Schenck, the well-known wholesalers of this city.

The Secaucus Exotic Nurseries is a growing concern that sends large stocks of plants to this city, and they carry a great variety of both foliage and flowering plants.

A. F. F.

San Francisco.

GOOD DEMAND FOR ALL FLOWERS.

Business is in very good shape at the present time. Funeral work continues heavy. There is also a steady call for all good grades of flowers and plants. The market is now in a position to take care of nearly all demands made upon it. A very fine grade of stock is coming along daily. There is now a bounteous cut of all varieties of roses. There has been quite a drop in prices due to the heavy arrival. American Beauty is about the only variety that is not plentiful. Carnations have recovered from the slump of last week, and are now selling at $2.00 per 100. Sweet peas are becoming more plentiful every day and are very much in popular favor. Daffodils are in heavy supply and can be had at almost any price. The street peddlers are all stocked up heavily with the stock. There is a nice cut of narcissi coming in. Tulips are about over with most of the growers. Lily of the valley of the finest quality is coming in freely. Owing to its high price, it seems to be moving rather slowly. Fruit blossoms are still to be had in large quantities and are in much favor for decorations. Large numbers of rambler roses in pots are now being shown at all the leading stores. Some excellent Pink Pearl rhododendrons are coming in. Erica melanthera is now in excellent shape also and is being extensively used by all the shops.

NOTES.

The California Dahlia Society at its annual meeting held during the week, set September 2-4 as the dates on which the annual show will be held at the Palace hotel. Owing to the increasing interest being taken in this flower, additional exhibition space has been applied for. J. W. Davis of this city was elected president for the ensuing year. Other officers elected were: William Kettlewell, of San Mateo, and H. T. Hennig, of this city, vice-presidents; Fred C. Burns, of San Rafael, secretary, and Frank D. Pelicano, of this city, treasurer. The executive committtee is composed of Mrs. Charles H. Lymbery, San Mateo; Jesse Seal, San Francisco; Pierson Durbrow, of Alameda, and T. A. Burns, of San Francisco.

Avensino Bros.' beautiful new store at 257 Geary street, was formally opened last week. The firm is composed of J. B. Avensino, Bab Pagano, for many years buyer for Pelicano, Rossi & Co., and J. B. Lavazollo. These men, well and favorably known to the trade here for many years, will, no doubt, make a great success at their new location. The interior decorations are very fine, being entirely of white marble and plate glass. The store is 80 feet deep and is fitted up with every convenience necessary to a modern flower store.

Alfred Cuneo, one of the best known florists of this city, died at St. Joseph's hospital, March 6. For many years, he was with B. M. Joseph on Grant avenue, but the past few years had been chief designer for the Art Floral Company. He was thought to be recovering from an attack of spinal meningitis when pneumonia set in and carried him off. As a decorator he had few equals in this city. Of a cheerful and happy disposition, his untimely end will bring a pang of sorrow to a large circle of friends.

The federal vocational board for disabled soldiers has placed several partially disabled veterans of the war in the work rooms of the Art Floral Company, where they will learn the florists' business. These men are being paid by the government. P. Vincent Matraia and his staff will see to it that these disabled soldiers will have a thorough education in all branches of the florists' trade.

Luther Burbank, of Santa Rosa, was 71 years of age, March 7. The main celebration of Burbank's birthday in Santa Rosa will take place on May day, when his creations will be depicted in spectacular form in a colorful pageant, "Sun Worshippers," in which several hundred people will participate.

Lilies, Sweet Peas, Roses, Carnations, Violets.

Joseph S. Fenrich, 51 West 28th Street, NEW YORK
Telephones: 420-421-422 Watkins.

FUTTERMAN BROS.

Wholesale Florists, 102 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

C. Lecakes & Co.

Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Leucothoe Sprays, and Moss, Our Specialties.
116 W. 28th St., New York
Telephone Watkins 2315
No connection with any other concern.
Prompt and careful attention to Mail, Telegraph and Telephone Orders.

Traveling Wholesale Florist
INC.
133 W. 28th St., NEW YORK.
Telephones 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.
Mention the American Florist when writing

WHOLESALE FLORISTS
A. L. Young Co.
51 West 28th St. New York
Consignments Solicited

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins
Mention the American Florist when writing

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3858 Watkins. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Watkins

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone: 759 Watkins

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3542-3543 Watkins 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
34 West 28th St., NEW YORK CITY
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments Solicited.

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
133 West 28th St., NEW YORK
Established 1887
All consignments receive our special attention.

Wholesale Flower Markets

NEW YORK, Mar. 17. Per 100

Roses, Beauty, Specials	50.00@ 75.00
" " extra and fancy	35.00@ 40.00
" Hoosier Beauty	3.00@ 15.00
" Hadley	2.00@ 50.00
" Francis Scott Key	8.00@ 50.00
" Columbia	4.00@ 15.00
" Prima Donna	3.00@ 12.00
" Dble Wht. Killarney	6.00@ 15.00
" White Killarney	2.00@ 10.00
" Aaron Ward	4.00@ 12.00
" Ophelia	3.00@ 15.00
" Sunburst	3.00@ 12.00
" J. L. Mock	3.00@ 15.00
" Mrs. Chas. Russell	4.00@ 20.00
" Premier	3.00@ 40.00
Cattleya orchids, special	75.00
Carnations	2.00@ 4.00
Adiantum Croweanum and Hybridum	1.00@ 1.50
Asp. Plumosus, doz. bchs.	3.00@ 4.00
Smilax, doz. strings	1.50@ 2.00
Lilies, white	15.00@ 20.00
Gardenias, per doz.	.50@ 3.00
Callas, per doz.	2.00@ 3.00
Paper White Narcissus, doz.	.50@ .60
Lilies, Rubrums	10.00@ 12.00
Sweet Peas	.50@ 3.00
Lily of the Valley	1.50@ 6.00
Violets	.25@ .50
Calendulas, per doz.	.15@ .25
Yellow Narcissus, per doz.	.25@ .35
Mignonette, per doz.	.50@ 2.00
Lilac, per bunch	1.00@ 2.00
Freesia	.50@ 1.00
Tulips, per doz.	.25@ .35
Flamingo, per doz.	.75
Darwin Tulips, doz.	1.50
Acacia, per bunch	1.50@ 2.50
Buddleia, per bunch	.75
Giant Daffodils, per doz.	.80@ 1.50
Snapdragons, per doz.	.50@ 2.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
115 West 28th Street, New York

Telephones {4422 / 4423} Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE {2335 / 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
101 West 28th Street, NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Telephones:
Watkins 2800-2801-2802-2803

A. LANGSTADTER, Inc.
MANUFACTURING
STATIONERS AND PRINTERS
LOOSE LEAF SPECIALISTS
513-515 SIXTH AVENUE
Between 30th and 31st Streets
NEW YORK

Nearly all the rambler roses that are attracting so much favorable comment in the stores these days are from the greenhouses of Eric James, at Elmhurst. He reports the demand at this time for Easter stock to be much ahead of previous years.

The San Jose branch of the Cottage Gardens Nurseries has a very large stock of Pink Pearl rhododendrons for which they find a ready sale. Azalea Hinodigiri, another of their specialties, will also be ready for Easter sales.

The California Evergreen Greenhouses are in with an excellent crop of Hadley roses, for which they report a steady demand. Their lily houses appear to be just right for Easter, all the plants being in fine condition.

The Cypress Lawn Cemetery Association has been granted an injunction by the superior court of San Mateo county against the flower sellers in front of the cemetery near Colma.

S. Schwerin, of Mayfield, who is one of our largest bulb growers, is sending in large cuts of daffodils and narcissi.

The Park Presidio Dahlia Society will shortly arrange its schedule for its fall show.

JAS. T. LYNCH.

Columbus, O.

DEMAND FALLS OFF SHARPLY.

The demand for flowers in this market during the past week has been quiet. For some unaccountable reason, the bottom seemed to drop out of the trade, and a lull was the result. One of the outstanding features was the lack of funerals. Parties, also, were not numerous and the same was true of weddings. As a result, there was a somewhat oversupply of flowers and prices were reduced as a consequence. The stock was of excellent quality, and indications point to a large supply of high grade flowers for the Easter season. Florists are making preparations for an extra large trade. Easter lilies will be in bloom, and as a result, florists are looking forward to extra good business. Roses are plentiful, although the market was not overstocked. They are selling from $3 to $8 per dozen. Sweet peas are also in good demand, and sell around 50 cents to $1.50 per bunch. Carnations are also active, moving at $2.50 per dozen. The quality is exceptionally good. Jonquils are in good demand, and the same is true of violets.

NOTE.

The Rolf Zetlitz Co., of Lima, O., which recently purchased the plant of the Columbus Floral Co., has secured the range of the Louis Elsass Co., at Chillicothe. The establishment is a large one, and will be included in the chain of plants of the purchasing company.

J. W. L.

M.C.FORD
121 West 28th Street
NEW YORK
Telephones: 3870-3871 Watkins
SPECIALIES
American Beauty Roses and Carnations
A Good Variety of Other Stock

Mention the American Florist when writing

MATS For Wrapping Plant Pots.
All colors. Large shipment just arrived from Japan.
Write for prices.
ENOMOTO & CO., Inc.
Wholesale Growers and Shippers
35 St. Anne St., San Francisco, Calif.

Mention the American Florist when writing

SAMUEL MURRAY

The Leading Flower Establishment of

KANSAS CITY

Will arrange and deliver orders for flowers, plants or design work for the trade in any part of the Middle West. All Goods and Service Strictly First-Class.

MEMBER OF FLORISTS' TELEGRAPH DELIVERY.

SAMUEL MURRAY

1017 Grand Avenue, KANSAS CITY, MISSOURI

Many California Tourists Stop at Kansas City Coming and Going. Suitable Baskets of Flowers for Such Parties Always on Hand.

Easter Orders

Telegraph Your Orders For Delivery in Chicago and Vicinity to US

Unexcelled Service Our Specialty

Members of Florists' Telegraph Delivery Association

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.

ROSES, VIOLETS, ETC.
West End Floral Co.
JEAN DARMI, Prop.
2603 Broadway
Near 98th Street
Telephone 1986 Riverside NEW YORK
Good Stock and Prompt Delivery Guaranteed

Send Your New York Orders to
Hession
Madison Ave. at 76th St., New York City
THE HOUSE OF "QUALITY FLOWERS"
Never Fails to Please
PLANT SPECIALISTS
and Artists in Color Arrangement
Two Greenhouses on Premises
Phones: Rhinelander 107, 775, 420
Member of The Florists' Telegraph Delivery Ass'n.

Phone: 4846 Plaza.
Christatos & Koster
FLORISTS
717 Madison Ave. Bet. 63rd & 64th Sts. NEW YORK
Branch: 918 Park Ave., N. Y.
Prompt Attention to Orders from Other Cities.

Mention the American Florist when writing

South Boston, Virginia
Geo. W. Norwood
FflorIST

COLOR CHART
For Florists $1.00
AMERICAN FLORIST CO., CHICAGO

MALANDRE BROS.

The Leading Florists

2077 Broadway, At 72nd Street

NEW YORK

For Easter

AND

All the Year Round

We Carry Strictly First-class Stock

The Name "MALANDRE BROTHERS" on a box of Flowers is a Guarantee of Quality.

Visiting Florists Always Welcome

Members of
The Florists' Telegraph Delivery Ass'n.

NEW YORK

ESTABLISHED 1849.

David Clarke's Sons

2139-2141 Broadway, Cor. 75th Street

Orders by Telegraph Promptly Filled.

PHONES— 1552-1553 COLUMBUS

Twenty-Eight Years in Business in One Spot

N. CHRISTATOS, FLORIST

1028 Sixth Avenue, Cor. 58th Street, Telephone: 961 Plaza NEW YORK

Residence: 68 West 58th Street.

The Finest and Largest Stock the Market Affords Always on Hand.

Prompt Delivery of Orders from Other Cities Guaranteed.

Mention the American Florist when writing

Phone 117 Flatbush.

G. MESSEBERG

Grower of

EASTER PLANTS

Lenox Road and East 39th Street

BROOKLYN, N. Y.

Colonial Florist

INC.

157th Street and Broadway

NEW YORK

Telephone: 5822 Audubon

BRANCHES:

S. W. Cor. 137th St. and Broadway.
S. W. Cor. 125th St. and Eighth Ave.
S. W. Cor. 149th St. and Third Ave.
S. E. Cor. 145th St. and Broadway.

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

Telephone: 1952 Bedford.

FLOWERS DELIVERED ANYWHERE

Hugo H. Jahn

FLORIST

710 Nostrand Avenue, Corner Prospect Place

BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation

Mention the American Florist when writing

Chicago

H. N. BRUNS

3040 West Madison St., Chicago

Telegraph, Telephone and Mail Orders Given Prompt and Careful Attention

QUALITY plus SERVICE!

In CINCINNATI

To mention Flowers is to think of

Julius Baer

138-140 EAST FOURTH STREET

BEST ATTENTION

TELEGRAPH ORDERS

FOR DELIVERY IN

Chicago and Vicinity

Send Your Easter Orders Here

Friedman

FLOWERS

522 South Michigan Boulevard, **CHICAGO**

Auditorium Annex

EASTER

NEW YORK, 341 Madison Avenue

DARDS

Your New York orders filled by Dards, will carry prestige and responsibility, which has meant satisfaction for nearly **50 Years.**

Member of the F. T. D. **Established 1874**

New York.

BROADWAY FLORIST

2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Mention the American Florist when writing

Washington, D. C.

Louise Flower Shop

Connecticut Ave at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing

E. W. PEARSON

38 State St., Newburyport, Mass.
Covers All New England Points

Mention the American Florist when writing

Established 1895 Telephone Schuyler 6375

The Boulevard Floral Co.

PETER THEOPHINE
2391 Broadway, NEW YORK.
Member F. T. D. A. Special Attention to Orders from Out of Town.

Telephone 5712 Bedford. A. GILAS, Prop

American Beauty Florist

526a Nostrand Ave., BROOKLYN, N. Y.
Choice Fresh Cut Flowers Received Daily for All Occasions. We Telegraph Orders All Over the World.

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The Florist
2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

John D. Flessas

FLORIST

Quick Service and Fine Stock for All Occasions

665 Columbus Ave.,
92-93 St.,
NEW YORK.
Tel. Riverside 1593.

Orders from Other Cities Promptly Filled.

Telephones { 270-271 Main / 1720 Main

EDW. J. McCARTHY, Mgr.

Established 1869

James Weir, Inc.

FLORISTS

Cor. Pierrepont and Fulton Sts., BROOKLYN, N. Y.

Brooklyn's Leading Florist

Special care given to Easter orders from out-of-town. Our Motto is to fill your order as given.

Over 50 Years in Business is Proof of a Satisfied List of Patrons

New York City

Established 1908

McKenney's

503 Fifth Avenue, Northeast Cor. 42nd Street

High Class Service Member F. T. D.

Telephone 6390 Murray Hill.

NEW YORK 17 East 28th Street

NIELSEN

Prompt deliveries to all parts of the city

PAPPAS BROS., FLORISTS

2216 Broadway, Between 78th and 79th Sts., Telephone Schuyler 1069. New York

Branch: 315 W. 110th St., Phone Cathedral 8041. Careful attention given Telegraph, Mail or Telephone Orders.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK,

413 Madison Ave.
Bellevue Avenue, NEWPORT, R. I.
Summer Season.

KANSAS CITY, MISSOURI.
ROCK'S FLOWERS
Members Florists' Telegraph Delivery Ass'n

Mention the American Florist when writing

ESTABLISHED 1847
F. T. D.
Thos. F. Galvin INC.
THE NAME PROTECTS YOU
BOSTON
1 PARK STREET
799 BOYLSTON STREET
Steamers are Again Sailing on Schedule
Deliveries made on board
NEW YORK
561 FIFTH AVENUE

Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS
KOTTMILLER
426 Madison Ave., NEW YORK

Mention the American Florist when writing

HARTFORD, CONN.
George G. McClunie
165 MAIN STREET
Right in the Hospital District—Hartford, Charter Oak, Williams, Insane, St. Francis and Memorial Hospitals within two blocks of Flower Shop.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.
FALLON, Florist.

Mention the American Florist when writing

New York.
J. G. Papadem Co.
(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Seattle-Rosaia Bros.
Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing

New York.
A. B. CAZAN
FLOWERS OF QUALITY
2751 Broadway
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co. Ltd.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

New York.
The Aphrodite Co.
THE ARTISTIC FLORISTS
Floral Decorations for All Occasions.
2703 Broadway, Phone Academy 2479

Mention the American Florist when writing

C. H. FREY
Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Mention the American Florist when writing

C. Frauenfelder
FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

Mention the American Florist when writing

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO.
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

For St. Louis.
WIRE
Grimm & Gorly

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York

Member of Florists' Telegraph Delivery.

DARDS

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction
Nearly 50 Years.

Let Us Fill Your Steamer Orders. Regular European Sailings Now Established.

Mention the American Florist when writing

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Mention the American Florist when writing

A. LANGE

77-79 E. Madison St., CHICAGO

Telegraph, Mail and Telephone Orders given most prompt and careful attention and filled with the best stock in the market.

YOUR PATRONAGE SOLICITED.

Mention the American Florist when writing

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST
ELEVEN STORES

Main Store— Lewis Ave Cor. Hancock St.

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

FROM NEW YORK EXCEPT AS NOTED

March 20.

Andyk, Holland-America Line (Rotterdam).
FROM NEW ORLEANS, Oxonian, I. M. M. Lines (Liverpool).
FROM GALVESTON, Antillian, I. M. M. Lines (Liverpool).
New York, I. M. M. Lines (Southampton).
FROM BOSTON, Nitonian, I. M. M. Lines (London).
Monmouth, I. M. M. Lines (Manchester).
FROM BOSTON, Novian, I. M. M. Lines (Manchester).
Samland, I. M. M. Lines (Antwerp).
FROM PHILADELPHIA, Nervier, I. M. M. Lines (Antwerp).
FROM PHILADELPHIA, West Plains, I. M. M. Lines (Antwerp).
Amasis, Moss Line (Gibraltar-Algiers).
West Celeron, I. M. M. Lines (Glasgow).
FROM PORTLAND, Turcoman, I. M. M. Lines (Avonmouth).
Mauretania, Cunard-Anchor Line (Southampton).
Anglo-Chilean, Cunard-Anchor Line (Antwerp).
River Orontes, Cunard-Anchor Line (Smyrna).
FROM BOSTON, Ikala, Cunard-Anchor (Liverpool).

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

930 PROSPECT AVE., Erie Building. CLEVELAND

Mention the American Florist when writing

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus.

SHERIDAN, WYO.

SHERIDAN GREENHOUSE CO.

Plants and Flowers

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Newark, N. J.

Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Mention the American Florist when writing

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing

Wilkes-Barre and near-by Pennsylvania Towns

Member F. T. D. 14 N. Main St. **A. W. B EVANS**

Mention the American Florist when writing

Astoria Florist

NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—American Beauty Florist.
Brooklyn, N. Y.—G. Messeberg.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exchg. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, W. Madison
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith
Harrisburg, Pa.—Charles L. Schmidt.
Hartford, Conn.—Geo G. McClunie.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Fl. Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, Madison Ave.
New York—H. H. Burns, 609 Madison Ave.
New York—Campbell's Flower Shop.
New York—N. Christatos, 1028 Sixth Ave.
New York—Christatos & Koster.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Colonial Florist.
New York—John D. Flessas, Columbus Ave.
New York—Geo. Hanges.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—McKenney's.
New York—Nielsen.
New York—J. G. Papadem Co.
New York—Pappas Bros.
New York—A. B. Cazan.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
New York—The Boulevard Floral Co.
New York—West End Floral Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
Sheridan, Wyo.—Sheridan Greenhouse Co.
South Boston, Va.—Geo. W. Norwood.
St. Louis, Mo.—F. H. Weber.
St. Louis Mo.—Grimm & Gorly.
St. Paul Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Member of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Best Flowers
Best Service
ROSES Fleischman
Chicago's Leading Florist
Railway Exchange Bldg.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester ph. 506. Long Dist. Bell ph. 2189
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.
Mention the American Florist when writing

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET
Mention the American Florist when writing

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Kansas City, Mo.
W. J. Barnes FLORIST, K.C.Mo.
Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890.
Mention the American Florist when writing

J. W. RODGERS
Elks' Building, 4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.
Mention the American Florist when writing

CHICAGO
Mangel
The Palmer House Florist
17 E. MONROE ST.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET
Mention the American Florist when writing

New York. Telephone Lenox 3822
HENRY HART, Inc.
FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.
Mention the American Florist when writing

DULUTH FLORAL CO.
200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis.
Mention the American Florist when writing

TERRE HAUTE, IND.
THINK OF HEINL'S
Mention the American Florist when writing

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.
Mention the American Florist when writing

WICHITA, Kansas Shipments for Kansas and Oklahoma.
W. H. CULP & COMPANY
Quality Flowers Personal Service
Members F. T. D. A.
Mention the American Florist when writing

NEW YORK
George Hanges
FLORIST
Columbus Avenue and 93rd Street
Branch: 2848 Broadway
Mention the American Florist when writing

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati.
JULIUS BAER
FLOWERS
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East
Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.
Mention the American Florist when writing

QUALITY and PROMPTNESS
New Orleans, La.
Members F.T.D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

Mention the American Florist when writing

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.

Mention the American Florist when writing

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

Mention the American Florist when writing

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, Sheboygan, Wisconsin.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists, Grand Rapids

Mention the American Florist when writing

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

ORDERS IN OR AROUND PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing

Name Index to Retail Florists Filling Telegraph Orders.

Alpha Floral Co., S. Wabash Ave., Chicago
American Beauty Florist, Brooklyn, N. Y.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Aphrodite Co., The, New York.
Astoria Florist, 2188 Broadway, New York.
Avenue Floral Co., The, New Orleans, La.
Baer, Julius, Cincinnati, O.
Barnes, W. J., Kansas City, Mo.
Baumer, August R., Louisville, Ky.
Bergerow's 746 Broad St., Newark, N. J.
Boulevard Floral Co., The, New York.
Bramley & Son, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Buckbee, H. W., Rockford, Ill.
Bunyard, A. T., Madison Ave., New York.
Burns, H. H., 509 Madison Ave., New York.
California Florist, Tacoma, Wash.
Campbell's Flower Shop, New York.
Central Floral Co., N. State St., Chicago.
Central Floral Co., Broadway, Detroit, Mich.
Clarke's Sons, David, New York.
Colonial Florist, New York.
Cooke, Geo. H., Conn. and L., Washington.
Christatos, N., New York.
Christatos & Koster, New York.
Culp, W. H. & Co., Wichita, Kan.
Danker's, Albany, N. Y.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., Montreal, Que., Can.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eble, Chas., New Orleans, La.
Evans, A. W. B., Wilkes-Barre, Pa.
Eyres, 106 State St., Albany, N. Y.
Fallon, Florist, Roanoke, Va.
Fleischman, Chicago.
Flessas, John D., New York.
Fox, J. M. & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., 1133 O St., Lincoln, Neb.
Frey & Frey, 1338 O St., Lincoln, Neb.
Friedman, 522 S. Michigan Blvd., Chicago.
Galvin, Thos. F., Inc., New York and Boston.
Gasser Co., J. M., Cleveland, O.
Grakelow, Charles H., Philadelphia, Pa.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St., Louis, Mo.
Gude Bros., Washington, D. C.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hanges, Geo., New York.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., 1000 Madison Ave., N. Y.
Heini & Sons, J. G., Terre Haute, Ind.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison and 76th St., New York.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Idlewild Greenhouses, Memphis, Tenn.
Jahn, Hugo H., Brooklyn, N. Y.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. R., Rochester, N. Y.
Kottmiller, 426 Madison Ave., New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 77-79 E. Madison St., Chicago.
Littlefield Florist, Worcester, Mass.
Louise Flower Shop, Washington, D. C.
McClunie, Geo. G., Hartford, Conn.
Malandre Bros., New York.
Mangel, 17 E. Monroe St., Chicago.
Matthews, The Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
McKenney's, New York.
Messeberg, G., Brooklyn, N. Y.
Metairie Ridge Nursery Co., New Orleans, La.
Miller Floral Co., Salt Lake City, Utah.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
New York Floral Co., Yonkers, N. Y.
Nielsen, New York.
Norwood, Geo. W., South Boston, Va.
Papadem, J. G. Co., 2953 Broadawy, N. Y.
Pappas Bros., New York.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Philips Bros., 938 Broad St., Newark, N. J.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Rodgers, J. W., Dayton, O.
Rosery Floral Co., The, Newark, N. J.
Rosaia Bros., Seattle, Wash.
Saake, O. C., Los Angeles, Cal.
Salzer Seed Co., John A., La Crosse, Wis.
Schiller, The Florist, Chicago.
Schling, Max, 786 Fifth Ave., New York.
Sceery, Edward, Passaic, N. Y.
Sceery, Edward, Paterson, N. J.
Schlatter, Wm., & Son, Springfield, Mass.
Schmidt, Chas. L., Harrisburg, Pa.
Shaffer, Geo. C., Washington, D. C.
Sheppard, Henry W., Cincinnati, O.
Sheridan Greenhouse Co., Sheridan, Wyo.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St., Louis, Mo.
Weir, James, Inc., Brooklyn, N. Y.
West End Floral Co., New York.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wittbold Co., G., 745 Buckingham Pl., Chgo.
Wolfskill Bros. & M. Goldenson, Los Angeles.

Albany, N. Y.
Danker
FLORIST
The Best Service
MEMBER F.T.D.

Mention the American Florist when writing

Kansas City, Mo.
A. Newell
FLORIST
Established over 30 years.
1122 Grand Avenue.

Mention the American Florist when writing

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none to small.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Rockford, Ill.
H. W. BUCKBEE.

LITTLEFIELD, Florist
WORCESTER, MASS.

"SAY IT WITH FLOWERS"
MarSchling Flowers
Schling Service
Nothing Better
785 Fifth Avenue
NEW YORK CITY

Mention the American Florist when writing

Yonkers, N. Y.
New York Floral Co.
Cor. Manor House Square
and North Broadway

Mention the American Florist when writing

Friedman
:::.FLOWERS.:::.
522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City.

Mention the American Florist when writing

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO
Central Floral Co.
Best service in both cities and adjoining territory.
DETROIT
132 N. State St., CHICAGO
35 Broadway, DETROIT
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grand Avenue
Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street

Mention the American Florist when writing

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

New York
Malandre Brothers
2077 Broadway, near 72nd St.
'Phone, Columbus 6883
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

Mention the American Florist when writing

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.

Mention the American Florist when writing

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark.
Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Mention the American Florist when writing

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

SEED POTATEES are in good demand.

THE price of bags at Chicago, March 17, was $62.

THERE is European demand for dwarf peas at good prices.

ATLANTA, GA.—H. G. Hastings & Co.'s mail seed orders are running eight thousand a day.

VISITED CHICAGO: Fred L. Hogue, Ventura, Calif.; Chas. Schwake, New York.

PHILADELPHIA houses report counter trade slow to date, but mail orders good.

S. F. LEONARD, of the Leonard Seed Co., Chicago, and Mrs. Leonard, have returned from Florida.

EXPRESS officials at Chicago say they are now taking shipments for Kansas, Texas and Oklahoma points.

THERE is a big demand for cotton seed in the south, some seedsmen being compelled to refund cash on orders.

THE Sacramento Bee of March 4 carried a 4-page garden seed advertisement of the Valley Seed Co., that city.

W. W. BARNARD, of the W. W. Barnard Co., Chicago, returned from California, March 14, his health greatly improved.

THE dock laborers' strike at Rotterdam and Amsterdam continues, and returning Hollanders are going home via England.

GILROY, CALIF.—L. W. Wheeler and Mrs. Wheeler, of the Pieters-Wheeler Seed Co., have returned after a country-wide tour of the trade.

AN American importer of Japanese stocks advises that he has three representatives looking for shipping space where he used to have one.

GRAND RAPIDS, MICH.—A. J. Brown, of the A. J. Brown Seed Co., is making a contracting trip, visiting Chicago, Missouri river and other points.

ONION SETS in the Chicago district are easier at $3.00 to $3.50, the movement having slowed down appreciably under transportation difficulties.

THERE are 13,000 acres under New York lettuce in the Imperial valley. The product is going out in trainloads every day. The thermometer sometimes runs to 120 degrees in the shade here.

SEEDSMEN visiting the New York show this week include Henry F. Mitchell, Philadelphia, Pa.; J. K. M. L. Farquhar, Boston, Mass.; Howard M. Earl, Cambridge, N. Y.; Carl Cropp and A. Henderson, Chicago.

CHARLES D. BOYLES, Chicago and New York, has the sympathy of a host of trade friends in the loss of his mother, Mrs. Hannah Dickinson Boyles, who died at Orange City, Fla., March 11, with funeral services at Rosehill cemetery chapel, Chicago, March 14. Mrs. Boyles, widow of the late C. C. Boyles, was sister of Albert and Charles Dickinson.

TOLEDO, O.—The clover seed market opened inactive, March 15. Cash closed at $34.00 and October at $23.75. Timothy was practically unchanged, with March at $6.12½, April $6.10 and May, $6.05.

PLANTING conditions, and seed selling as well, are quite backward in the latitude of St. Louis, Cincinnati and Baltimore. It is feared that lack of help will seriously reduce market garden acreages as well as amount of seed required.

MECHANICSBURG, O.—The Wing Seed Co. reports field seed business much heavier than last year and wholesale vegetable seeds moving satisfactorily. Retail trade is late, probably due to the delayed mailing of catalogues, but is now running much ahead of last year.

MILWAUKEE, WIS.—One of the largest single shipments of alfalfa seed handled by one concern in the United States, consisting of approximately 1,600 long tons, has been received from Russia by the Courteen Seed Co., of this city. Including ocean freight charges, its value is about $1,000,000.

RIGHTLY or wrongly, the idea is gaining that stringency in money will be less for some time to come. The senate resolution for an inquiry into the cause of "usurious rates of interest" at financial centers is considered food for thought. So are gold imports. Though cheap money is out of the question, these angles make for belief that the period of extremely dear money has passed.

VAUGHAN'S SEED STORE, Chicago, long located at 31-33 West Randolph St., is likely to be called upon to vacate its present quarters because of a proposed theatre to be built on this site and the adjoining corner. To care for the change when it comes, a lease has been made on a similar building across the street in the same block, 8-10-12 West Randolph St. The new location has the advantage of being nearer to State street, and nearly opposite Marshall Field & Co.'s big retail store.

Cabbage Seed Crop Damage.

Puget Sound District.—The commercial cabbage seed crop in the Puget Sound district has been severely damaged this winter by freezing before the plants had been covered. The total acreage reported harvested in this section in 1919 was 1,524 acres, and preparations were made for a similar acreage for harvest in 1920. Although some growers are reluctant to make definite statements as to the extent of the damage or possible number of acres they will be able to put out this season from the surviving plants, the indications are that about 83 per cent of the plants were destroyed, and that only about 260 acres will be planted from the remaining 17 per cent.

Long Island.—The cabbage plants for seed production on Long Island were buried in trenches and well prepared for the winter before hard freezing occurred and, although the winter has been a severe one, the plants are believed to be in good condition. The month of March is the most critical time in this section, however, and it is obviously impossible for growers to estimate the final damage, if any, until after this period has passed and the plants are removed from the trenches. —Government Market Reporter, March 13.

California Seed Crops.

Joseph W. Edmundson writes that California growing conditions were never so backward, due to the extreme drought and cold winds, the plants showing practically no growth. Lettuce is being replanted, fully 50 per cent of the stand having been destroyed by worms.

The acreage of garden seed crops has been greatly reduced, the plantings being approximately as follows: Onion, 20 per cent of normal; beet, 10 per cent, and carrot, 15 per cent.

Radish, lettuce and minor crops are greatly reduced, but the percentage is difficult to estimate.

The Late F. W. Bruggerhof.

Referring to the late F. W. Bruggerhof, whose death was noted in our last issue, Burnett Landreth, secretary of the Wholesale Seedmen's League, writes as follows:

"Mr. Bruggerhof was without doubt the Nestor of the seed trade in America. He devoted 71 years in New York City to the development of the seed trade, and his uniform courtesy endeared him to all with whom he came in contact."

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Mention the American Florist when writing

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA

We are headquarters for the **BEST OF EVERYTHING** in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

Yokohama Nursery Co.
LTD.
Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

Danish Potatoes Refused.

Two thousand sacks of potatoes from Denmark were recently refused importation at New York by the federal horticultural board of the department of agriculture. Nearly seven per cent were affected with scab and rot.

Catalogues Received.

James Vick's Sons, Rochester, N. Y., special aster book; F. W. Kelsey Nursery Co., New York, nursery stock; Sumner Nursery, Sumner, Ia., nursery stock; J. C. Crossman and wife, Wolcottville, Ind., gladioli; American Seed & Seedtape Co., Newark, N. J., seedtape and seeds; Clarke Bros., Portland, Ore., roses; Peter Henderson & Co., New York, farmers' manual; Rainbow Gardens, St. Paul, Minn., irises, peonies and gladioli;

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution March 6, 1920, as given by the Government Market Reporter of March 13, 1920:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$14.50	$29.00	$18.50	$56.00
Baltimore	14.00	29.00	18.00	55.00
Richmond	14.50	29.00	20.00	57.75
Buffalo	14.00	28.00	20.00	57.50
Toledo	14.45	31.00	21.00	56.65
Louisville	14.00	30.00	20.00	58.00
Chicago	13.65	29.50	18.00	56.25
Minneapolis	14.00	31.00	22.00	57.50
St. Louis	14.00	31.00	21.50	58.00
Kansas City	14.00	31.00	21.00	58.00
Denver	14.75	31.00	22.00	.....
Salt Lake City	14.00	32.00	21.00	58.00
Seattle	18.00	35.00	25.00	62.00
Memphis	14.25	30.00	22.75	58.50
Average for the United States same date 1919	$10.80	$23.00	$14.00	$42.50

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.
4013 Milwaukee Ave., (Near Irving Park Blvd) **CHICAGO**

Salvia or Scarlet Sage

We have just completed harvesting our own Bloomsdale Farm Grown, crop 1919, Salvia or Scarlet Sage. We offer you this exceptionally good strain, and high vitality seed, of the following varieties:

Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30.00 per lb.; 5 lbs. and over, $25.00 per lb.

Net, 60 days, 2% off 10, f. o. b. Bristol, Pa., if unsold on receipt of order, as we did not have a large crop.

D. Landreth Seed Company, Business Established 1784 **Bristol, Pa.**

Mention the American Florist when writing

C. C. MORSE & CO.

Seed Growers
San Francisco, Calif.

GROWERS OF SELECTED STOCKS OF

Onion, Lettuce, Radish, Carrot, Sweet Peas, Etc.

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS
SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.

Office and Warehouse, FREMONT, NEB.
Growing Station, ROCKY FORD, COLO.

Bolgiano's "Big Crop" Seeds

"Tested and Trusted" Over a Century.
Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLGIANO & SON, Baltimore, Md.

BULBS AND ROOTS

For Immediate Shipment

T. R. Begonia Bulbs

Single mixed, ¾-1 in. diameter	Per 1000 90.00
Single, in following separate colors: Scarlet, Pink, Crimson, ¾-1 in. diameter	95.00

LILIUM GIGANTEUM

F. O. B. New York

Size	No. to case	Per case
7-9	300	$49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49.50
11-12	130	47.50

F. O. B. Denver

6-8	400	42.00
7-9	300	49.50
8-10	250	47.50
9-10	200	50.00

F. O. B. Chicago

7-9	300	49.50
10-11	150	49.50

F. O. B. London (Ont.)

7-9	300	49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49.50

BAMBOO STAKES

Size	No. to bale	Per bale
Natural, 2 ft.	4,000	$16.00
" 5 ft.	3,000	28.50
" 6 ft.	2,500	27.50
Green, 3½ ft.	2,500	24.00
" 4 ft.	2,500	28.00

TERMS 60 days net, 2% cash 10 days from invoice date, cash with order unless your credit is established with us.

Write for prices on **HARDY LILY BULBS, DRACAENA CANES, PALM SEEDS, RAFFIA, BAMBOO CANES, Etc.**

Established 1902. **"Reliability"** is our motto. We occupy our own building, a city block through, and give prompt, efficient, courteous service.

McHutchison & Co.
95 Chambers St., NEW YORK

THE HOUSE OF KELWAY

Has a Reputation of 70 Years Behind It as a Guarantee.

For three generations we have been growers and selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders (**delivery after 1920 harvest**), not tomorrow, but **NOW.**

Specialties: Garden Seeds and Farm Root Seeds.

KELWAY & SON, Wholesale Seed Growers, **Langport, England**

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Mention the American Florist when writing

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

An experence of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City

Mention the American Florist when writing

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

75 YEARS UNRIVALLED REPUTATION

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Spring Bulbs

For Your Counter Trade and for Your Greenhouses.

GLADIOLUS

The finest bulbs produced the past summer.

We are large growers and in addition to the following can offer many other named kinds. Write us.

	Per 1000		Per 1000
AMERICA, First size	$27.00	**Panama,** First size	$47.00
AMERICA, Medium size	22.00	**Mrs. Frank Pendleton,** First	47.00
Mrs. Francis King, First	25.00	**Schwaben,** First size	60.00
Mrs. Francis King, Medium	20.00	**Schwaben,** Medium size	55.00
Chicago White, First size	33.00	**Primulinus Sunbeam,** First.	60.00
Chicago White, Medium size	30.00	**War,** First size	60.00
Augusta, First size	35.00	**Baron Hulot,** First size	60.00
Augusta, Medium size	30.00	**Chicago Red,** First size	50.00
Halley, First size	35.00	**White and Light, Mixed,** Firsts	22.00
Niagara, First size	50.00	**Standard Mixed,** First size	20.00
Peace, First size	45.00	**Standard Mixed,** Medium	16.00

Write for special prices on planting stock in black bulblets and first two sizes of white bulblets, etc.

CALADIUMS

With sound center shoots.

Sizes	Doz.	100	1000
5 to 7 in. circum	$1.00	$ 7.50	$ 70.00
7 to 9 in. circum	1.25	9.00	85.00
9 to 11 in. circum	2.35	15.00	140.00
11 to 12 in. circum. (scarce)	4.25	30.00	.....
12 in. and upwards, very large (scarce)	each, 40c		

Lilium Giganteum

From Ice Storage.

7- 9 in. (300 to case)	Per Case
8- 9 in. (260 to case)	
8-10 in. (225 to case)	
9-10 in. (200 to case)	$52.00

TUBEROSES

Well cured Bulbs. Free from rot.

	100	1000
Dwarf Excelsior Pearl, second size, 3-4 inch	$3.25	$27.50
Dwarf Excelsior Pearl, First size, 4-6 inch	5.00	45.00
Variegated Leaved, single	4.00	35.00
Albino, early single white	4.00	35.00
Armstrong's Ever Blooming	4.00	35.00
Mexican	3.00	25.00

CALADIUM.

CANNAS

Stored in our special moist cellars, not dried and stunted.

	100	1000
David Harum, Vermilion, 3½ ft.	$5.00	$40.00
Eureka, White, 4 ft	10.00	90.00
Florence Vaughan, Yellow spotted, 5 ft.	4.00	35.00
Firebird, best Scarlet, 4 ft.	10.00	
Gustav Gompper, Yellow, 3½ ft.	5.00	40.00
Hungaria, best Pink, 3½ ft.	7.50	70.00
King Humbert, Scarlet, 4 ft.	5.50	50.00
Long Branch, bright Crimson, 5 ft.	8.00	75.00
Mad. Crozy, Vermilion, 3½ ft.	4.00	35.00
Meteor, brilliant Crimson, 4 ft	6.50	55.00
Orange Bedder, Orange color, 4 ft.	6.00	50.00
Yellow Humbert, deep rich Yellow, 4 ft.	6.00	50.00
Queen Charlotte, Orange Scarlet, 4 ft.	5.00	40.00
Souv. Antoine Crozy, Crimson, 4 ft.	5.00	40.00
The Express, Crimson Scarlet, 2½ ft.	6.00	55.00
Mrs. A. Conard, Salmon Pink, 4 ft.	12.00	100.00
Venus, Rosy Pink, 4 ft.	4.00	35.00
Wintzer's Colossal, bright Scarlet, 5 ft.	4.00	35.00
Wyoming, Orange, 7 ft.	4.00	35.00

WRITE FOR OUR "SPRING BOOK FOR FLORISTS"

NEW YORK **Vaughan's Seed Store** CHICAGO

TUBEROSE.

Lily of the Valley Pips

Delphinium Newport Rose
Dracaena Indivisa
Salvia Zurich
Smilax Seeds
Grass Seed Mixtures of all kinds.

Send for our catalogue.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City
Mention the American Florist when writing

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS
Mention the American Florist when writing

Seed Packets
FLOWER SEED SIZES TO CATALOG
ENVELOPES — RETURN ENVELOPES
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.
Mention the American Florist when writing

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED
Mention the American Florist when writing

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.
Mention the American Florist when writing

SEEDS
Flower, Vegetable and Farm.
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago
Mention the American Florist when writing

Lily of the Valley Pips

EXTRA SELECTED GERMAN TYPE

Just a few cases left, which we offer at reduced price to clean up.

2,500 pips to the case, per 1000, $30.

DUTCH BULBS

Write us for our special prices.

VanMeeuwen & Tegelaar
1133 Broadway, NEW YORK
Nurseries: Lisse, Holland.

LILY BULBS and VALLEY

from Cold Storage

Frost-free, Unsprouted
Giganteum, Album, Rubrum, Auratum, Melpomene.

Write for sizes and prices. Prompt express shipments on dates as arranged.

VALLEY PIPS

250	German Pips	for		$14.00
500	"	"	"	26.00
1000	"	"	"	50.00
1000	Holland	"	"	30.00

CHICAGO **Vaughan's Seed Store** NEW YORK

BULBS **HOLLAND** **BULBS**

R. A. VANDERSCHOOT

Wholesale Bulb Grower
HILLEGOM, HOLLAND

Use Our Products and Increase Your Patronage

299 Broadway
BULBS NEW YORK **BULBS**

VAUGHAN'S ASTERS

GIANT COMET

Shell Pink, Purple, Rose, Crimson, Lavender, Light Blue, Dark Blue, White

		Trade pkt.	Oz.
Any of above		$0.20	$1.20
Mixed, all colors	1 lb., $12.00	.15	1.00
Express, Extra Early White	¼ oz., 40c.	.25	1.50
Extra Early Rose	¼ oz., 40c.	.25	1.50

OSTRICH FEATHER

This is the finest type of Aster for all purposes, especially for market cut flowers. The graceful long petals are thickly produced.

Crimson, Light Blue, Lavender, Rose, Light Pink, Dark Blue, Pink, White, Slivery Lilac

		Trade pkt.	Oz.
Any of above	¼ oz., 40c.	$0.25	$1.40
Mixed, all colors	¼ oz., 35c.	.25	1.20

QUEEN OF THE MARKET

The Standard Early Flowering Type

White, Crimson, Lavender, Pink,, Dark Blue, Scarlet.
Flesh, Trade Pkt., 20c; oz., $1.20; ¼ oz., 35c.
Light Blue, Trade Pkt., 20c; oz., $1.20; ¼ oz., 35c.

Any of above, except where noted, per lb., $12.00	¼ oz., 30c	.15	1.00
Mixed, all colors, lb. $10.00	¼ oz. 20c.	.10	.80

SEMPLE'S BRANCHING

White, Lavender, Rose Pink (Mary Semple), Crimson, Azure Blue, Daybreak, Deep Violet, Purple

Any of above, lb., $12.00	¼ oz., 30c	.15	1.00
Mixed, all colors, lb., $10.00	¼ oz., 25c	.10	.80

CARLSON OR INVINCIBLE

White, Lavender, Marquis Pink, Purple

Any of the above	¼ oz., 35c.	.20	1.20
Mixed, the above colors	¼ oz., 35c.	.20	1.20

CREGO

This flower is giant in size, many blossoms six inches across. The petals are nearly double the length of the older varieties and are twisted and curled into a very fluffy effect.

White, Crimson, Dark Pink, Lavender, Purple, Shell Pink.

Ank of the above	¼ oz., 40c	.25	1.50
Mixed, all colors	¼ oz., 40c	.25	1.40

THE ROYAL—Early-Flowering Branching

This type fills a gap between the Queen of the Market and the Late-Flowering Branching Asters. Sown early inside, and planted out with Queen of the Market, it follows that variety very closely.

White, Shell Pink, Rose Pink, Lavender, Purple.

Any of the above	¼ oz., 40c	.25	1.40
Mixed, all colors	¼ oz., 40c	,25	1.40

THE MIKADO

Petals are narrow, very long and gracefully reflexed. The outer petals show to their full extent while gradually toward the center they bend and curl on each other in such magnificent disorder as to make the fluffiest aster we have ever seen.

White	¼ oz., 40c	.25	1.40
Pink Rochester	¼ oz., 40c	.25	1.40

THE KING

The habit is similar to the popular Giant Branching, vigorous in growth, long stiff stems. In form the flower is entirely distinct from any other variety; petals somewhat resemble the quilled varieties, but are much larger and broader, those in the center being curled and incurved, completely covering the crown. In shape and size the bloom is round, full and very large.

Rose, Pink, Violet, White, Crimson, Lavender.

		Trade pkt.	Oz.
Any of the above	¼ oz., 45c.	$0.25	$1.60
Mixed, all colors	¼ oz., 40c	.25	1.50

OTHER AMERICAN ASTERS

Lavender Gem. One of the most charming sorts. The flowers are of a true lavender shade and the petals are gracefully curled and twisted, and the blooms are borne on long stems .... .35 2.00

Peerless Pink. The flowers are enormous, globular in shape, many five inches across, of a most delightful and pleasing rich shell pink. First flowers appear about the middle of August, but the plant is at its zenith about four weeks later .... .25 2.00

Crimson Giant. This shade has been one which has seemed to lack intensity of color, but in this variety the blood red blossom is particularly bright .35 2.00

Sensation. The reddest of all red asters, the color being a dark rich garnet or ox-blood red which glistens in the sunshine like a live coal. The plants are of the free branching habit, about 18 inches high, the double flowers averaging about 3 inches in diameter are borne freely on stems about 12 inches long .... .35 2.00

Soleil D'Or (Golden Sun). Best Yellow Aster .... .25 ....

Mammoth Non-Lateral Branching White. 2 ft. This is without doubt the largest Aster on the market. Many of the flowers will measure four inches in diameter. The plants grow about two feet high with a low branching habit, and the flowers which are borne on non-lateral stems are full, with petals curled and incurved, making the flowers appear like a cross between an Ostrich Feather and a Giant Branching .... ¼ oz., 65c. .35 2.40

Mammoth Non-Lateral Branching Blue. 2 ft. Very like the preceding except the flowers are a medium shade of blue .... ⅛ oz., 50c. .35 3.00

American Beauty. Rose Pink. 2½ ft. Is similar in type of flower and growth to the well known Late Branching Asters, but differs in that all the large blossoms are produced on much longer and heavier stems. It is the first of a new strain of late branching habit, and of robust growth. The flowers are fully double to the last and are a most lovely shade of bright carmine-rose, almost identical with the World-Famous American Beauty Rose. Each plant forms a perfect bush .. ¼ oz., 65c .35 2.00

American Beauty. Purple .... ¼ oz., 80c .40 3.00

ASTERS IN MIXTURES

Vaughan's Florists' Mixture .... ¼ oz., 45c .25 1.60

White Tall Varieties, Mixed .... ¼ oz., 45c .25 1.60

Vaughan's Excelsior Mixture, Tall Asters. This is a mixture of the most beautiful, striking and distinct colors of the tall growing Asters, selected from the cream of the Giant Comet, Ostrich Plume, Carlson, Branching and other desirable sorts; includes many kinds separately purchased for this mixture .... .25 1.80

Chicago VAUGHAN'S SEED STORE New York

WM. K. HARRIS

55th St. and Springfield Ave.,
WEST PHILADELPHIA, PA.

Extra fine lot of

EASTER PLANTS

including **Azaleas, Easter Lilies, Roses, Hydrangeas, Genistas, Ferns, Rubbers, Pandanus, Etc.**

Price list sent on application.

Packing charged at cost. All goods travel at purchaser's risk and expense.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

FINE FLOWER SEEDS

For immediate shipment, at season's very lowest prices. All A-1 stock. Growers names and germination furnished on request.

	Oz.	Lb.
Ageratum, blue	$0.20	$2.30
Alyssum, Sweet	.12	1.20
Aster, Queen of Market, mixed	.50	5.00
" Giant, mixed	.70	7.50
Balsam, double, mixed	.15	1.50
Calliopsis, Coronata	.20	2.00
Candytuft, mixed	.12	1.25
Carnation, double, mixed	.75	8.00
Chrysanthemum, double, mixed	.12	1.30
Cosmos, mammoth, mixed	.10	1.00
Forget-Me-Not, blue	.50	6.00
Gypsophila, Elegans, mixed	.10	.85
Hollyhock, double, mixed	$0.55	$6.75
Morning Glory, Japan, mixed	.10	.55
Nasturtium, dwarf, mixed	.10	.55
" tall, mixed	.10	.50
Petunia, single, fine mixed	.75	7.50
Pinks, double, mixed	.25	3.25
Poppy, California	.10	1.00
" Shirley, mixed	.12	1.25
Scabiosa, mixed	.25	3.50
Stocks, Ten weeks, mixed	.75	8.50
Sweet Peas, mixed	.10	.50
Verbena, finest, mixed	.50	6.00

Send your order today. Tomorrow may be too late, as the stocks are being reduced rapidly.

American Seed & Seedtape Co., 365 Ogden Street, NEWARK, N. J.

Large Flowering Cannas

IN THE "BETTER" VARIETIES

Fine 2 to 3 eye, plump, dormant roots, true to name

CRIMSON AND SCARLET FLOWERED VARIETIES.

	Doz.	100	1000
A. BOUVIER Rich Velvety Red, green foliage, 5 feet	$0.50	$3.00	$25.00
BLACK PRINCE Velvety Maroon, green foliage, 4½ feet	.60	3.50	30.00
CHAS. HENDERSON Deep Crimson, green foliage, 4½ feet	.50	3.00	25.00
DUKE OF MARLBOROUGH Crimson Maroon, green foliage, 4 feet	.60	3.00	25.00
EXPRESS Scarlet Crimson, green foliage, 2½ feet	.60	3.50	35.00
LOUISIANA Bright Scarlet, green foliage, 7 feet	.65	4.00	35.00
PENNSYLVANIA Vermilion Scarlet, green foliage, 5 feet	.60	3.00	25.00
PILLAR OF FIRE Brilliant Red, green foliage, 6 feet	.50	3.00	25.00
WINTZER'S COLOSSAL Bright Scarlet, green foliage, 5 feet	.70	4.50	40.00

PINK FLOWERED VARIETIES

MRS. ALFRED CONARD We have the Genuine Variety. Beware of Cheap Substitutes. Salmon Pink, green foliage, 4 feet	$1.15	$8.00	$75.00
ROSEA GIGANTEA Rich Rose Pink, green foliage, 3½ feet	.85.	6.00	55.00

BRONZE LEAF VARIETIES.

	Doz.	100	1000
EGANDALE Currant Red, bronze foliage, 4 feet.	$0.60	$3.50	$30.00
DAVID HARUM Red, dark bronze foliage, 3½ feet	.60	3.50	30.00
KING HUMBERT Scarlet, Bronze foliage, 4½ feet..	.75	5.00	45.00

YELLOW FLOWERED VARIETIES.

	Doz.	100	1000
AUSTRIA Lemon Chrome, spotted red, green foliage, 5 feet	$0.50	$3.00	$25.00
KATE F. DEEMER Oriole Yellow, turkey red at base, 4 feet	.60	3.50	30.00
GUSTAV GUMPER The Ideal yellow variety, green foliage, 3½ feet	.60	3.50	30.00
GOLDEN GATE Yellow and Red, green foliage, 4 feet	.60	3.50	30.00
YELLOW KING HUMBERT Golden Yellow, spotted red, green foliage, 4½ feet	.70	4.50	40.00
FLORENCE VAUGHAN Yellow, spotted red, green foliage, 5 feet	.50	3.00	25.00
RICHARD WALLACE Light Yellow, green foliage, 4½ feet	.60	3.50	30.00

RED AND YELLOW FLOWERED VARIETIES.

PANAMA Rich Orange, red bordered, with a broad edge of golden yellow, 5 feet	$0.75	$5.50	$50.00
QUEEN CHARLOTTE Rich Pomegranate, red bordered with golden yellow, 3½ feet	.65	4.00	35.00
SOUV.DE A CROZY Crimson, with gold band, 4 feet..	.65	4.00	35.00

CALADIUM ESCULENTUM	Doz.	100
5 to 7 inch	$1.10	$7.00
7 to 9 inch	1.35	9.00
9 to 11 inch	2.25	15.00
12 inch and up	5.00	35.00

TUBEROSES DWARF PEARL	100	1000
First size, 4 to 6 in.	$4.50	$40.00
Mammoth, 6 to 8 in.	6.00	55.00

A. HENDERSON & CO., 166 N. Wabash Ave., CHICAGO

Primula Obconica Gigantea Rosea

Dwarf habit, light and dark shades of pink. Select strain. All fresh seed.

Sample of flower produced, sent on request.

Packet of 1500 seeds for $1.50. Cash.

Ernest Oechslin

Madison and Gale Sts., River Forest, Ill.

Mention the American Florist when writing

Chrysanthemums

THE BEST

In Novelties and Standard Kinds. Catalogue on application.

Elmer D. Smith & Co.

ADRIAN, MICH.

Mention the American Florist when writing

THE DEMAND FOR

Finest Quality French Bulbs

has never been greater.

Place your order with us now so as to secure prompt delivery; nothing can be gained by waiting.

We have our own nurseries and we produce more bulbs than any other exporter in France.

Why not give us a trial?

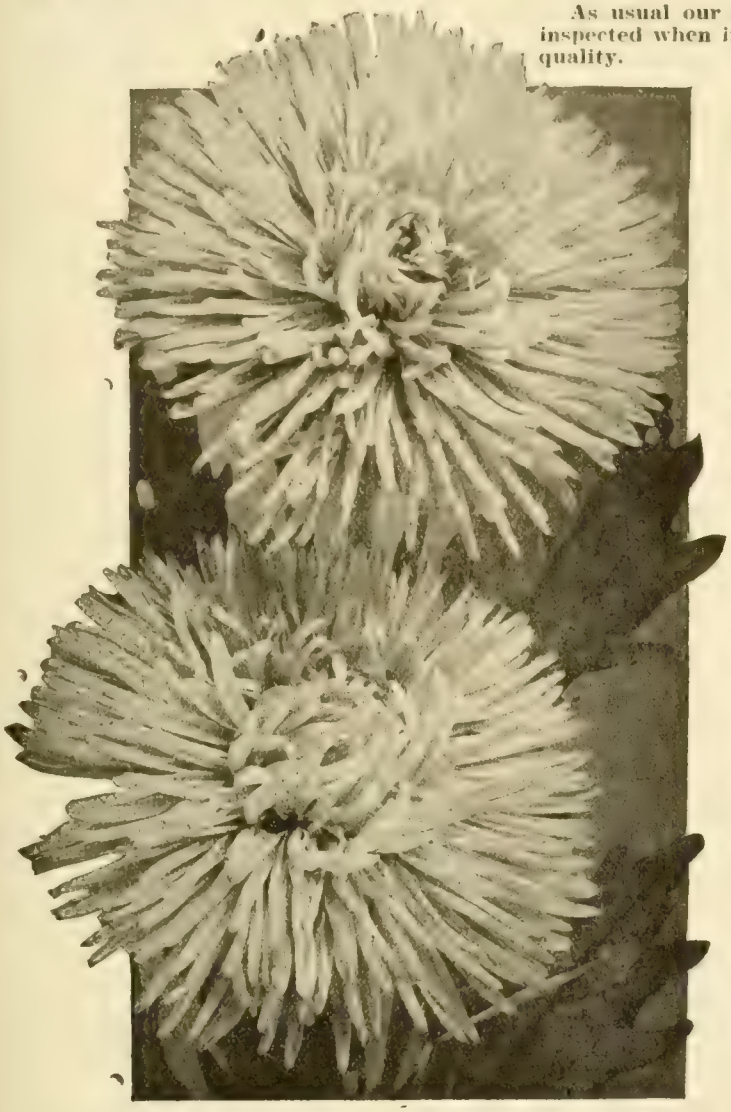
For further information write

DREVON-TEGELAAR & CO.

1133 Broadway, NEW YORK

Nurseries: Ollioules, Var. France.

DREER'S FAMOUS AMERICAN ASTERS.



Typical Flowers of King Asters

As usual our Asters are American grown and were carefully inspected when in bloom and feel sure they are unsurpassed for quality.

Dreer's "Crimson Giant" Aster.

A superb late-branching variety, with perfect double flowers of rich rosy crimson, full of fire. Fine for cutting, showing up well under artificial light. **40 cts.** per trade pkt.; **$2.00** per oz.

Early Wonder Asters.

The earliest of all Asters, frequently coming into bloom before the end of June. Fine for cutting.

	Tr. pkt.	Oz.
Pink	$0.40	$2.00
White	.40	2.00

King Asters.

The "King" Asters form a distinct class or type, and have many sterling qualities to recommend them to lovers of fine Asters. They are of strong, sturdy habit, growing fully 18 inches high, and bear from August to October very large double blossoms, the petals of which are more or less quilled, forming very attractive flowers.

	Tr. pkt.	Oz.
Dreer's Crimson King. A brilliant new color in this type, which originated with us. It is the richest and deepest crimson variety known to us	$0.50	$2.50
Lavender King. Pale lavender	.50	2.50
Pink King. An attractive shade of delicate shell-pink	.40	2.00
Rose King. A beautiful brilliant rose variety	.40	2.00
Violet King. This is the original of this type, and is a pleasing soft shade of violet	.40	2.00
White King. Pure glistening white	.50	2.50
King Mixed. All colors	.40	2.00

Dreer's Superb Late Branching Asters.

The finest Asters for late August and September blooming.

The plants form strong, branching bushes, 2 to 2½ feet high, bearing on long strong stems their handsome Chrysanthemum-like flowers, which, under ordinary cultivation, average 5 inches across. The form of the flowers, together with the length of the stem, places them at the head of Asters for cutting. They come into bloom from two to three weeks after the average type, usually being at their best during September, and filling in the gap between the general run of Asters and Chrysanthemums. We offer eight beautiful and distinct colors, viz.:

	Tr. pkt.	Oz.
Azure Blue. A rich, deep lavender	$0.30	$1.50
Pure White. Extra fine stock	.30	1.50
Shell Pink. An exquisite shade	.30	1.50
Rose Pink. A very desirable color	.30	1.50
Deep Rose. Rich and brilliant	.30	1.50
Deep Purple. Royal deep purple	.30	1.50
Lavender. A pale grayish-lavender	.30	1.50
Crimson. Very rich	.30	1.50
Finest Mixed. All the colors	.25	1.00

Astermums.

This strain of Giant Comet Asters was first exhibited at the Florists' Convention in 1912, and their immense size and Chrysanthemum-like appearance created a sensation. They closely resemble Crego's Giant, but come into bloom fully two weeks earlier. We offer three colors.

	Tr. pkt.	Oz.
White Astermum	$0.40	$2.00
Pink "	.40	2.00
Lavender "	.40	2.00

Crego's Giant Comet Asters.

Magnificent fluffy flowers, averaging over 5 inches across, with long strong stems, the finest of this type. Comes into bloom in August, continuing well into September, and unlike most of the Comet sorts, stands when cut and is a good flower to ship. We offer five colors, of the highest quality.

	Tr. pkt.	Oz.
White. Purest white	$0.40	$2.00
Pink. Delicate shell pink	.40	2.00
Purple. Bright purple	.40	2.00
Rose. Rich deep rose	.40	2.00
Lavender. A rich deep shade	.40	2.00
Finest Mixed. All colors	.30	1.50

Royal Asters.

One of the best Asters of recent introduction, and might briefly be described as an early flowering form of our Superb Late-Branching variety, having all the good qualities of the latter but coming into bloom in July or early August and lasting in perfect condition a long time. We offer five beautiful and distinct colors, viz.:

	Tr. pkt.	Oz.
Lavender. Soft lavender violet	$0.50	$2.50
Purple. Rich deep violet purple	.50	2.50
Rose Pink. Rosy-pink, shaded white	.50	2.50
Shell Pink. Very delicate tint	.50	2.50
White. Pure white	.50	2.50
Finest Mixed. All colors	.40	2.00

New Red Aster "Sensation."

This is the reddest of all Red Asters, the color being a rich garnet or ox blood red which glistens in the sunshine like a live coal. The plants are of free-branching habit about 18 inches high; the very double flowers, averaging 3½ inches across, are borne freely on stems a foot long from early in August till the close of September. The intense color shows up well when cut, and makes a very brilliant bit of color in a bed or border. **50 cts.** per trade pkt.; **$2.50** per oz.

For complete list of Asters and other Flower Seeds see our Wholesale Catalogue for 1920.

HENRY A. DREER, 714-716 Chestnut St., PHILADELPHIA, PA.

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners.

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO.

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Geraniums Rooted Cuttings.

Everything sold until latter part of March.

S. A. Nutt and Buchner.....$20.00 per 1000
Ricard and Poitevine..... 25.00 per 1000
Orders for Ricard alone, at.. 30.00 per 1000

ALBERT M. HERR, LANCASTER, PA.

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

MIAMI, FLA.—Snap beans destroyed in this section by the frost, March 2, will be partly replanted at once.

SPINACH at Chicago, March 13, was $11 per barrel, the usual price at this season being $5 to $6.

A LOSS of 25 per cent of the pea crop in Alameda county, Calif., is estimated as the result of dry weather previous to recent rains.

STRAWBERRY acreage in the principal producing states according to the bureau of crop estimates is approximately 67,500 as compared with 63,700 acres in 1919.

ONE South Water street, Chicago, firm is reported to have sold over three tons of mushrooms the last week of February at 60 cents to 80 cents per pound, according to quality.

GAINESVILLE, FLA.—Cabbage in this section has suffered a loss of 25 per cent by rains but the remaining crop is of generally good quality. Early lettuce has turned out poorly, both as to quality and yield.

WATERMELON growers in Erie county Fla., have increased their acreage, which now totals about 1,500, and are now planting. Replanting is being done in the Pearsall district as much seed has been destroyed by field mice.

THE department of agriculture, Washington, D. C., has a $3,000 civil service opening for a specialist in marketing statistics. Persons interested should address the civil service commission, Washington, D. C.

Prices of Indoor Fruits and Vegetables.

Chicago, March 16.—Cucumbers, 2-dozen box, $4.00 to $5.00; celery, Florida, crate $3.00 to $3.50; leaf lettuce, per tomato box, 20 to 25 cents; radishes, per dozen bunches, $1.00 to $1.10; tomatoes, per crate, six baskets, $5.00 to $7.00.

New York, March 15.—Celery, per crate, $3.00 to $3.75; cucumbers, per dozen, $2.25 to $3.25; mushrooms, 75 cents to $2.25 per three-pound basket; tomatoes, per pound, 10 to 50 cents; lettuce, per dozen, 12 to 30 cents; radishes, per 100 bunches, $3.00 to $6.00.

Vegetable Markets.

Reports to the bureau of markets, United States department of agriculture, covering the period March 9-15, indicate a strong tone with shipments increasing. Potato prices for the week on the average showed a gain, but reductions occurred at the close. Michigan, Minnesota and Wisconsin white varieties at shipping points ruled $4.50-$5.10 per 100 pounds sacked, f. o. b. This stock in western consuming markets was quoted $5.30-$5.60. New York round whites at shipping points showed little change at $4.75-$5.00 per 100 pounds. Western distributing markets for this stock closed 10-15 cents higher at $5.00-$5.70. Maine Green Mountains in New York closed at $5.55-$5.85. Consuming markets showed little change in sweet potato prices. New York Danish Seed cabbage was quoted irregularly in consuming markets with prices tending generally around $75-$100. Early Florida Wakefields at shipping points went 25 cents higher than the previous week at $1.50-$1.75 per 1½ bushel hamper. Texas Charleston Wakefields and Early Flat Dutch in most middle western distributing markets were quoted nearly steady at $75-$90. St. Louis was lower at $65-$70. Eastern yellow onions in consuming markets ranged generally steady at $5.75-$6.50 per 100 pounds sacked. Middle western yellow stock closed 25-50 cents higher at $6.00-$6.75 in most consuming markets, while Chicago quoted $5.00-$6.00. Spanish Valencias were still quoted irregularly with little change in prices. Miami, Fla., shipping points reported quotations on fancy green wrapped Globe tomatoes at $2.50-$3 for sixes in cars, f. o. b., with market steady for good stock but dull for ordinary. Eastern consuming markets closed at $4.00-$5.00. Heavy celery haulings with prices advancing were reported from Sanford, Fla., shipping points.

Fumigation.

Last spring, we visited a large grower, and were surprised to find his entire range badly damaged by tobacco smoke. It was at a time when his tomatoes had been transferred into the lettuce beds, and in order to control the aphis on the lettuce, tobacco smoke was resorted to. The result was a severe injury to the tomatoes. This damage was of such an extent that it would wipe out any savings that could be made in 10 years or more by using the stems. We found another large grower who had a ton of baled tobacco stems stacked in his boiler room to be used for fumigation. This shows with what persistence growers adhere to methods. We believe, in the long run, a nicotine spray is cheaper, safer and more effective than any tobacco fumigation; and next to cyanide fumigation, the most efficient. In many places it is much more applicable than cyanide, as the nicotine spray is always available and always safe. Especially do we recommend the nicotine spray on young stock. The fact remains that if growers would plant out perfectly clean young stock, there would be little occasion to control aphis on the maturing crop. There is no such thing as spontaneous production, as some people believe—that is, that aphis grow on lettuce as a natural consequence. Young stock is especially subject to injury by tobacco smoke, such injury being often only slowly apparent, yet far-reaching in its effect upon the final result. One of the chief defects of smoke fumigation is the ever-present tendency to circulate in certain directions, avoiding ends and corners, and thus permitting breeding places for insects to remain. With the spray the opposite is a fact; we can give these ends and corners extra treatment, and sometimes, individual care if needed. We use a stronger formula than the directions on the package, aiming to apply as much nicotine as is necessary to kill without contact, simply by charging the air heavily. To this end, we spray all the surface—ends, walks and crop, preferably in the evening on a quiet night—as air currents reduce our chances for success. A nicotine spray can be made that is effective, yet safe, on cucumbers, tomatoes and radishes, which is not the case with smoke.

MARKETMAN.

SPRING PLANTS

At reduced prices for want of room.

			Per 100
4	-in.	**Hyacinths**	$20.00
		Pan Hyacinths, each 50c, 75c,	1.00
4	-in.	**Tulips**	30.00
4	-in.	**Marguerites**	18.00
3½	-in.	**Geraniums**	12.50
4	-in.	**Vinca Variegate**	13.00

Any quantity at hundred rates.
Also abundance of Spring Stock.
Send for Catalogue. Now Ready.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

Special Stock Selections

READY NOW

	Per 100
Asparagus Plumosus, 2¼ in., $5.00 per 100; 3 in., $10.00 per 100; 4 in., $18.00 per 100.	
Achyranthus Herbsti (bright red)	$ 5.00
Bougainvillea, Glabra Sanderiana, 2½ in., $7.50 per 100; 3 in.	25.00
Begonia Chatelaine	8.00
Begonia Otto Hacker	10.00
Begonia Pres. Carnot	10.00
Caladium, fancy leaved, splendid bulbs	16.00
Dracaena Indivisa, heavy, 2½ in. ready for 3 in.	7.00
Ferns, Fern dish sorts, bushy.	6.00
Ferns, Nephrolepis Verona, 2½ in.	7.00
Ferns, Nephrolepis Verona, 4 in, heavy	30.00
Ferns, Nephrolepis Verona, 5 in., very heavy	75.00
Fuchsia, Mrs. E. G. Hill, best double white	6.00
Heliotrope, best purple sorts	5.00
Hydrangea, fine, 2½ in, **Mme. E. Mouillere, Mme. Chautard, Viscomptesse de Vibraye, Mme. Maurice Hamar**	7.00
Bouquet Rose, Ramis Pictis and Otaksa	6.00
Impatiens Sultana Hybrids, fine range of color, in mixed hybrids from cuttings	6.00
Pelargonium, Mrs. Loyal (Pansy Geranium)	10.00
Salvia America, the best one of all, true from cuttings	5.00

The Storrs & Harrison Co., Painesville, Ohio

Richard Diener Co., Inc.

Kentfield, Marin County, California

GLADIOLI

The varieties here offered have been tested in every state of the Union as well as in foreign countries and they have been found far superior to any varieties now in existence. They will, without any doubt, be the leading varieties in the near future.

	Bulb	Doz.	100
No. 1 **MRS. WILLIAM KENT.** Light fawn to light ashes of roses; old rose in throat sometimes lightly striped with rose-pink. It is a very rapid propagator. Flowers are 6 inches in diameter and spikes 4 to 5 feet high.	$0.50	$5.00	$40.00
1 inch to 1½ inches, Small Bulb...	.25	2.50	20.00
No. 10 **ANNA EBERIUS.** Dark velvety purple, throat deeper shade, flowers 6 inches in diameter, spikes 3 to 4 feet high; fine, long, well-set spikes.....	.25	2.50	20.00
1 inch to 1½ inches, Small Bulb...	.12	1.25	10.00
No. 22 **SAN ANSELMO.** Pure White, slightly striped with ruby pink. Immense, free-flowering; fine for cut flowers. Flowers 6 inches in diameter, spikes 4 to 5 feet high.....	.50	5.00	40.00
1 inch to 1½ inches, Small Bulb....	.25	2.50	20.00
No. 24 **D. J. WHITNEY.** Salmon-flesh with two striped and spotted yellow and red under petals; opens in a full cluster at the apex of the stem, giving the appearance of a Canna; flowers 5½ inches in diameter, spikes 4 to 5 feet high. Earliest of all; good for forcing	1.50	12.00	
1 inch to 1½ inches, Small Bulb.....	.75	6.00	
No. 130 **THOS T. KENT.** Rose-pink, with ruby running through center of each petal; very vigorous in growth. This is one of our largest varieties, one of the heaviest propagators. Flowers 6 to 8 inches in diameter, spikes 6 feet.....	.50	5.00	45.00
1 to 1½ inches, Small Bulb.....	.25	2.50	22.50
No. 191 **MRS. H E. BOTHIN.** Flesh-salmon pink, flame-scarlet center; large size, strong, 4 to 5 feet spikes; a first-class show variety.....	1.00	10.00	
1 inch to 1½ inches, Small Bulb....	.50	5.00	

	Bulb	Doz.	100
No. 164 **CAPTAIN ASHER CARTER BAKER.** Rich, velvety red with darker center; flowers 5 inches in diameter, spikes 4 to 5 feet high. (This was awarded the silver medal at the P. P. I. E. 1915, for the best of all the red Gladioli shown)	$0.10	$1.00	$ 7.00
1 inch to 1½ inches. Small Bulb ...	.50	5.00	37.50
No. 38 **JACK LONDON.** Light salmon with brilliant orange flame stripes; golden yellow throat, with ruby striped center; flowers 5 inches in diameter, spikes 5 to 6 feet. Exceptionally fine	1.00	10.00	75.00
1 inch to 1½ inches, Small Bulb....	.50	5.00	37.50
No. 204 **FRANK J. SYMMES.** Salmon-rose pink with red center, ruffled edges; flowers 4 inches in diameter, spikes 5 to 6 feet high.....	.50	5.00	40.00
1 inch to 1½ inches, Small Bulb....	.25	2.50	20.00

GLADIOLI

Diener's Hybrids Mixed

The finest mixture ever put on the market. All shades of color and combination are contained in this mixture and the flowers grow to a very large size. Our previous mixtures have created a sensation everywhere, but this is something far superior. Many a gem will be found among them.

	Doz.	100	1000
Large Bulbs	$2.00	$75.00	$125.00
1 inch to 1½ inch Bulbs.....	1.00	7.50	60.00
Small Bulbs	.50	3.50	30.00

PETUNIAS

Diener's Ruffled Monsters, Single.

The most perfect and most beautiful Petunia in existence and has taken the highest prizes wherever shown. Seed in separate colors: Red, Pink, Variegated, White, Flesh Pink Frilled, Blue and Mixed.

The Greatest Berry Novelty of Today

The Cory Thornless Mammoth Blackberry.

The largest Blackberry in existence, as free from thorns as a Grapevine. There is not any **BLACKBERRY** that brings such an amount of fruit as this. It is of the highest quality, almost seedless, never being known to fail to bear.

Seed, per pkg. **50c**, plants **35c** each, **$4.50** per doz., **$30.00** per 100 plants.

OUR CATALOGUE, SHOWING NATURAL COLORED PLATES OF PETUNIAS AND GLADIOLI, AS WELL AS CULTURAL DIRECTIONS, FREE ON REQUEST.

THE DIENER TOMATO

(BLIGHT PROOF)

The largest and most desirable Tomato ever created. Unexcelled for table use, for canning, for Tomato sauce, and for dehydration. Thirty-forty tons of ripe fruit of remarkably uniform size produced to the acre. The **DIENER TOMATO PLANT** is also blight-resisting. Thousands of acres of Tomatoes have been ruined in the last few years by blight, but this Tomato has been grown side by side with such varieties without being affected by blight. The fruit has reached a size of three pounds, but the average is one-pound fruit, unusually smooth. The flesh is more solid than of any other Tomato known, making this variety so valuable for dehydrating purposes. This Tomato is of a deep red color and very attractive to the eye. The **DIENER TOMATO** is specially useful in many localities for the fact that, after being properly started, it is practically drought-resisting. The **DIENER TOMATO** is an excellent shipping variety, ripe fruit having been successfully shipped from here to New York.

Price of **DIENER TOMATO** Seed, **50c** per package, **$1.50** per acre package.

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

INCREASED plantings of grape vines are urged by Illinois nurserymen to meet the grape shortage resulting from prohibition.

NEW YORK.—The F. W. Kelsey Nursery Co. will remove its offices to the Hudson Terminal building, 50 Church street, May 1.

Attar of Roses.

During the 12 years prior to the first Balkan war, that is, from 1900 to 1912, the manufacture of attar of roses in Bulgaria attained its highest development, according to Consul Graham H. Kemper at Sofia. During that period a large number of up-to-date factories equipped with modern steam stills were erected. The total area planted to roses increased to more than 20,000 acres. Owing to the three wars in which Bulgaria has taken part since 1912, the industry of rose culture for the production of attar of roses has experienced a decided setback. It is estimated that the present acreage planted to roses is not more than 15,000. The average annual production of attar of roses during the period from 1900 to 1912 was about 126,800 ounces. The production fell to 85,000 ounces in 1917, 85,000 ounces in 1918, and 52,000 ounces in 1919, and it is predicted that the present year's yield will show a further decrease.

During the war, owing to the fact that Bulgaria was cut off from the principal markets—New York, London, and Paris—the stocks of attar of roses remaining unsold increased until they reached a total of about 275,000 ounces, about 40 per cent of which is said to have been of inferior quality. About one-third of this total available stock was sent to the United States early in 1919 in part payment for flour imported from the United States; also some 17,000 ounces were shipped to the United States during the last quarter of the year. It is estimated that the present available stock in Bulgaria hardly exceeds 50,000 ounces, worth about $500,000.

It is stated by one of the best-known producers that under existing conditions the production of attar of roses is not a paying industry. Owing to the high prices for other farm products, at least 5,000 acres of rose gardens have been abandoned and the land planted to more remunerative crops, especially tobacco. Centralization, by the formation of a syndicate for the purpose of eliminating unnecessary expenses, is spoken of as the only course that will save the industry.

Some Good Conifers

Still in Fair Supply AT DUNDEE

Strong, thrifty, home-grown stock. Order now before the supply is exhausted.

ABIES CONCOLOR (Colo.) (Concolor Fir)

Size		10	100
6-10 xx*	twice transplanted	$2.00	$14.00
10-12 xx,	twice transplanted	2.50	20.00
12-18 xx,	twice transplanted	3.00	26.00

ABIES DOUGLASSI (Colo.) (Douglas Fir)

10-12 xx,	twice transplanted	2.25	17.50
12-18 xx,	twice transplanted	2.75	22.50

JUNIPERUS VIRGINIANA Northern Type (Red Cedar)

6-10 xx,	twice transplanted	1.75	13.50
10-12 xx,	twice transplanted	2.50	20.00
12-18 xx,	twice transplanted	2.75	23.00

JUNIPERUS SCHOTTI

24-36 xx,	twice transplanted	17.50	....

JUNIPERUS CANADENSIS Syn. J. Communis Dupressa

6-10 x,	once transplanted		16.50

PICEA CANADENSIS (Black Hill Spruce)

10-12 xx,	twice transplanted	2.75	22.50
12-18 xx,	twice transplanted	3.25	28.50

PICEA EXCELSA (Norway Spruce)

8-10 x,	once transplanted		7.00
10-12 xx,	twice transplanted	1.75	11.00
12-18 xx,	twice transplanted	2.00	15.00

PICEA PUNGENS (Colorado Blue Spruce)

6-10 xx,	twice transplanted	2.75	22.50
10-12 xx,	twice transplanted	3.25	28.50

PINUS MUGHO True Dwarf Type (Dwarf Mountain Pins)

Size		10	100
8-10 xx,	twice transplanted	$3.50	$22.50
10-12 xx,	twice transplanted	4.00	30.00
12-18 xx,	twice transplanted	4.50	35.00

PINUS AUSTRIACA (Austrian Pine)

6-10 xx,	twice transplanted	2.75	14.00
10-12 xx,	twice transplanted	3.50	22.50

TAXUS CANADENSIS (American Yew)

6-12 x,	once transplanted		8.00

TAXUS CUSPIDATA (Japanese Yew)

10-12 xx,	twice transplanted	12.50	.....

THUYA OCCIDENTALIS (American Arbor Vitae)

8-10 x,	once transplanted		6.00
10-12 xx,	twice transplanted	1.75	10.00
12-18 xx,	twice transplanted	2.00	12.00
18-34 xx,	twice transplanted	2.50	16.00

THUYA PYRAMIDALIS (Pyramidal Arbor Vitae)

6- 8 x,	once transplanted		11.00
24-36 xx,	twice transplanted	12.50	....

THUYA COMPACTA (Compacta Arbor Vitae)

12-18 xx,	twice transplanted	6.00	50.00

THUYA DOUGLASSI AUREA (Douglas Golden Arbor Vitae)

10-12 xx,	twice transplanted	5.50	45.00

* Each x indicates one transplanting.

Send for Complete Price List.

THE D. HILL NURSERY CO., Inc.

Evergreen Specialists—Largest Growers in America

Box 404, DUNDEE, ILLINOIS

Ibolium Privet, Natural Habit.

Ibolium THE NEW HYBRID Hardy Privet

(L. Ibota x Ovalifolium)

Now sent out for the first time. Inquire for further information. One-year field-grown plants, $5.00 each. Summer rooted, frame-grown, $3.00 each. Plants in storage for immediate shipment.

Introducers of **Box-Barberry**, well rooted summer frame cuttings, $65.00 per 1000.

The Elm City Nursery Co., Woodmont Nurseries, Inc.

NEW HAVEN, CONN.

Ibolium Privet, When Trimmed

Ampelopsis Veitchii

From 2¼ inch pots, $8.00 per 100; $75.00 per 1000.

JACKSON & PERKINS COMPANY, Newark, New York

HARRISONS' NURSERIES

Fruit Trees Budded from Bearing Orchards. Peach, apple, pear, plum, cherry, quince, grape-vines, strawberry plants, raspberries, blackberries, evergreens and shade trees. Catalog free.

Harrisons' Nurseries, Box 39, Berlin, Md.

"FULL OF LIFE"

3 buds and up

GRAPE CUTTINGS

Length, 9 to 11 inch; caliper, 3-16 to 5-16 inch; grade, No. 1—Quality, clean, sprayed, vigorous wood. How cut? By hand, by experts, who have spent years at the work. Price list free.

CHARLES NASH

Nursery, Three Rivers, Mich.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO. Robert Pyle, Pres.

WEST GROVE PENNA. Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing

Dreer's Cannas

This season we harvested the finest and largest crop of Cannas that we have evergrown.

KING HUMBERT

And all the other good varieties you should have are included in our list and the roots are heavy and firm.

PRICES. The prices quoted are for dormant roots, which can usually be supplied until about the first of April, after which pot plants will be sent out and in which the advance in price will be as follows: All varieties listed at $7.00 or less per 100 will be supplied in pot plants at $8.00 per 100 or $70.00 per 1000, and on varieties listed above $7.00 per 100 there will be no change in price between dormant roots and pot plants. ALL HAVE GREEN FOLIAGE UNLESS OTHERWISE SPECIFIED.

TWELVE SPECIAL VARIETIES

Carmine Beauty. Deep bright carmine flowers freely produced high above the heavy dark-green foliage which has a narrow red margin 4½ ft., 15 cts. each; $1.50 per doz.; $10.00 per 100; $90.00 per 1000.

Cheerfulness. No more appropriate name could be given to this brilliant novelty. Its beautiful bright fire-red or deep orange flowers appear early and continue without interruption until frost. Add to the prevailing color a golden border and center with each petal flaked carmine-crimson and you may form some conception of this fascinating variety. 3½ ft. 10 cts. each; 85 cts. per doz.; $6.00 per 100; $50.00 per 1.000.

City of Portland. A wonderful bright rosy-pink, much deeper in color than Mrs. Alfred Conard or Hungaria; a free-flowering, vigorous grower. 3½ ft. 20 cts. each; $2.00 per doz.; $12.00 per 100; $100.00 per 1000.

Fairy Queen. The dwarf, compact plants of this distinct novelty are covered with flowers from spring until fall. The plant rarely exceeds 3 feet in height. The flowers, of a clear rose-pink, are of medium size, good substance and borne upright on stout stems in great abundance. Each flower has a distinct cream-colored border. We believe Fairy Queen will become one of the very popular Cannas. 60 cts. each; $6.00 per doz.; $50.00 per 100.

Flag of Truce. A large-flowered, creamy white with faint pink dots on each petal. The general effect is white. Not as white nor as tall as Eureka, but quite distinct and valuable. 4 ft. 35 cts. each; $3.50 per doz.; $20.00 per 100.

Golden Eagle. A wonderful clear golden-yellow of free, upright growth. The flowers are produced in large clusters well above the foliage. 4 ft. 35c. each; $3.50 per doz.; $20.00 per 100.

Harmony. Great clusters of good-sized, well-formed Geranium red flowers are arranged on good stems in such a manner as to give the trusses an almost globular appearance. 3½ ft. 20 cts. each; $2.00 per doz.; $15.00 per 100.

Pocahontas (Bronze-leaved Olympic). Large oriental-red flowers borne on firm upright stems, just high enough above the foliage to show the entire head. The foliage is a dark bronze-green with emerald shadings; the ribs a darker bronze. 4 ft. 20 cts. each; $2.00 per doz.; $15.00 per 100; $100.00 per 1000.

Poppy. Intense poppy-red. Large perfect florets in good trusses over greenish-bronzy foliage. Rich and effective. 5 ft. 20 cts. each; $2.00 per doz.; $10.00 per 100; $90.00 per 1000.

Remarkable. This effective bronze-leaved variety stands out boldly among other sorts, not only on account of its height (6 ft.), but because of the beautiful scarlet-carmine trusses of bloom surmounting the rich green-bronze foliage. 20 cts. each; $2.00 per doz.; $10.00 per 100; $90.00 per 1000.

Surprise. The brightest red Canna we have. It surpasses in brilliancy such popular varieties as Meteor and Lafayette and produces its great trusses with equal freedom. 4 to 5 ft. 35 cts. each; $3.50 per doz.; $25.00 per 100.

DREER'S SELECT CANNAS

Including many comparatively new varieties, which we can offer in quantity at popular prices.

	Doz.	100	1000
Allemania (Orchid Flowered). Salmon with golden markings; 5 ft.	$0 50	$3 50	$30 00
Austria (Orchid Flowered). Large, pure canary-yellow with reddish dots in center of upper petals; 5 ft.	50	3 50	30 00
Beacon. Rich cardinal-red 3½ ft.	1 00	7 00	60 00
Brilliant. Rich yellow with 2 red petals; 3½ ft.	50	3 50	30 00
Dazzler. One of the best, deep fire-red, very free; 3½ ft.	1 00	7 00	60 00
Dragon. Very rich dark, ox-blood red; 3 ft.	75	5 00	40 00
Dr. E. Ackerknecht. Carmine lake, suffused with deep carmine, bronze foliage; 4 ft.	50	3 50	30 00
Duke of Marlboro. An attractive deep brilliant crimson; 4 ft.	50	3 50	30 00
Gaiety. Reddish-orange mottled with carmine and edged with yellow. The tongue is yellow and densely spotted with carmine; 4½ ft.	50	3 50	30 00
Garam. Very large bright carmine-red flowers, freely produced; 3½ to 4 feet	50	3 50	30 00
Gladiator. Deep yellow freely dotted with red, a popular bedder; 4½ ft.	50	3 50	30 00
Goethe. Very attractive. Bright deep orange flowers of a very penetrating shade; 4½ ft.	85	6 00	50 00
Goldbird. (Oiseau d'Or.) This is the yellow companion to Firebird; the immense soft canary-yellow flowers are of good substance; 4½ ft.	85	6 00	50 00
Golden Gate. Yellow and red; 4 ft.	60	4 00	30 00
Italia (Orchid Flowered). Bright orange-scarlet with broad golden-yellow border; 6 ft.	50	3 50	30 00
King Humbert (Orchid Flowered). The most popular Canna. Great orange-scarlet flowers surmount the vigorous dark bronze foliage throughout the season; 5 ft.	75	5 00	45 00
Lafayette. In some respects resembles the variety "Meteor" but the flowers are not quite as dark, stands more erect and the plant grows taller; 5 ft.	1 00	7 00	60 00
La France. Deep carmine-pink; 4½ ft.	1 25	8 00	70 00
Lahneck. A free grower. The color is rose with lines and shadings of scarlet carmine hues, a narrow golden border adds to its beauty; 4 ft.	85	6 00	50 00
Louis Reverchon. A splendid bedder, large cochineal-red flowers; 4½ ft.	60	4 00	35 00
Maid of Orleans. Rich cream ground, mottled and shaded soft pink; 4 ft.	60	4 00	30 00
Mrs. Karl Kelsey. (Orchid Flowered). Orange-scarlet, suffused and striped with yellow; 5 ft.	50	3 50	30 00
Mrs. Woodrow Wilson. A rich but soft crimson-pink, with very large flowers, a robust grower and free bloomer; 4 ft.	2 00	15 00	
Olympic. Rich Oriental-red, shading lighter to the centre and dappled carmine. The individual florets and trusses are very large and of excellent form. 5 feet	85	6 00	50 00
Panama. The color and markings of this splendid Canna are unusual; the rich orange-red face of the petals is bordered with a broad edge of golden-yellow; 5 ft.	60	4 00	35 00
Philadelphia. Rich deep red; 4 ft.	60	4 00	35 00
Queen Charlotte. Rich pomegranate red bordered with golden-yellow; 3 ft.	85	6 00	50 00
Rosea Gigantea. Large flowers, borne in such abundance that the mass of color is amazing. A deep rich rose, almost a coral-carmine; 4 ft.	1 25	8 00	70 00
Salmon Queen. Rosy salmon-scarlet; blending to a rosy carmine towards the center, a very effective bedder; 5 ft.	85	6 00	50 00
Scharfenstein. The beautifully formed, large round florets are produced in compact but graceful trusses. The color is a unique light red salmon with orange and carmine suffusions that forms a most attractive addition to the range of colors found in Cannas; 5 ft.	85	6 00	50 00
Schopenhaner. A rich brilliant red with yellow throat. Very free; 3 ft.	75	5 00	40 00
Souv. de F. Langle. Very distinct orange-red color, edged with gold; 4½ ft.	75	5 00	40 00
Superb. Deep salmon, bronze foliage; 4½ ft.	60	4 00	35 00
The Gem. An entirely distinct spotted variety. The immense trusses of flowers are borne on upright branching stems well above the foliage, and are of deep cream or straw-yellow, spotted with deep carmine; 4½ ft.	1 50	10 00	90 00
Uhlberg. Entirely distinct, of a soft rosy-carmine; the throat of the flower is of a creamy-yellow; and the edges of the petals are also pale yellow; 3 ft.	60	4 00	35 00
Venus. Flowers of fair size, of a soft rosy pink with a pretty mottled border of creamy-yellow; 3½ ft.	75	5 00	40 00
Wintzer's Colossal (Orchid Flowered). The largest flowered Canna. The florets often measure eight inches across and are of a bright scarlet; 5 ft.	75	5 00	45 00
William Bates. A splendid free flowering yellow of good size; 5 ft.	1 50	10 00	90 00
Wyoming (Orchid Flowered). Massive orange flowers which make a strong contrast with its rich bronze foliage; 6 ft.	50	3 50	30.00
Yellow King Humbert (Orchid Flowered). A sport from King Humbert in which the foliage is green and the flowers yellow with red spots. Very attractive.	75	5 00	45.00

HENRY A. DREER, 714-716 Chestnut St. Philadelphia, Pa.

The Above Prices Are Intended for the Trade Only.

BEGONIAS

Mrs. M. A. Patten, fine bushy plants, well flowered, in 6-in. ¾-pots, $1.00 each; in 5-in. pots, 57c each; from 3½-in., $25.00 per 100; Rooted Cuttings, $5.00 per 100.

Smilax Nice plants, from 2½-in., $3.00 per 100. Cash.

JOHN R. MITCHELL, Madison, N. J

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

32 Broadway, New York

Rooted Cuttings

ALTERNANTHERA, red and yellow, per 1,000 ..... $ 8.00
BRILLIANTISSIMA, per 1,000 ..... 10.00
CALENDULA, Orange King, 2-in., per 100 ..... 2.50
CUPHEA, Ageratum, Guernsey and Blue Star, per 100 ..... .90
GENISTA, VINCA VAR 1.50
DAISIES, Mrs. Sanders, Boston Yellow, 2-in. ..... .04
Single White, 2-in. ..... .03
DAISY, R. C., Single White, Boston yellow, per 100 ..... 1.50
SANDERS, R. C., per 100 ..... 2.00
DUSTY MILLER, Gymnocarpa, 2-in., per 100 ..... 3.00
SMILAX and PRIMULA, Malacoides, 2-in. 3.00
GERMAN IVY, R. C., per 100 ..... 1.50
SALVIA, R. C., Splendens and Bonfire, per 100 ..... 1.25
SALVIA, America, per 100 ..... 1.75
PETUNIA, Dbl. R. C., per 100 ..... 2.00
FUCHSIAS, R. C., 6 kinds, per 100 .. 1.50
GERANIUMS, Rose and Salleroi, 2-in., per 100 ..... 3.00

Cash.

BYER BROS., CHAMBERSBURG, PA.

Collected Stock For Lining Out

Taken with good fibrous roots with good ordinary care. 90 per cent. will live.

THUYA occidentalis (Arbor Vitæ). 10 to 15 in., $10.00 per 1000.
TSUGA Canadensis (Hemlock). 10 to 15 in., $20.00 per 1000.
BALSAM Fir, 6-12 in., $10 per 1000.
BETULA populifolia (Oldfield Birch). 10 to 18 in., $6.00 per 1000.
BETULA populifolia. 2 to 3 ft., $10.00 per 1000.
CANOE BIRCH, 2 to 3 ft., $20.00 per 1000.
SUGAR MAPLE, 2-3 ft., $20.00 per 1000.
Also Hardy Ferns and Wild Flowers

CYRUS PRINGLE HORSFORD
Charlotte - - - VERMONT

A. F. LONGREN

4249 W. Monroe Street
CHICAGO, ILLINOIS

Mention the American Florist when writing

Geraniums

Standard Sorts, labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings. From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA.
From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

Mention the American Florist when writing

If you are interested in
POINSETTIAS
and four and five inch
BOSTON FERNS
for immediate delivery, write
GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS SEED

GREENHOUSE GROWN

1000 seeds	$ 3.50	10,000 seeds	$30.00
5000 seeds	16.25	25,000 seeds	68.75

LATHHOUSE GROWN SEEDS

1000 seeds	$2.00	10,000 seeds	$18.50
5000 seeds	9.75	25,000 seeds	43.75

Special Prices on larger quantities.

	Tr. pkt.	Oz.
LOBELIA		
Crystal Palace Compacta, dwarf blue	$0.30	$2.00
Barnard's Perpetual (Trailing)	.30	1.75
Crystal Palace Speciosa (Trailing)	.20	.75
Sapphire (Trailing), deep blue	.40	
CALENDULA		
Michell's Special Forcing. Orange yellow	$0.35	$0.70
CANDYTUFT		
Michell's Giant White ¼ lb., $1.50; lb., $4.00	.15	.50

	Per 1000 seeds	Oz.
CENTUREA		
Candidissima	$0.40	$2.00
Gymnocarpa	.15	.50

	Tr. pkt.	Oz.
DRACAENA		
Indivisa ¼ lb.	$1.00. $0.15	$0.30

	½ tr. pkt.	Tr. pkt.
PETUNIA		
Grandiflora, fringed	$0.30	$0.50
Ruffled Giants	.30	.50
California Giants	.30	.50
Monstrosus (Michell's)	.60	1.00

	Tr. pkt.	Oz.
SALVIA		
America or Globe of Fire	$0.50	$4.00
Bonfire	.40	2.50
Zurich	.50	4.00
Splendens	.25	1.50
VERBENAS		
Mammoth Fancy Blue	.30	1.25
Mammoth Fancy Pink	.30	1.25
Mammoth Fancy Scarlet	.30	1.25
Mammoth Fancy White	.30	1.25
Mammoth Fancy Mixed	.30	1.00
VINCA		
Alba	.15	.75
Alba Pura	.15	.75
Rosea	.15	.75
Mixed	.15	.60

Also all other Seasonable Seeds, Bulbs, and Supplies. **Send for Wholesale Price List if you haven't a copy.**

HENRY F. MICHELL CO., 518 Market Street, PHILADELPHIA, PA.

Mention the American Florist when writing

When Buying **HOLLAND BULBS**

for next season **BUY THE BEST.** Order from

Segers Brothers, Ltd., WHOLESALE BULB GROWERS **Lisse, Holland**

WRITE OUR

Mr. A. Schravendeel, 116 Broad St., New York, for prices.

CANNAS, Standard Varieties

Spirea Van Houtteii, **Field-Grown Daisies,**
Pink Physostegia, **Zephyranthes (Alba).**

ASK FOR PRICES.

DRAIME BROTHERS, Citronelle, Ala.

Ready Reference Section.

12 CENTS, NET, PER LINE.

ALTERNANTHERAS.

Alternantheras, red and yellow, 2½-inch pots, $5.00 per 100. Cash with order. MUNCIE PROGRESSIVE FLORAL CO., Muncie, Ind.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

Alyssum, Double Giant, 2-in., $2.00 per 100; $18.00 per 1,000. Byer Bros., Chambersburg, Pa.

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii, 2¼-in., $8 per 100, $75 per 1,000. Jackson & Perkins Co., Newark, New York.

ASPARAGUS.

Asparagus Sprengeri, 2½-in., $4 per 100. Byer Bros., Chambersburg, Pa.

BEGONIAS.

Begonias. Single tuberous rooted, separate colors; $15.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

BULBS.

Dutch Bulbs. Single and double tulips, hyacinths. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. T. R. Begonia. Single mixed and in separate colors. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers St., New York.

Bulbs. Single and double hyacinths. Darwin and single tulips. For prices see display advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Tulips and Lilium Giganteum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

CALADIUMS.

Caladiums. With sound center shoots. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CALENDULAS.

Calendula Orange King, 2-in., $2.50 per 100. Byer Bros., Chambersburg, Pa.

CANNAS.

Cannas. Good strong divisions.

	Per 100
King Humbert	$5.00
Crimson Bedder	4.00

THE REESER PLANT COMPANY
Springfield, Ohio.

Cannas. Large flowering in the "better" varieties. Fine 2 to 3 eye, plump, dormant roots, true to name. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Cannas. Stored in our special moist cellars; not dried and stunted, but all first-class stock. For list of varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cannas. Select 2 to 3 eyes. The very finest stock. For varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

CARNATIONS.

ROOTED CARNATION CUTTINGS.

Fine Healthy Stock.

Grown Right!

Packed Right!

Priced Right!

Sure to Please You.

Ready Now.

	100	1000
White:		
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
White Wonder	5.00	45.00
Pink:		
Pink Enchantress	4.50	40.00
Miss Theo	5.00	45.00
Enchantress Supreme	6.50	60.00
Rose Pink Enchantress	4.50	40.00
Ward	5.00	50.00
Alice	5.00	45.00
Roper	4.50	40.00
Rosette	5.00	45.00
Red:		
Aviator	4.50	40.00
Thenanthos	4.50	40.00
Herald	5.00	45.00
Merry Christmas	5.00	45.00

Buy the Best! It Pays!

Order Promptly

Big Demand

M. C. GUNTERBERG,

Wholesale Florist

159 N. State St. Chicago.

ROOTED CARNATION CUTTINGS

	100	1,000
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
Enchantress	4.50	40.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
30 E. Randolph St. Chicago.

CARNATIONS.

ROOTED CARNATION CUTTINGS

Large supply of fine, well-rooted, healthy and strong carnation cuttings in the following varieties, ready for immediate delivery:

	100	1,000
Rose Pink Enchantress	$4.50	$40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.50	40.00
C. W. Ward	4.50	40.00
Aviator	4.50	40.00
Thenanthos	4.50	40.00

PETER REINBERG,
Wholesale Florist
30 E. Randolph St. Chicago

NOW READY
ROOTED CUTTINGS, FIRST CLASS STOCK

	Per 100	Per 1000
C. W. Ward	$5.00	$45.00
Belle Washburn	4.50	40.00
Crystal White	4.50	40.00
Merry Christmas	4.50	40.00
Cottage Maid	4.50	40.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Matchless	4.00	35.00
Miss Theo	4.00	35.00

J. A. BUDLONG,
184 North Wabash Ave., Chicago.

Carnations. Rooted Cuttings. Good healthy stock. Herald, Aviator, Pink Enchantress, Matchless, $5.00 per 100, $40.00 per 1,000. Peerless Pink, Winsor, $4.00 per 100, $35.00 per 1,000. Herald, Peerless Pink, Winsor, out of soil, $5.00 per 100, $40.00 per 1,000. White Enchantress and Enchantress Supreme, $5.00 per 100, $45.00 per 1000. Cash with order. JAMES PSENICKA & SON, Gross Point, Ill.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago.

800 strong rooted cuttings.
CARNATION WINSOR
$40.00 per 1000
E. F. WINTERSON CO.,
166 N. Wabash Ave. Chicago.

Rooted Pink Enchantress carnation cuttings, $4.50 per 100; $40.00 per 1,000. JOHN RINDFLEISCH, Beloit, Wis.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

VERY STRONG CUTTINGS
Well rooted—None better.
READY NOW.

White Razer	$3.50 per 100; $30.00 per 1000
Yellow Razer	3.50 per 100; 30.00 per 1000
Marigold	3.50 per 100; 30.00 per 1000
Buckbee	3.50 per 100; 30.00 per 1000
Nagoya	3.50 per 100; 30.00 per 1000
Dr. Enguehard	3.50 per 100; 30.00 per 1000
E. A. Seidewitz	3.50 per 100; 30.00 per 1000
Golden Queen	3.50 per 100; 30.00 per 1000

THE BEST POMPONS.

Golden Wedding	$3.00 per 100; $25.00 per 1000
Yellow Baby	3.00 per 100; 25.00 per 1000
Mrs. Buckingham	3.00 per 100; 25.00 per 1000
Mrs. Godfrey	3.00 per 100; 25.00 per 1000
Golden Climax	3.00 per 100; 25.00 per 1000

Order Yours Today.
PETER REINBERG,
30 E. Randolph St., Chicago, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It

CHRYSANTHEMUMS.

"NEW POMPON ANNABEL"

A sport from Mrs. E. D. Godfrey; is a sturdier grower with exceptionally good foliage. Has long stiff stems, well branched, with an unusual number of flowers about 3½-in. across. Excellent keeper, in bench, or cut. Color, a beautiful cerise, tending toward lavender. Flowers of anemone type, with several rows of petals, and yellow center. Season of blooming, Thanksgiving to Christmas. Past season, I cut the first on Dec. 2nd and the last Jan. 10th. It is far better than parent, or any other Pompon and will bring more money.

Sold under agreement that you permit no other person to obtain stock until 1922. Prices, 2¼-in. pots $3.00 per dozen; $20.00 per hundred. Rooted cuttings, $15.00 per 100. Sold out to about May 15. After that will have about 5,000 a week. Can be benched as late as Aug. 15 for good crop.

GRAND VIEW GREENHOUSES,
Hopkins, Minn.

Chrysanthemum Hamburg Late Pink, Rooted cuttings, $16 per 100, $150 per 1000; 2-in. pots, $18 per 100, $160 per 1000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

Coleus, R. C., $1.50 per 100. Byer Bros., Chambersburg, Pa.

CONIFERS

Conifers. Strong, thrifty, home-grown stock. For varieties and prices see display advertisement elsewhere in this issue. The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

CYCLAMEN.

Cyclamen. Strong, 2¼-inch for early March delivery, $10.00 per 100. Mixed; white; white with red eye. Note:—We do not guarantee these varieties absolutely true to color, but the above varieties will predominate. All very choice strains. J. E. MATTHEWSON, Sheboygan, Wis.

CYCLAMEN—Strong, transplanted seedlings for January and February delivery; all leading varieties. $6.50 per 100; $60.00 per 1,000. PETER PEARSON, 5732 Gunnison St., Chicago.

DRACAENAS.

Dracaenas. Massangeana, 7-in., $2.50, 6-in., $1.75 each; Fragrans, 6-in., $1.50 each; Terminalis, 4-in., doz., $6. 100, $45.00. Vaughan's Seed Store, Chicago and New York.

FERNS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Boston ferns out of the bench ready for 6 and 8-inch pots. Come and see the stock and for prices. J. H. FIESSER, North Bergen, N. J.

Ferns. Boston, 4 and 5-in., for immediate delivery. Write for prices. Geo. A. Kuhl, Pekin, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FICUS.

Ficus Elastica. Fine perfect plants. 5-in., each 75c, doz. $8; 6-in., each $1.00, doz., $10. Vaughan's Seed Store, Chicago and New York.

GERANIUMS.

Geraniums. Rooted cuttings. S. A. Nutt and Buchner, $20 per 1,000; Ricard and Poitevine, $25 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLI.

GLADIOLI

Reports from all over the world state that DIENER'S new Gladioli are the largest, finest and most wonderful ever produced. Our new catalog showing eight of our new varieties in natural colored plates will be sent free on request.

RICHARD DIENER COMPANY
Kentfield, California

Gladiolus bulbs. First-class stock from our Michigan farms. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants.

You can quickly turn such surpluses into cash by advertising here.

Gladioli. For varieties and prices see display advertisement elsewhere in this issue. Richard Diener Co., Inc., Kentfield, Calif.

GRAPE CUTTINGS.

Grape Cuttings. Campbell's Early, 100 for 85c; Concord, 100 for 40c; Mooer's Early, 100 for 60c; Niagara, 100 for 75c; Worden, 100 for 65c. Discounts in large lots. 1000 lots 20%; 10,000 30%. Cash with order brings them promptly. CHARLES NASH, Nurseryman, Three Rivers, Mich.

LILIES

Easter lilies. For prices see display advertisement elsewhere in this issue. Pohlmann Bros. Co,, Morton Grove, Ill.

LILY OF THE VALLEY.

Lily of the Valley. Best Holland Pips, $25; Bruns' Special Early Forcing, $35; Bruns' Celebrated Chicago Market Brand, $45 per 1000. H. N. Bruns, 3040 W. Madison St., Chicago.

LILY OF THE VALLEY.

Lily of the Valley pips. Finest quality; ready for immediate delivery. Van Meeuwen & Tagelaar, 1133 Broadway, New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Lailio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PETUNIAS.

PETUNIAS

Diener's Ruffled Monsters, single, largest and finest in existence. Quickest and surest money-makers of the day; sell at sight. Seed in separate colors, red, pink, white, purple, flesh pink, frilled, variegated and mixed colors, 50c per trade package. Our new catalog with natural colored plates free on request.

RICHARD DIENER COMPANY,
Kentfield, California.

Petunias, double in best varieties, $5.00 per 100. Cash with order. MUNCIE PROGRESSIVE FLORAL CO., Muncie, Ind.

PRIMULAS.

Primula Obconicas, Rosea, Apple Blossom, Kermesina. Good, strong stock from 2¼-in. pots at $6.00 per 100; $55.00 per 1000. J. H. FIESSER, North Bergen, N. J.

PRIVET.

Privet. Box-Barberry, well rooted summer frame cuttings, $65.00 per 1000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

ROSES.

50,000 GRAFTED
ROSE PREMIER
Here is your only
opportunity to buy
CHOICE GRAFTED
PREMIER PLANTS
$35.00 per 100
$350.00 per 1000

Can make delivery at rate of 5000 weekly beginning at once.

Absolutely healthy A No. 1 stock.

Place your order at once for immediate or deferred shipment.

WEISS & MEYER CO.,
MAYWOOD, ILLINOIS.

ROSE PLANTS

Rose plants, last fall propagation. Dormant all winter. Now in 3-inch pots. Ready in about three weeks. Fine stock. Best in market.

	100	1,000
Richmond	$10.00	$ 90.00
Sunburst	11.00	100.00
Killarney Brilliant	11.00	100.00
Pink Killarney	10.00	90.00
Pink Ophelia	10.00	

WIETOR BROS.,
30 E. Randolph St. Chicago
L. D. Phone Randolph 2081

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

ROSE STOCK

	Rooted Cuttings Per 100	Per 1000	2½-inch Plants Per 100	Per 1000
Russell			$15.00	$130.00
Ophelia ....$	8.00	$70.00	10.00	90.00
Sunburst ...	8.00	70.00	10.00	90.00
White Killarney	8.00	70.00	10.00	90.00

Bench Plants

Ophelia ....$12.00 per 100; $100.00 per 1000
Pink Killarney ..... 10.00 per 100; 90.00 per 1000

Good Stock—Ready Now

No orders accepted for less than a hundred of each variety.

GEORGE REINBERG.
162 North Wabash Ave., Chicago.

ROSES.

ROSES READY FOR IMMEDIATE SHIPMENT

COLUMBIA, 2½-in. own root, $15 per 100; $125 per 1,000.

CHARLES H. TOTTY COMPANY,
Madison, New Jersey

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

List of 2¼ and 4-in. Roses ready, on request. Leedle Co., Expert Rose Growers, Springfield, O.

SEEDS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago.

Seeds. Fine flower, for immediate shipment, at seasons's lowest prices. For varieties and prices see display advertisement elsewhere in this issue. American Seed & Seedtape Co., 365 Ogden St., Newark, N. J.

Seed. Primula Obconica Gigantea Rosea. Dwarf habit, light and dark shades of pink. Select strain; fresh seeds. Packet of 1500 seeds, $1.50. Cash. Ernest Oechslin, River Forest, Ill.

Seeds. Specialists in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices, Kelway & Son, Langport, Eng.

Seeds. Michell's Flower. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorssinera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland .

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

SEEDS.

Seeds, specialists: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30; 5 lbs. and over, $25 per lb. D. Landreth Seed Co., Bristol, Pa.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds, Aster. For description, varieties and prices see display advertisement elsewhere in this issue. W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Growers of selected stocks of onion, lettuce, radish, carrot, sweet peas, etc. C. C. Morse & Co., San Francisco, Calif.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia. Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

SEEDS.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seeds. Aster; all high grade. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax. Extra good, strong, well rooted plants. 2-in., $2.50 per 100. Elmer Rawlings, Allegany, N. Y.

VEGETABLE PLANTS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.
4013 Milwaukee Ave. Chicago.

Seed sweet potatoes. Yellow Nansemond, Up Rivers and Big Stem Jerseys in heavy packed, full bushel hampers, $2.00 per hamper. Booking orders for plants. Send for price list. H. AUSTIN, Felton, Del.

Grand Rapids Lettuce, tronsplanted, $2.50 per 1000, to close out. ODOR GREENHOUSES, Iola, Kans.

MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging backets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works, Lowell, Mass.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., W. Philadelphia, Pa.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearbonn St., Chicago.

Tobacco stems, $1.50 per 100 lbs. Special price on five bales or more. SCHENCK CIGAR CO., Maroa, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL.

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FERTILIZERS

For results use "Master Brand" prepared concentrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braum Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse glass, plants and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Louisville, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

For Sale—4-inch flower pots, standard, now $15.50 per 1000. ERIC BUCHHOLZ, Muncie, Ind.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Fenrich, Joseph H., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co. Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.

WHOLESALE CUT FLOWERS.

Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuhl, Geo. A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
Neidinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Williams, New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.

Bailey's New Standard Cyclopedia of Horticulture

Six Splendid Volumes

Price, $6.00 Per Volume

Carriage paid to any part of the United States

American Florist Co.
440 S. Dearborn St., CHICAGO

THE CUSTOMERS' INTEREST FIRST

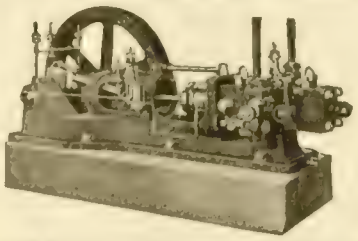
This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all the Greenhouse Boiler business

Water Tube Steam Boiler

No Tubes to Clean

No Brick Work Required

NO AMMONIA USED



SAFETY—CO_2—ECONOMY

The high efficiency and low cost of operation place the Kroeschell System of Refrigeration in the foremost rank for greenhouse use. Our System of Refrigeration and Cooling is easily installed—perfect control of temperature and absolute safety insured—no ammonia used for this system.

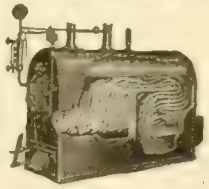
THE KROESCHELL POLICY

We make every kind of boiler, but it is our policy to supply only the type of boiler best suited for the conditions.

You get the highest boiler value.

Tubeless Boiler

For Hot Water or Steam



For Vacuum or Vapor

KROESCHELL SPECIALTIES

KROESCHELL BOILERS will put high temperatures into your heating lines.

Cast Iron Boiler Cracked in Two Years.

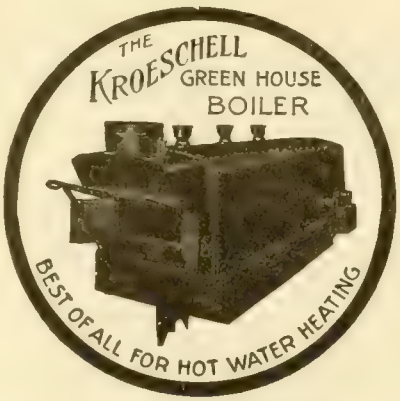
We have a No. 4 Kroeschell Boiler. It takes care of 7,000 sq. ft. of glass; it would take care of twice that amount.

I first had a cast iron boiler, which lasted two years, when it cracked to pieces. The second was a second-hand boiler.

I consider your boiler the best paying investment I ever made.

You can refer anyone to us.

MARYSVILLE FLORAL CO.,
Marysville, Ohio.



There is a KROESCHELL for every greenhouse plant, be it large or small.

Cast Iron Boilers Cause Freeze-out—Kroeschell Boilers No Worry.

I bought a No. 2 boiler in 1902. Takes care of 4,000 sq. ft. of glass—would take care of 2,000 more. I have had a cast iron boiler, but it broke down twice in four years, always in the coldest weather. It broke down Dec. 29, 1904, and I lost all my stock in consequence. I have now two No. 2 and one No. 6 Kroeschell boilers and do not worry about their breaking down.

GRANT NEWPORT,
Cedar Rapids, Ia.

NOT CAST IRON || **KROESCHELL BROS. CO.** 452 W. Erie Street CHICAGO, ILL. || **NOT CAST IRON**

Boston, Mass.

ABUNDANT SUPPLY AND BETTER DEMAND.

Trade has shown a decided improvement during the past week with generous arrivals of stock and prices unchanged. Spring flowers are in great demand and clean up easily each day. Roses and carnations are slow. Violets are plentiful and quantities are sold by the street merchants. Tausenschon and Dorothy Perkins rose plants are much in favor with genistas, lilac and bulbous stock coming next. There are also quite a few Easter lilies at prices ranging from 20 to 40 cents.

NOTES.

In our notes, issue of March 6, it was erroneously reported that the firms of B. A. Snyder & Co. and H. M. Robinson & Co. had consolidated. The two concerns interested in the merger are the Boston Floral Supply Co. and B. A. Snyder & Co., under the new name of Boston Floral Supply & Snyder Company.

The Beacon Florists in the Houghton-Dutton building reports very good business stimulated by more moderate prices. This firm has begun the manufacture of artificial flowers and is booking good orders.

Frank Edgar has been featuring a fine stock of French hydrangeas. His rose plants, genistas, Darwin tulips and jonquils also show good form.

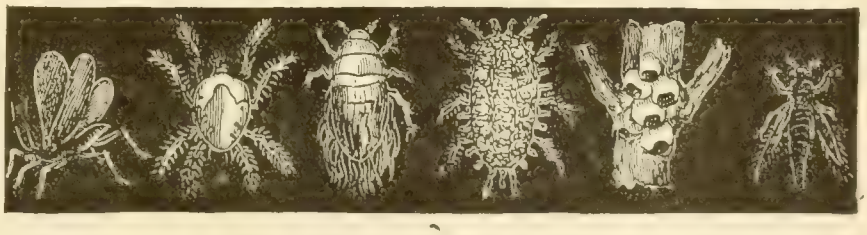
Neil Boyle, of Malden, is sending in some of the finest Easter lilies seen in this market which find quick dispositions at 35 cents per flower.

Sold by the Seedsmen

Hammond's Thrip Juice No. 2

REGISTERED

A Contact Insecticide, Useful and Reliable, Used for 30 Years in Greenhouses, and on Plants, Grape Vines, Trees and Shrubs



Some common Sucking Insects, magnified.

HAMMOND'S PAINT & SLUG SHOT WORKS, Beacon, N. Y.

Mention the American Florist when writing

The Hamlin Flower Shop, in the theater district on Boylston street, has been doing a good business with a brisk call for violets and orchids.

The Houghton & Gorney Co. have been attracting attention with some very nice window displays of spring flowers, roses and orchids.

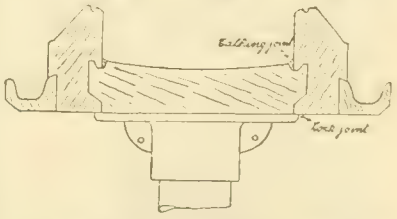
A. Leuthy, Inc., are supplying a fine lot of Easter lilies and primroses.

Henry R. Comley reports a very busy week with funeral work.

Kidder Bros. are making a feature of fine freesia and violets.

Visitor: J. P. McCarthy, Philadelphia, Pa. S. K. G.

A Perfect Gutter



Have you been annoyed by leaking wood gutters or by sweating, dripping and rusting metal gutters? Try our patent **LEAK-PROOF** Cypress gutter and your annoyances will be a thing of the past

ICKES-BRAUN MILL COMPANY

2340 Wabansia Avenue, - - CHICAGO

Greenhouse Material **Greenhouse Hardware**

Mention the American Florist when writing

Demonstration Farms in New Brunswick.

The federal department of agriculture is about to take up farm-extension work on a rather extensive scale, according to Consul B. M. Rasmusen at Moncton in Commerce Reports. Demonstration farms, 12 in number, are to be established in different parts of the province, one of these to be located near the city of Moncton. The plan is under the direction of the Dominion government, and it is the intention to increase the number of demonstration farms from year to year. Although agriculture is the leading industry in the province of New Brunswick, it may be said to be in its infancy, as the area under cultivation is but a small per cent of the tillable land. The official announcement states that the farms upon which the demonstration areas will be selected will be along roadsides where they can be seen by people passing. Good seed will be provided in order that the farmers of all parts of the country may have an opportunity of seeing the value of good seed and proper methods of cultivating. The crops which are raised on these farms will vary and will be in keeping with the kind of produce which is raised in the respective districts. A man will be selected to take charge of the work in the province, and the farms upon which the demonstration areas will be placed will be selected by the representatives of the federal department of agriculture, upon the recommendation of the officials of the provincial department.

Manure on Garden Lands.

American gardeners could well afford to learn a lesson from the French growers regarding the use of manure on their land, according to the United States department of agriculture. In some cases where French gardeners are working on rented land, a clause in the lease provides that should the gardener be required to vacate the land, he is permitted to remove the top soil to a specified depth. It is customary to apply anywhere from four to eight inches of manure a year on French gardens. This is composted and mixed with the soil and in the course of a few weeks becomes a part of the soil itself. It is needless to state that some enormous crops are grown on this land.

While it would not be possible for American gardeners to secure sufficient quantities of manure to apply it at the rate that is used by the French gardeners, yet an effort should be made to secure as much of this material as possible and put it directly upon the land where intensive crops are to be grown. The plan of having a compost heap in one corner of the garden where everything in the nature of manure can be piled and composted together is a good one. Into this pile should go all weeds that do not bear objectionable seeds, pieces of sod, clippings from the lawn, leaves and manure. By turning the pile at intervals, a rich, mellow material is produced which is suitable for top dressing the garden soil. Owing to the limited quantity of manure available at present, its use should be restricted to those crops that make a quick growth and require plenty of fertility in the soil.

BUFFALO, N. Y.—W. A. Adams of this city, secretary of the New York State Federation of Horticultural Societies and Floral Clubs, is a member of the conference which is endeavoring to secure the appropriation of $500,000 for a suitable horticultural building at the state fair grounds.

SHEEP GUANO

ARTIFICIALLY dried and pulverized Sheep Manure

This material by large users considered by far the best on the market. This is **NOT** STOCK YARDS MANURE, with which the market has been flooded, but our material comes from well protected sheds. Our Sheep Guano is decomposed and free from foreign and foul matter. Owing to commodity rate just granted us, we can offer this fine material on the market in bulk or sacked. In writing for quotations and samples

ask for "PIONEER BRAND"

Montana Fertilizer Co.

Rialto Building BUTTE, MONTANA

Mention the American Florist when writing

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscriptions, to cover postage, $1.00.

As the H. A. is a purely TRADE medium applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A."

LOWDHAM, NOTTS, ENGLAND.

Mention the American Florist when writing

WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free From Bubbles—Uniform in Thickness.

PAINTS and PUTTY

Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.

It will pay you to get our estimates.

THE DWELLE-KAISER CO.

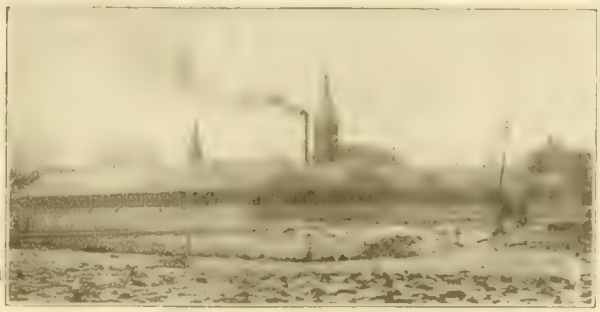
251 Elm St., - BUFFALO, N. Y.

Mention the American Florist when writing

Greenhouse Materials

Louisiana Cypress

Washington Red Cedar



Hotbed Sash

Have You Seen Our Best?

Once Tried--Always Used

THE BUILDING SEASON

is rapidly approaching, and now is the time to decide on just what kind of houses to build when you add to your range. You will find that it will pay you to choose Dietsch Houses, because they are practical in every respect and represent the most for the least money. Conservative growers who have carefully compared our material and construction and built Dietsch Houses according to Dietsch Plans have always placed their orders with us when enla.ging their original Dietsch plant.

Write Us for Sketches and Estimate

A. DIETSCH COMPANY

2642 Sheffield Ave., Chicago, Illinois

Acid Phosphate.

A new $75,000 experimental fertilizer production plant at Anaconda, Mont., will have a daily capacity of 50 tons of what is termed double acid phosphate fertilizer, commanding a price which will be somewhat greater than for the ordinary grade in consequence of its greater solubility and fertilizing factors. There are less than half a dozen phosphate plants in the country and confidence is expressed by the Anaconda officials that before long the company will become one of the leading factors in the manufacture of fertilizer, so extensive are the deposits of phosphate rock in southern Montana, within close rail distance of the Washoe works with still larger beds in central Idaho.

German Taxes.

Under the new German national and local tax law, the first 1,000 marks of income are not assessed. After that, the tax is 10 per cent for the second 1,000 marks, and there is a one per cent increase for every 1,000 up to 15,000 marks. Incomes in excess of 500,000 marks must pay a tax of 60 per cent. An income of 100,000 marks would pay over half of that amount to the state. Local taxes are likely to consume an additional 20,000 marks. In addition, indirect taxes are expected to yield about 11,000,000,000 marks per year, which will add materially to the cost of living for the next few years.

In Eden.

Adam was heartbroken when he was deported from the Garden of Eden. "How I hate to leave all these lovely flowers, violets and all that sort of thing," he said.

"Get your revenge," said the serpent. "Be a florist, and charge three dollars a bunch for them."—Daily Newspaper.

ADVANCE

means advanced ideas. We have

Sash Operating Devices and Greenhouse Fittings

that are so far advanced above other machines of their kind that there is no comparison. Every part is guaranteed to do its required duty. We will gladly send specific details and catalog at your request.

ADVANCE CO., Richmond, Ind

Mention the American Florist when writing

REED & KELLER

122 W. 25th St., NEW YORK

Florists' Supplies

We manufacture all our Metal Designs, Baskets, Wire Work and Novelties, and are dealers in Glassware, Pottery, Decorative Greens and Florists' Requisites.

Mention the American Florist when writing

The Regan Printing House

LARGE RUNS OF

CATALOGUES

OUR SPECIALTY

WRITE FOR PRICES

523 PLYMOUTH COURT, CHICAGO

Mention the American Florist when writing

Split Carnations

Easily Mended with Pillsbury's Carnation Staples.

"They are indispensable to the careful florist. Increase the value at least 50%." Fifth Ave. Floral Co.

1000, 35c; 3000 for $1.00, postpaid

I. L. Pillsbury, Galesburg, Ill.

Mention the American Florist when writing

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

GIBLIN & CO., UTICA, N. Y.

Mention the American Florist when writing

Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MFG. COMPANY

MADISON, N. J.

Mention the American Florist when writing

SUPERIOR

RED POTS

Quality and prices right. ASK US.

FLORIST SPECIALTY CO.

IDAVILLE, INDIANA

Second-Hand PIPE

Fittings and Couplings.

State Your Needs.

The Alderman Metal Co.

92 Orchard St., NEW HAVEN, CONN.

Packers' Victory.

Francis J. Heney, special investigator of the Federal Trade Commission in the packers' case, says to the New York Sun from Los Angeles that the compromise agreement is a big victory for the Big Five packers, and calls the settlement a surrender of public's rights. He says it will not cut prices and will perpetuate monopolistic powers in form only, and that it will be even less effective than the judicial dissolution of the Standard Oil Co. proved to be.

Senator Borah says: "I want to know what is to become of the great stockyards when given up by the packers. These men may be sincere in their declaration that they will discontinue their business from all collateral lines, but I want that fact positively established before there is any abandonment of the plan proposed for drastic government supervision."

Gentleman Farmer.

"He wants to be a gentleman farmer." "But he doesn't know anything about the work." "Why, he was born on a farm." "I know, but he hasn't learned how to be a gentleman."—Detroit Free Press.

Nitrates.

Wife—The paper says that nitrates are higher.

Hub—What do we care? We never telegraph anywhere.—Chicago Herald.

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. **PRICE, $2.00.**

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. **PRICE, $2.00.**

American Florist Co., 440 S. Dearborn St., Chicago

QUALITY—SERVICE

"Blauvelt" Hero Pipeless Furnace System

Installed at half the cost of Steam or Hot Water.

70 degrees of heat guaranteed in zero weather.

Can be installed with or without PIT.

Saves 35% of your Coal Bill.

We have also Special Burners for Oil—and Grates for Soft Coal or Wood.

A perfect moist heating system. The ideal heat for growing all kinds of greenhouse products. In fact, it is the coming Greenhouse Heating System.

"Blauvelt"

Hero Pipeless Furnace Company

411 Sycamore St., PLAINFIELD, N. J.

Mention the American Florist when writing

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Ea.	Doz.	100
10	20 in.	$4.50	$49.50	$375.00
20	18 in.	3.30	36.00	293.00
30	16 in.	2.35	26.00	200.00
40	14 in.	1.90	21.50	170.00
50	12 in.	$1.30	$15.00	$115.00
60	10 in.	.90	9.90	77.50
70	8 in.	.75	8.00	61.00

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, **714-716 Chestnut St., Philadelphia, Pa.**

Mention the American Florist when writing

Nebraska Red Pots

ARE RECOGNIZED EVERYWHERE FOR QUALITY

Your orders always receive prompt and careful attention. Made of High grade material by skilled workmen in a modern plant. Write for prices on your requirements.

Kahler Pottery Co., Louisville, Neb.

YOU WILL BE SURPRISED

At the quality there is in WIZARD BRAND Shredded Cattle Manure this year. New equipment provides a better selection of crude manures than ever before and it shows up in every bag of Shredded Cattle Manure.

WIZARD BRAND
TRADE MARK

PULVERIZED SHEEP—PULVERIZED CATTLE
SHREDDED CATTLE
MANURE

Is dried and sterilized in high temperature direct heat dryers. It saves you time and labor in handling and application. Does not bring you foreign weeds and grasses that come with crude or air dried manures.

WIZARD BRAND may not always be lowest in price but it is highest in quality and the recollection of quality remains long after price is forgotten.

WIZARD BRAND Trade Mark is tagged or printed on every bag for your protection.

Your dealer can supply WIZARD BRAND if you insist or we will quote on any quantity from a bag to a carload promptly.

THE PULVERIZED MANURE CO., No. 32 Union Stock Yards, **Chicago, Ill.**

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor

The Peters & Reed Pottery Co.

SO. ZANESVILLE, OHIO

"Moss Aztec" Ware

HORACE C. GRAY CO.

200 Fifth Avenue New York

Mention the American Florist when writing

In the Erection of

FOLEY GREENHOUSES

Only the Best of Material Is Used.

in designing your house, we always consider the use for which the house is intended—thereby assuring you of proper design and bench arrangement—not forgetting the importance of an efficient heating system.

THE FOLEY GREENHOUSE MFG. CO.

Designer Builders Heating Engineers

Main Office and Factory 3100 S. Spaulding Ave.

Chicago, Ill.

Downtown Office State-Lake Bldg.

Mention the American Florist when writing

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers

FLOWER POTS

Why?

A. H. HEWS & CO., Inc.

Cambridge, Mass.

Wired Toothpicks

10,000, $2.50; 50,000, $11.00. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For Sale by Dealers.

Dreer's Peerless Glazing Points

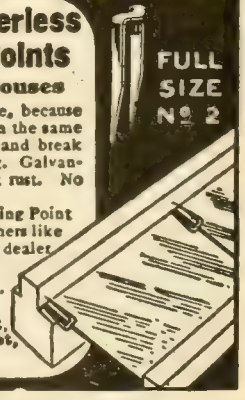
For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid. Samples free.

HENRY A. DREER, 714 Chestnut Street, Philadelphia.



George Keller Pottery Co.

SUCCESSOR TO

GEO. KELLER & SON,

Manufacturers of

Red Pots

Before buying write for prices

2614-2622 Herndon St., CHICAGO.

Mention the American Florist when writing

CUT FLOWER BOXES

EDWARDS FOLDING BOX CO

MANUFACTURERS

PHILADELPHIA, PA.

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 40c; 25 yds. at 39½c; 50 yds. at 39c; 100 yds. at 38½c. Let us figure on your larger orders. For parcel post add 8c per yd. to above prices. Try it out now and be convinced.

TURNER BROS., Bladen, Neb.

1,000 Letterheads } $7.00
1,000 Envelopes }

Bond Stock—Send cash with order. No samples sent. All work is guaranteed. Proofs furnished of work before printing, so that any changes necessary may be made.

GORHAM PRINTERY, INC.

542 South Dearborn Street, CHICAGO, ILL.

We Print Everythin .

Index to Advertisers.

Advance Co 529
Alderman Metal Co.530
Allen J K.....495
Alpha Floral Co.....498
American Beauty Florist. 502
American Bulb Co.. ....I 2nd special cover
American Greenhouse Mfg Co IV
American Seed & Seed Tape Co.....515
Amling E C o..470 491
Anderson S A 507
Angermueller G H Co 493
Aphine Mfg Co. 533
Aphrodite Co 504
Astoria Florist 506
Avenue Floral Co...508
Baer Julius 501 507
Barnard W W Co...514
Barnes W J 507
Bassett & Washburn 480
Baumer Aug 509
Baur Window Glass Co..... IV
Bayersdorfer H & Co 493
Begerow's.....506
Berger Bros.....492
Berning H G.....492
Blackistone Inc . 509
Bodger J & Sons o.511
Bolgianio J & Son 511
Boulevard Floral Co 502
Bramley & Son 509
Braslan Seed Growers Co 510
Breitmeyer's J Sons 506
Brenner Edward... 49
Broadway Floris....502
Brown A J Seed Co 510
Brown B g Filling Machine Co 514
Bruns d N 500
Bryan Alonzo J .518
Buckbee H W.....508
Budlong Co I A.....484
Bulis J C Mfg Co....476
Bunyard.....504
Burpee W A Co.....517
Byer Bros.....522
California Florists ..500
Campbell Alfred M.479
Cazan A B 504
Central Floral Co...509
Central Refrigerator & Equipment o 491
Chicago Feed & Fertilizer Co 532
Chicago Flower Growers Assn.... 482
Christatos & Koster.498
Christatos N 500
Clark E B Seed Co .514
Clarke's Sons D.500 505
Clay & Son.....532
Clipper Lawn Mower Co.....532
Coan J J.....495
Colonial Florist ... 500
Cona d & Jones Co. 520
Cooke Geo H 509
Cowee W I.....531
Coy H C Seed Co...512
Craig Robt Co.....477
Culp W H & Co. 507
Danker Fred A 508
Dards has 502 505
Diener Richard o 519
Dietsch A & Co 529
Dominion Floral Co 506
Dorner F & Sons Co 522
Draime Bros.....522
Dreer H A..... ..... 517 521 530 531
Drevon-Vegelaar Co.516
Duluth Floral Co...507
Dunlop John C.....506
Dwelle-Kaiser Co.. 528
Ebel Charles.....505
Edwards Fold'g Box 531
Elm City Nurs Co...520
Enomoto & Co..... 496
Erne & Co..... ...488
Evans A W B.....506
Excell Laboratories.111
Fyres H G 502
Fallon Florist 504
Fenrich Jos S.....494
Fleischman..... 507
Flessas John D.....502
Florist Specialty o 530
oerster Co los.....489
Foley Greenhouse Mfg Co 531
Ford M C 495 496
Ford William P 495
Fox H M & Son Inc 507
rauenfelder C 504
Freeman Mrs J B .. 507
Frey C H.....504
rey & Frey..... ..508
Friedman..... 501 509
Froment H E.....495
Futterman Bros.....494
Galvin Thos F.....504
Gasser J M Co 506
Giblin & Co.....529
Gnatt Ove Co The...472
Godineau R & M .. 512
Goldstein I.....495
Gorham Printery Inc.531
Grakelow Chas H 5 6
GrandRapidsFlo Co 504
Grimm & Gorly.....504
Gude Bros..... 505
Habermehl's Sons Jl 508
Hammond's Paint & Slug Shot Wks 527 532
Hanges George 507
Hardesty & Co.....507
Harrison's Nurseries.520
Harris Wm K..... 515
Hart Geo B 495
Hart Henry..... 507
Haven Seed Co.....512
Heeb George F.....474
Heinl John G & Son 507
Henderson A& o.l 516
Henderson Lewis.. 506
Henry Co The John 489
Hensbaw Floral Co 495
Hentz & Nash.....494
Hero Pipeless Furnace Co. 530
Herr Albert M. 517
Hess & Swoboda....506
Hession.....498
Hews & Co A H. 531
Hill D Nursery Co..520
Hogewoning & Sons 521
Hollywood Gardens.506
Holm & Olson.....506
Holton & Hunkel Co.493
Horsfo d C P. 522
Hort Advertiser.....528
Hurff Edgar F 514
Hurst & Son.....512
Ickes-Braun Mill Co. ..... IV 528
Idlewild Greenhs....509
Jackson & Perkins Co 520
Jahn Hugo..... 500
Joy Floral Co.....505
Kahler Pottery Co 530
Kasting W F Co..I 472
Keller Pott'y Co Geo 531
Keller Sons J B..... 507
Kelway & Son.....512
Kennicott Bros Co 480
Kervan Co The..... 495
Kessler Wm 495
Kottmiller A.. 504
Kroeschell Bros Co 527
Kruckten John.....491
Kuhl Geo A 522
Landreth Seed Co ..511
Lang Flo & Nurs Co.508
Lange A.....505
Langstadter A.....496
Leeuwes C & Co 494
Lindley Flower Box o.....490
Littlefield Florist....508
Longren A F.....522
Louise Flower Shop 502
McCallum Co ...473 493
Mc Junie Geo G....504
McGill R C & Co....512
McHutchinson & Co.512
McKenney's 503
Mackie William.....495
Malandre Bros 499 509
Mangel.....507
Matthews the Flo'st.504
Matthewson J F.....508
Meconi Paul 495
Messenberg G.....500
Metairie Ridge Nurs 504
Meyer John C Florist Thread Works. 490
Michigan Cut Flower Exchange.....491
Michell Henry F Co..522
Millang Jos A ..476 494
Miller Floral Co.....508
Miller & Musser 491
Mitchell John R. 521
Moninger J C Co ... . 4th special cover
Montana Fertilizer Co.....528
Morehead Mfg Co... .... 3rd special cover
Morse C C & Co 511
Murray Samuel 497 509
Nash Charles.....520
Nat'l Florists' Board of Trade IV
Neidinger Jos G Co 470
Newell A 508
N Y Cut Flower Ex. 495
N Y Floral Co.....509
Nielsen 503
Niessen Leo Co. 492
Norwood George W 498
Oechslin Ernest . 516
Oechslin Frank .. 478
Oriental Goldfish & Supply Co.....490
Papadem J G Co.... 504
Pappas Bros 503
Park Floral Co.....507
Peacock E R Co ...511
Pearson E W 502
Pedrick G R & Son..512
Penn the Florist.....509
Peters & Reed Potty.531
Philips Bros 504
Pierce F O Co. IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co 510
Pikes Peak Flo Co 507
Pillsbury I L.....529
Pittsb'rgh Cut Flo o 490
Podesta & Baldocchi.509
Poehlmann Bros Co ..... II 471
Pollworth C C Co.. 493
Polykranas Geo J....495
Potter Floral Co.....508
Proto-Feed & Guano Co 532
Pulverized Manure Co The..... 531
Pyfer A T & Co.....486
Raedlein Basket Co 491
Randall A L Co 489 491
Randall's Flo Shop..509
Randolph & McClements 508
Rawlings Elmer.....522
Ready Reference....523
Reed & Keller .. .529
Regan Ptg House ..529
Reid Edw 492
Reinberg Geo..... 491
Reinberg Peter.....487
Rice Bros..... 493
Rice Jerome B Seed Co..... 511
Robinson I C Seed Co 517
Rock Wm L Flo Co..504
Rodgers J W.....507
Rohnert Waldo.. 512
Rosaia Bros 504
Rosery Floral Co....509
Routzahn Seed Co .. 514
Rusch G & Co.....493
Saake O C..... 507
Salzer Seed Co J A..509
Sceery Edw.....502
Schiller the Florist 502
Schillo A Lum Co ...IV
Schlatter W & Son..532
Schling Max..... 509
Schmidt Chas L.....507
Schulth is Anton....478
Scott John 478
Segers Bros Ltd.....522
Shaffer Geo C 509
Sharp Partridge & Co.532
Sheppard H W..... 509
Sheridan Grhs Co....505
Sheridan Walter F...495
Siebrecht Geo C.....495
Simon & Son I N....512
Situations & Wants 469
Skidelsky S S & Co.. I
Smith A W & Co....506
Smith & Co E D 516
Smith & Fetters Co.505
Smith Henry.....508
Storrs & Harrison 474 518
Stumpp G E M.....506
Thorburn J M & Co. 514
Tonner O A & L A..488
Totty Chas H.... .515
Traendly & Schenck 474 495
Traveling Wholesale Florist.....494
Tepel Joseph.....505
Turrer Bros..... 531
United Cut Flo Co..495
Vanderschoot R A..514
Van Meeuven & Tegelaar 514
Vaughan A L Co....483
Vaughan's Seed Store .....I 513 514 515
Vick's Sons Jas.....514
Vincent R Jr & Sons Co..... I
Walker F Co.....505
Weber F H..... 508
Weiland & Risch...491
Weir Jas..... 503 508
West End Floral Co.498
Western Seed & Irrigat on Co.....511
Wietor Bros.....485
Williams Mrs E A. 509
Winterson Co E F..490
Wittbold G Co 475 505
Wolfskill Bros & Morris Gooderson.507
Wonder Plant Irrigator Co.....490
Woodruff S D & Sons 512
Yokohama Nurs Co.511
Young A L & Co... 494
Young John & Co...495
Zech & Mann...481 491

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.

809 Exchange Avenue, U. S. Yards, Chicago

"Master Soil Builders"

Send for prices on **Master Brand Vine and Plant Manure**—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.

4121 South La Salle Street, CHICAGO

Mention the American Florist when writing

Before

No loss if you mend your split carnations with

Superior Carnation STAPLES

35c per 1000; 3,000 for $1.00 Postpaid

Wm. Schlatter & Son

422 Main Street SPRINGFIELD, MASS.

After

Mention the American Florist when writing

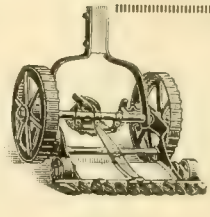
SLUG SHOT

Used from Ocean to Ocean for 35 Years

Sold by Seed Dealers of America

Saves Currants, Potatoes, Cabbage, Melons, Flowers, Trees and Shrubs from Insects. Put up in popular packages at popular prices. Write for free pamphlet on Bugs and Blights, etc., to B. HAMMOND, Beacon, New York.

Mention the American Florist when writing



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plantain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER COMPANY Dixon, Illinois

Mention the American Florist when writing

Clay's The World Power in the Soil.

CLAY'S FERTILIZER LONDON TRADE MARK EVERY GENUINE TIN BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

GREENHOUSE GLASS

BEST BRANDS

SHARP, PARTRIDGE & CO.

2263 LUMBER STREET, CHICAGO, ILL.

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas"

Vol. LIV. **CHICAGO AND NEW YORK, MARCH 27, 1920.** **No. 1660**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company.

Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,

440 S. Dearborn St., Chicago.

Long Distance Phone: Harrison 7465.

Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treas. The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next annual convention and exhibition, Washington, D. C., November 1920. OFFICERS: THOMAS W. HEAD, Lake Forest, Ill., President; Z. D. BLACKISTONE, Washington, D. C., Vice-President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary; CHAS. H. TOTTY, Madison, N. J., Treas.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Washington, D. C., January, 1921. OFFICERS: C. W. JOHNSON, Chicago, President; D. G. GRILLBORTZER, Washington, D. C., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa. President; F. L. ATKINS, Rutherford, N. J., Vice President; E. A. WHITE, Cornell University Ithaca, N. Y., Secretary; HARRY O. MAY, Summit N. J., Treasurer.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary

NEW YORK SPRING SHOW.

Under the Auspices of the Horticultural Society of New York, the New York Florists' Club and the American Rose Society, at Grand Central Palace, March 15-21.

Continued From Last Week.

Show Grand Success.

The opening days of the show were well covered in our issue of March 20. On Friday, there was another keen competition in displays of cut roses, each covering 300 square feet, the first prize, $500, being won by the Duckham-Pierson Co., Madison, N. J. The exhibit was splendidly arranged by A. T. Bunyard, the well known retailer of 413 Madison avenue. In the display were the following varieties: Hadley, Russell, Ophelia, Premier, Columbia and Double White Killarney. Pots of cibotium distributed among the vases, added to the attractiveness of the exhibit of most excellent stock. The second prize, $300, went to F. R. Pierson, Tarrytown, N. Y. This was also a splendid exhibit along similar lines as his display of March 16. A third prize was awarded A. N. Pierson, Inc., Cromwell, Conn.

The Carnations.

There was a very interesting display of carnations, both from commercial and private growers. The former were staged on the main floor along aisles surrounding the fountain and Pierson fern exhibit. A. N. Pierson's vase of 100 Hope Henshaw, a deep rich pink, made a good impression. Strouts, Inc., Biddeford, Me., exhibited 100 Maine Sunshine, a fine yellow, also 100 very choice Laddie and 100 of a pink sport of Matchless, a striking flower. One hundred of a deep rich pink, no name, won the first prize for dark pink. One hundred Donald, a splendid large maroon, made a fine showing and 100 White Delight had flowers of perfect shape and substance. They also staged a vase of 50 Maine Sunshine for competition in any variety not in commerce.

Wm. Sim, Cliftondale, Mass., staged several varieties. One hundred Rosette made a fine vase and Gay Gorden and Kilties, his own seedlings, striped varieties, shades of red on a white ground, are very striking. Romeo is another seedling, a good red. The Springfield Floral Co., Springfield, N. J., entered two vases of 100 each, Belle Washburn and White Benora, very choice flowers, also a vase of 100 Enchantress Supreme. F. B. Abrams, Blue Point, N. Y., had the best white, getting the blue ribbon for his 100 Matchless. Curtis Thim, Roslyn, N. Y., had a vase of superb Benora. Gude Bros. Co., Washington, D. C., exhibited a vase of 100 of their seedling pink, Democracy, for the best light pink; also a vase of 50 flowers of the same for the best variety not in commerce. They were very good blooms. Wm. Haas & Son, Irvington, N. J., entered a seedling, a fine stiff-stemmed light pink. Herman Schwarz, Central Park, N. Y., staged a superb new pink on the order and color of Enchantress Supreme, but a larger flower, a good variety. Samuel Goddard, Framingham, Mass., exhibited a vase of 100 Laddie which was perfection itself and easily won first prize.

The carnation exhibits by amateur growers consisted of nearly 60 vases. All the flowers showed good culture. There were a number of entries for the arranged vase of carnations, William Kleinheinz, gardener to Joseph E. Widener, Ogontz, Pa., winning the blue ribbon with an artistic creation in a brown wicker, urn-like basket, the blooms used being Laddie and varieties of white superb flowers.

Sweet Peas.

The sweet pea exhibits were leading features and real attractions, March 19. George W. Kerr of the W. Atlee Burpee Co., Philadelphia, Pa., a real wizard in sweet peas, came from Fordhook and brought 50 fine varieties which he arranged in a way that could not fail to win admiration. He used a background of black velvet, and Asparagus

plumosus and Sprengeri was tastefully worked in among the vases. In addition to the first prize for the display covering 100 square feet, a new salmon shade, named Mrs. George W. Kerr, was awarded a certificate of merit. Another, Fordhook Rose, was very noticeable, and his Flamingo received special mention.

The exhibit of Herman Mammitch, of Rockville Center, N. Y., which took second prize in the 100-foot competition, also contained fine stock. He also exhibited a novelty sport of Rose Queen that received a certificate of merit.

Interesting Exhibits.

The new Easter lily exhibited by A. L. Miller, Jamaica, N. Y., had all the dealers and growers guessing. Its exceptionally broad, heavy foliage and the large, perfect flowers made it stand out as a distinct and desirable improvement over any other variety of longiflorum. Mr. Miller, when urged to give its name, answered facetously that it was the genuine Easter lily, grown in Jamaica sand, mixed with a little brains.

The brasso-cattleya hybrid, named by Mrs. Woodrow Wilson, Mavahone, is a large fringed white flower with a shading of pink in the throat, deepening almost to cerise. This plant carried three superb flowers and was kept under a glass shade. It was always the center of an admiring throng. The cattleya, named in honor of General Pershing, a variety of Schroederæ, is the deepest shade of pink in this type of orchid. It was raised by Joseph Manda, and was also an interesting feature.

J. A. Peterson's new begonia, Peerless, was given a silver medal. The small plants exhibited in three-inch pots, were a mass of flowers, scarcely any of the foliage being visible.

The schizanthus exhibited by Wm. B. Thompson, Yonkers, N. Y., were wonderfully trained and flowered, their beehive forms being a mass of bloom.

A miniature rock garden, about four by six feet, set on a table in the balcony, allowed a close inspection of the various plants used, all of which were plainly labeled. It was without name of exhibitor, and attracted considerable attention.

The Robert Craig Co.'s group of ferns was very artistically arranged and contained wonderfully fine specimens of the nephrolepis family. Groups of crotons and other foliage plants, giganteum lilies and a new double daisy, called Craigii, were also features of this exhibit.

The trained and dwarfed bougainvilleas exhibited by A. N. Pierson, Inc., were very striking in their mass of color. Some in basket form, and others trained as globes and pyramids, looked the ideal for sales at Easter.

What Wallace Pierson called the two best foliage plants in the show, were handsome specimens of Dracæna Victoria, every leaf from the pot up perfect and splendidly colored. These were in the 200 square foot group of foliage plants of W. B. Thompson.

The exhibits of Primulas obconica and malacoides staged on the balcony, all contained superb plants with a great show of flowers. In the Adolph Lewisohn entries, were two plants of a deep magenta color, which are said to be the real malacoides.

Chas. T. Beasley, Milton, Mass., exhibited fine strains of pansies, cut flowers on long stems, mostly lavender shades, for which he received a silver medal.

That vegetables as well as flowers can be grown in greenhouses, is proved by Nathan Ireland, gardener for Chas. M. Schwab, Loretta, Pa., who exhibited in a very decorative manner a varied collection of vegetables grown under glass. Each variety was placed on white lace paper. The exhibit won a gold medal.

The exhibits of Dutch bulbous plants in flower were of very good quality, the Darwin tulips being particularly fine. All of the pot plants in the balcony displays would have shown to better advantage if the tables on which they were arranged had been a foot lower. It is then possible to get, as it were, a bird's eye view which gives details that are lost except to plants as seen on the outer rows.

The floor plan of the exhibition had been given a great deal of thought by Manager Arthur Herrington, and in its changed appearance gave the whole display a different character. The usual long center aisles were blocked or shut off at intervals with beautiful exhibits, cross aisles of the same width diverging at these points to others at right angles. The effect was very good, as there was always something interesting in view just ahead.

The management regretted that more interest was not taken by retail florists, there being an exceptional opportunity to show flowers and their decorative effects to the best people of the city. Max Schling, Inc., made a great hit with their store and its painted landscape background. The handsome baskets and other arrangements of cut flowers as seen in the show windows, changed daily, were very fine, while the attractograph was almost a motion picture with its constantly changing views of artistically arranged bouquets, baskets, or decorated plants, all in colors true to nature. This was one of the best exhibits in the hall.

There is one feature of this magnificent exhibition that should receive the best thought of the management, and that is the artistic arrangement of the various cut flower exhibits after the prizes have been awarded. Cut flowers are beautiful in themselver, but to see a hundred long stemmed roses or carnations crammed or huddled together in a tall red fibre jar, which is often pushed back in a corner, apparently to get it out of the way, is certainly not using them to the best advantage, or in any way enhancing their beauty. Everything looks best when dressed up, and flowers are no exception. It would cost a comparatively small sum to engage a store artist or two, decorators, who with the necessary material, would soon transform these crowded jars, these masses which hide one another's beauty, into artistically arranged vases or groups of the same that would add greatly to their effectiveness and the appearance of the whole exhibition.

NEW YORK SPRING SHOW.
Business Booths at West End of Hall.

At this writing, full details of the attendance and receipts cannot be given, but it can be said that it has been a success. We have been advised that up to March 19, the receipts had exceeded the entire receipts of the last show held in the Grand Central palace. There is credit enough to go around, but we are inclined to award a large share of it to the exhibitors, who in the face of many difficulties, brought forward their stock; brought it to the palace, and arranged it in pleasing shape. F. W. Payne, who had the general management, and Arthur Herrington, superintendent of the exhibits, Charles H. Totty and others that took an active interest, are also entitled to much credit. Some good words are also due the public, as without its liberal patronage, the show would have been a failure. The interest taken by florists of other cities is also worthy of note.

Publicity and Attendance.

The newspapers, both for a week before and while the show was on, gave considerable space in their reading columns together with illustrations. This work was in the hands of a competent bureau who featured every item of news that could be put across.

Mrs. Woodrow Wilson opened the show by pressing a telegraphic key in Washington, and also christened an orchid. Each day's programme of the Allied Loyalty League tea garden was different. General Pershing and his staff were the guests on America's day, Monday. Tuesday, Gov. Smith and his staff visited the show and were entertained in the garden. This was England's day; Wednesday was France's; Thursday, Italy's; Friday, Russia's; Saturday, Belgium's and Servia's, and Sunday was all allies' day. Pictures of the society ladies and their aids in costume, with writeups of the notable visitors, were headliners in all the papers throughout the week and did much to boost the show. The attendance from the first day ran ahead of the last show, Wednesday's being a record for any of the exhibitions up to date. With the admittance at $1.00, and 10c extra tax, as against 50c at all previous periods, the financial success seems assured.

The Trade Exhibits.

The different firms who engage room in which to dispay their various stocks, occupied booths or enclosed spaces next the walls of the entire first floor. The front of the building, on the balcony, was taken by the Allied Loyalty League tea room, but all the rest of the space bordering the walls was occupied by various business houses. Visitors appeared as interested in the trade exhibits as in the plants and cut flowers, and all appeared to be doing well; in fact, in the busiest hours of the day and evening, their organizations were taxed to the utmost to handle the crowds.

ADDITIONAL AWARDS.

Cut Roses—Private Growers.

Eighteen Hoosier Beauty—A. Lewisohn, Ardsley, N. Y., (John Canning, Gr.), 1st; Mrs. Holbrook, Stamford, Conn. (F. Whitehouse, Gr.), 2nd.

Eighteen Hadley—Mrs. F. A. Constable, Mamaroneck, N. Y., James Stuart (Gr.), 1st.

Eighteen Columbia—Mrs. W. D. Guthrie, Locust Valley, N. Y. (Joseph Winstock, Gr.), 1st.

Eighteen Mrs. Charles Russell—Mrs. W. D. Guthrie, 1st.; Mrs. Holbrook, 2nd.

Eighteen Ophelia—Mrs. W. D. Guthrie, 1st.; Mrs. F. A. Constable, 2nd.

Eighteen any other disseminated variety, pink—A. Lewisohn, 1st.; R. Masson, Garrison, N. Y. (Stuyvesant Fish, Gr.), 2nd.

EASTER PLANTS.
Cineraria and Ferns with Ribbon Decoration.

Twenty-five or more varieties, to be shown in one vase—J. A. McDonald, Flushing, N. Y. (R. Hughes, Gr.), 1st; Mrs. W. D. Guthrie, 2nd.

Cut Roses—Commercial Growers.

One hundred Ophelia — Duckham-Pierson Co., Madison, N. J., 1st.; L. B. Coddington, Murray Hill, N. J., 2nd.

One hundred American Beauty—Noe & Ruzicka, Madison, N. J., 1st; F. R. Pierson Co., Tarrytown, N. Y., 2nd.

One Hundred Premier—F. R. Pierson Co., 1st.; Duckham, Pierson Co., 2nd.

One Hundred Francis Scott Key— F. R. Pierson Co., 1st.

One Hundred Columbia—F. R. Pierson Co., 1st.; L. B. Coddington, 2nd.

One Hundred White Killarney or any white sport of same—Duckham-Pierson Co., 1st.; A. N. Pierson, Inc., 2nd.

One Hundred Hadley—L. B. Coddington, 1st; Duckham-Pierson Co., 2nd.

One Hundred Hoosier Beauty—F. R. Pierson Co., 1st.

Fifty Mrs. Aaron Ward—Traendly & Schenk, Rowayton, Conn., 1st.

Fifty any other disseminated variety, white—Traendly & Schenk, 1st.

Fifty any other disseminated variety, pink—Gude Bros. Co., Washington, D. C., 1st.; L. B. Coddington, 2nd.

Fifty any other dissemminated variety, yellow—F. R. Pierson Co., 1st.

Twenty-five any undisseminated variety, pink. Silver medal—John H. Dunlop, Toronto, Ont.

Cut Roses—Commercial Growers.

Display of cut roses, covering 300 square feet and containing not less than 500 nor more than 1,000 blooms. Decorative green of any kind, including plants, permitted. Quality of bloom, artistic arrangement, and general effect to be considered in making award—Duckham-Pierson Co., Madison, N. J., 1st; F. R. Pierson Co., Tarrytown, N. Y., 2nd; A. N. Pierson, Inc., Cromwell, Conn., 3rd.

Display Cut Roses—Commercial Growers

Display of cut roses, covering 300 square feet, and containing not less than 500 nor more than 1,000 blooms. Decorative green of any kind, including plants, permitted. Quality of bloom, artistic arrangement, and general effect to be considered in making award—Traendly & Schenck, 1st; F. R. Pierson Co., 2nd.

Carnations—Private Growers

Vase of carnations, not to exceed 150 blooms. One or more varieties may be used. Decorative green of any kind, ribbon and other accessories may be used, as long as carnations are the predominant feature. Quality of bloom, artistic arrangement, and general effect to be considered in making award—Jos. E. Widener, Ogontz, Pa., (Wm. Kleinheinz, Gr.), 1st; Mrs. Payne Whitney, 2nd; W. B. Thompson, 3rd.

Twenty-five white — Mrs. A. Schlact, Saugatuck, Conn., (E. Lawrence, Gr.), 1st; Mrs. Holbrook, Stamford, Conn., 2nd.

Twenty-five flesh pink—Countess von Holstein, Edge Hill, Pa., Chas. J. McCormack (Gr.), 1st; Mrs. A. Schlact, 2nd.

Twenty-five light pink—A. Lewisohn, 1st; Mrs. Holbrook, 2nd.

Twenty-five dark pink—G. G. Mason, Tuxedo Park, N. Y., (D. MacGregor, Gr.), 1st; Mrs. Holbrook, 2nd.

Twenty-five red or scarlet, to include all shades generally classed in those colors—Walter Jennings, Cold Springs Harbor, N. Y., (Frank W. Sargeaunt, Gr.), 1st; Mrs. Holbrook, 2nd.

Twenty-five crimson, to include all shades known as crimson or maroon—Mrs. Holbrook, 1st; G. G. Mason, 2nd.

Twenty-five white variegated—A. Lewisohn, 1st; James A. MacDonald, 2nd.

Twenty-five yellow or yellow variegated—Mrs. Payne Whitney, 1st; Mrs. S. D. Bliss, New Canaan, Conn., (J. T. Burns, Gr.), 2nd.

Twelve Laddie—James A. MacDonald, 1st; Mrs. S. D. Bliss, 2nd.

Basket of Flowers—Private Growers

Basket of flowers, arranged by private growers for the "Max Schling Prizes." Winning basket to be renewed—A. Lewisohn, 1st; Mrs. Payne Whitney, 2nd.

Carnations—Commercial Growers

Display of carnations, covering 150 square feet of space and containing not less than 1,000 nor more than 1,500 blooms. Decorative green of any kind, including plants, permitted. Quality of bloom, artistic arrangement, and general effect to be considered in making award.—Springfield Floral Co., Springfield, N. J., 1st.

One hundred white—F. B. Abrams, Blue Point, N. Y., 1st; Strout's, Biddeford, Me., 2nd.

One hundred light pink—Gude Bros. Co., 1st; Springfield Floral Co., Springfield, N. J., 2nd.

One hundred dark pink—Strout's, 1st; A. N. Pierson, Inc., 2nd.

One hundred red or scarlet, to cover all shades generally included in those colors—Springfield Floral Co., 1st; Wm. Sim, Cliftondale, Mass., (L. J. Reuter, Gr.), 2nd.

One hundred crimson, to include all shades known as crimson or maroon—Strout's, 1st.

One hundred white variegated—Curt Thimm, Roslyn, N. Y., 1st; Strout's, 2nd.

One hundred yellow or yellow variegated—Strout's, 1st.

One hundred Laddie—Sam Goddard, Framingham, Mass., 1st; Strout's, 2nd.

Fifty any new variety not in commerce—Herman Schwartz, Central Park, L. I., 1st.

Table Decorations—Private Growers.

Artistic dinner table decoration. Table and accessories to be supplied by the flower show management. Table to be set for eight. Sweet peas or orchids not permitted in this decoration—A. Lewisohn, 1st; Spencer Eddy, Manhasset, N. Y. (L. Hubbard, Gr.), 2nd; Mrs. Payne Whitney, 3rd.

Dinner table decoration. Sweet peas exclusively. Other foliage than sweet peas may be used. Table to be set for eight. Table and accessories to be supplied by the flower show management.—A. Lewisohn, Ardsley, N. Y., 1st; Mrs. Payne Whitney, 2nd; S. Ballance, 3rd.

Sweet Peas—Private Growers.

Display of sweet peas, covering 25 square feet. Quality of bloom, artistic arrangement, and general effect to be considered in making award—Mrs. F. E. Lewis, 1st; Mrs. Payne Whitney, 2nd.

Collection of six varieties, 25 sprays of each—Mrs. F. E. Lewis, 1st; Mrs. Payne Whitney, 2nd.

One hundred sprays, one or more varieties, arranged for effect—Wm. Guthrie, 1st; Mrs. Paul Moore, 2nd.

Sweet Peas—Commercial Growers.

Display of sweet peas, covering 100 square feet, arranged for effect—W. Atlee Burpee Co., Philadelphia, Pa., 1st; Herman Mamitsch, Rockville Centre, N. Y., 2nd.

One hundred sprays light lavender—M. Graf, Elmsford, N. Y., 1st.

One hundred sprays pink or salmon—M. Matheron, Baldwin, N. Y., 1st.

One hundred sprays bicolor—M. Matheron, 1st; Herman Mamitsch, 2nd.

One hundred sprays white—M. Graf, 1st.

American Rose Society.

PRES. PYLE'S ANNUAL ADDRESS.

The business of the American Rose Society is to promote, not alone the interests of any one section or separate group of people. Our business is broader than that. It is to promote the interest in roses for all the people. We aim to develop the rose and the use of the rose in order to help carry to every corner of our continent her message to mortals. We do not participate in rose growing because we love to do battle with fungoids and parasites. No—but rather because of what the rose means to us, and what we aim that it shall mean to others. We would eliminate missteps by illuminating the pathway to success in the rose garden. By inducing and helping more men to know and grow their own roses; we would teach them to know the language of the rose and grow more devoted to this recreation and pleasure which "age cannot wither."

In reporting to you, of the past year's activities and present condition of the American Rose Society, I feel an embarrassment of riches. It is not easy to select that which would prove of greatest interest. May I not, however, present what seems to me to be the fundamental facts in the case, as we look forward to another year of progress. What is our present foundation and what our vision of the future?

First, the American Rose Society now includes a growing and representative membership, both amateur and professional, exceeding 1,700 in number and representing all parts of the United States, and much of the world. The work of the society is conducted by a group of unselfish rosarians, whose loyalty and ability have been abundantly proven.

Second, carefully planned rose test gardens have been established under the direction of the American Rose Society, in Washington, in co-operation with the department of agriculture; at Ithaca, with Cornell University, and in co-operation with the park departments of Hartford, St. Paul and Portland, Oregon. These test gardens are each under direct charge of a selected local committee, appointed by the American Rose Society.

Third, there exists the beginning of a system of affiliated local rose societies, each holding meetings and arranging lectures and shows to arouse wider and more intelligent interest in roses among all types of people. These organizations profit in the way of literature, prizes and supervision by affiliation with the American Rose Society.

Fourth, a great inducement to members in the American Rose Society, is the privilege not otherwise obtainable of receiving the American Rose Annual, edited by J. Horace McFarland. This yearly volume is a noteworthy permanent record of rose progress and rose thoughts.

Thus, with a capable and enthusiastic personnel, with established rose test facilities for every important climatic zone of America, with a developing equipment for promoting local organized rose efforts, with the Rose Annual focusing the collection and distribution of up-to-date rose information, it is apparent that the American Rose Society is ready to adequately serve in promoting a great rose advance.

Now, what is our rose vision for America? Millions of homes throughout this land have not yet sensed real rose joy. Upon us is the duty of stimulating in them the love of roses. Indeed, with the encouraging example of England, we now know we can, we must, nationalize the love for roses. To realize this vision, personal effort is necessary, and on behalf of the executive officers, I urge every member to work for the accomplishment of the following definite aims:

First, that in every American city with a working park department, there should be established a public rose garden. Please write us if your town is interested.

Second, that we should at least treble in 1920 the number of local rose societies, and promote the holding in that year at least, of 10 times as many local rose shows as have heretofore been held. If 10 people in your community are interested, please write our secretary for suggestions.

Third, that we should provide means to increase largely the prizes and honoraria available to hybridizers of worthy roses, or to any one making a note-

NEW YORK SPRING SHOW.

Nephrolepis Exhibit of the Robt. Craig Co., Philadelphia, Pa.

in reference to plans already formed in this direction.

Fourth, and most important, that we should at least double our membership within the next year. Every member would profit by such increase, for increased income will make possible the needed publication of an authoritative American Rose Manual and of a complete American rose catalogue.

Will you not help to realize this vision for American rose prosperity by inviting to membership your friends who ought to be interested?

Treasurer May's Report.

The annual report of Treasurer Harry O. May for the year ending March 15, as follows, shows the society's finances to be in excellent condition:

Receipts:

Cash on hand	$2,137.58
Received from secretary	4,519.07
Interest on mortgage certificates	150.00
Interest on permanent fund	30.04
Interest on general account	3.59
	$6,840.28

Disbursements:

Rose Annual and printing	$2,757.84
General expenses	834.21
Deposited in permanent fund	450.00
To balance	2,798.23
	$6,840.28

Permanent Fund

Westchester & Bronx Title & Mortgage Guarantee Co.:	
3 mortgage certificates	$3,000.00
Summit Trust Company:	
Permanent fund	950.00
Hubbard medal fund	250.00

Boston Orchid Show.

The great orchid and general spring show of the Massachusetts Horticultural Society opened at Horticultural hall, Boston, March 24. The array of orchids was wonderful and said to be one of the largest and best ever brought together in this country. The display of A. C. Burrage, Beverly Farms, completely filled the large lecture room, which was arranged as a forest scene. Cypripediums and other like plants were seen growing on rockwork and mossy mounds around the room, while five massive tree trunks, surmounted by cibotiums, occupied the center of the floor space, to which were attached, as if growing in their natural habitat, cattleyas, phalænopsis, oncidiums and other orchids. At one end of the hall were arranged very large plants of cattleyas, carrying from 40 to 80 blooms. Groups or mounds of phalænopsis, lycastes and cymbidiums were features. An immense bank, covering the west wall, contained in great variety a magnificent collection of the choicest orchids in cultivation. The main hall was a gorgeous sight, the central feature being the collection of new Japanese azaleas from the Arnold Arboretum, brought from Japan by E. H. Wilson. This was flanked on either side by the rich collection of acacias exhibited by Thos. Roland of Nahant. The Julius Roehrs Co., Rutherford, N. J., staged a splendid collection of orchid plants. In the main hall, other features were groups of striking flowers and specimen plants which included all the popular varieties. The R. & J. Farquhar Co.'s exhibit at the end of the main hall, with its Regale lilies, the central feature, and Kaempferi azaleas, was very striking. The side hall contained specimen orchid plants, cut sprays and exhibits of other cut flowers. Magnificently flowered cyclamens were a feature here. Taken altogether, it was one of the most beautiful exhibitions ever staged by the society.

EASTER PLANTS.

French Hydrangea with Mat Cover and Ribbon.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

PENN, of Boston, Mass., is making a feature of trimming ladies' hats with live spring flowers.

Next Week in the Flower Shop.

The coming week is the busiest period of the year. The strain is bound to be severe, even where the best of systems prevail, and when work that should have been done or made ready some time before to help out in the rush, is also crowded into the week, the task seems at times almost insurmountable. As far as possible, the work of carrying on the great extra volume of the week's business should be divided into departments, and those of the force best fitted to manage, given in charge of each. The greenhouse or plant man can receive and "OK" stock and bills, also see to its arrangement and watering. The best counter salesman should have charge of the sales force, the marking up and featuring of the plants, baskets and other combinations. The maker-up can handle and care for the cut flowers and take charge of the design work. The deliveryman sees to the wrapping and preparation of the stock and all the details of local and out of town delivery, hiring of extra cars, etc. The bookkeeping force can greatly help by working with the salespeople in filling out sales slips, writing tags, addresses on customers' envelopes, and seeing that orders are correctly made out as to day and hour of delivery, and properly filed. All the various department heads will need more or less help, and this while often inexperienced, can with a little coaching, be made quite effective. In some stores where the business is thoroughly organized, and the preparatory work right up to the minute, much less extra help is required and things work along with almost clock-like precision.

Easter is a harvest time for all the trade. The grower turns from three to six months' labor into cash, and the retailer has the opportunity to do an enormous business in catering to his entire list of customers, for almost everybody buys something at Easter, and in addition, there are many transient visitors who, if well served, may become permanent patrons.

Intelligent buying, and being able to closely estimate the store's requirements, is a great factor in the success of the week's business. The stock, particularly toward the last, when it is running low, should be kept together and arranged so as to make the best possible showing.

Plants that have lost a flower or two, or are otherwise impaired, can often be made salable by putting two together. Plant baskets that look a bit passe may be brightened up with a flowering or foliage plant or a spray or two of flowers in a flower tube hidden in the foliage.

At times when there are a few good things that perhaps were priced a bit too high, or for some reason did not meet the public fancy, and are likely to be left, they should be used to pay or recognize some of the store's obligations. Hotels or others of influence,

who keep the firm in mind when something in flowers or decorations is repuired, or a good custemer to whom a handsome plant with the season's greetings will be a pleasant surprise, will all greatly appreciate such attention, and which will be worth all it costs in increased good will.

The greatest care should be taken to see that all plants and basket combinations are well watered before being sent out, as plants such as hydrangeas, spiræas, or rambler roses in full flower that are not quite wet when delivered will be a sorry sight the next morning after a night in a warm dry room.

It is much better policy to keep everybody under pressure all day so that the work does not get behind, and in this way avoid staying late at night. Twenty-four hours at a stretch, may be considered necessary and seems impossible to avoid at times, but even in the most strenuous periods, six hours out of the 24 should be set aside for sleep, as it will be more than gained in the pep of the succeeding day.

Service.

One of the most successful retail florists of the country declares that the keynote of the increasing and profitable business is service—more service, better service, superior service, a never ending desire to give the best service possible, and then charge for it. People, he claimed, were always glad to pay a good price when they knew, or felt, they were getting the worth of their money. The firm whose stock is always fresh and of the best quality, who are bright and alert, keeping their store attractive, plants and flowers well displayed, samples of their work made up, and by their unceasing energy get a record for prompt service, will never lack for business, and are nearly always sure of a hand in everything of importance in social or business events in their city or surrounding territory. In his opinion, it is a mistake to try and win trade with stock of inferior grades, or by underselling a competitor. It is much better to put quality, artistic excellence and finish into the work, not "how cheap, but how good," which, with careful packing, handling, and delivery on time, comes near to the perfect service that is so necessary.

From the time to open the shop in the morning, until the closing hour, try and keep service to the front in everything that is done. Visitors and customers should be given the best possible attention; everyone must go away with a good impression of the store and its methods. Ladies should be given a flower to wear, and there must always be something for the children.

Especial attention at this establishment is given to orders coming in over the phone, which method of shopping is now so universal. In many such cases, quick service is imperative, and when properly rendered, much appreciated.

The well kept outside appearance of the store, with its plant decorations, fresh looking signs, together with a well arranged window, are all indications of good service.

No store that strives for efficient delivery will tolerate a dingy looking car. These will be kept bright and fresh from frequent trips to the shop, examples, wherever seen, of the excellence of the firm's service.

Cut flower boxes, with the firm's name prominently displayed, should be in keeping with the use made of them. The elegant corsage or choice collection of cut flowers, will be lowered in quality, if packed in a cheap looking box. Boxes, tags, paper, string or wrapping tape are all, in their varying degrees of quality, evidences of the kind of service the store gives.

The personality of the progressive florist, when it is thoroughly and indelibly stamped into every department of the store's service, is a great asset to the business. The name, wherever seen, is then a guarantee of excellence and perfect service and the proprietor has then attained the coveted name of leading florist of his city.

Galvin, Inc., Appointments.

At the recent annual meeting of the directors of Thomas F. Galvin, Inc., Boston, Mass., Charles F. Boyle was elected president and general manager. Mr. Boyle has been connected with the firm for over 22 years, 10 of which were spent as manager at 799 Boylston street, and for the last year, as general manager of the firm's two Boston stores and also its New York store. James J. Slattery, for over 20 years with the firm, recently manager of sales, becomes assitant general manager, and in charge of the store at 1 Park street. Both are prominent in the trade, and have been conspicuous in placing the firm in its acknowledged foremost position among retail concerns in this country. John R. McDonough advances to a manager's berth at the Boylston street store, and the New York store continues under the able direction of R. A. Hale. Both are younger men full of enthusiasm and with promising careers at their bidding.

The firm's business has increased by leaps and bounds during the last year. With an incomparable staff working hard for success, it is to be congratulated upon its unique position in the flower world, where for 73 years, its leadership has brought international fame. Responsible connections have been made with every corner of the globe, and among its clientele are found leaders in any civilized country.

Society of American Florists.

PUBLICITY COMMITTEE MEETING.

A meeting of the publicity committee was held at the offices of the society, 1170 Broadway, New York, March 18, at which were present Chairman Henry Penn, Boston, Mass.; George Asmus, Chicago; C. C. Pollworth, Milwaukee, Wis.; Wallace R. Pierson, Cromwell, Conn.; J. F. Ammann, Edwardsville, Ill.; Major P. F. O'Keefe, Boston, Mass.; H. V. Swenson, Chicago, and Secretary John Young, New York.

The secretary presented a report, showing in detail the fund available for the use of the committee. Major O'Keefe submitted a copy for a broadside, which, meeting the approval of the committee, he was authorized to send out. Mr. Asmus moved, and the motion was seconded by Mr. Ammann, that the sum of $20,000 be appropriated for advertising in the magazines, during the period ending with September. A roll call vote was taken on the motion, and it was carried unanimously. The matter of having an audit of the books of the campaign made at the same time as the audit of the treasurer's books coming under discussion on motion of Mr. Pierson, seconded by Mr. Ammann, it was directed that the books be sent to an auditor in the convention city at convention time, and the finance committee was instructed to make the necessary arrangements.

H. V. Swenson was given the floor to explain a proposition he had made to handle all the dealers' helps used in the campaign from his office in Chicago, including a drive on the stickers, posters and folders for Mothers' day. After some discussion, Mr. Ammann moved that Mr. Swenson's proposition be accepted; that all the promotion buerau stock be turned over to Mr. Swenson at his Chicago office, and that he should render to the secretary promptly each week an account of all sales made; and that the secretary, or other authorized person, have access to sales records at any time for the purpose of checking accounts; that Mr. Swenson shall also submit at the annual meeting of the publicity committee, a regularly audited report in detail covering sales, and royalties due for the year's work; and that on the twentieth day of each month, Mr. Swenson shall forward to the secretary's office all moneys collected on account of sales; and that a committee of three be appointed to draw up a contract with Mr. Swenson on the terms arranged. The motion was seconded by Mr. Pierson and carried. It was also arranged that Mr. Swenson handle this business under the style "Florists' Publicity Service Bureau of the S. A. F.," and that all cheques be made payable to the bureau.

National Publicity for Flowers.

At a meeting of the publicity committee, held in New York, March 18, the committee gave instructions that arrangements be made to cover magazine advertising until September to the extent of $20,000. This was an amount much less than it was anticipated could be spent, as funds had not come in as the committee had a right to expect they would. They believed, however, that the slogan, "Say it With Flowers," could be maintained, special flower days taken care of, and impetus given to regular daily business with a proper use of the money. They had hoped to have had twice as much available at this season, and they would have had it, had the now very large army of non-subscribers responded to the appeals so constantly made to them.

There was a very large attendance of the trade at the flower show held in New York during the week the publicity committee held its meeting. The campaign work was the subject of conversation among the many little groups gathered at different times in the Grand Central Palace, and it was generally agreed that it was wrong to call one who had subscribed to the publicity fund a contributor; he should be called an investor, because his subscription was an investment rather than a contribution. All were greatly pleased at the result of the campaign so far, and expressed themselves as willing to go the limit in their support.

The Von Tilzer song, "Say It With Flowers," is now, we are informed, to go out as a phonograph record through one of the big companies. Judging from its reception everywhere, as a vocal number, the sale for it as a record should be large, and the publicity for the slogan immense and lasting. This is only one of the sources for publicity of a valuable sort which our committee has been able to promote and which costs us practically nothing.

Have you thought anything of our billboard proposition yet? Spring is here, and the ground is being opened everywhere. Very shortly, that never ending line of travel past your establishment, if you are on a good highway, will begin to move for the season, and a billboard properly displayed would add to our publicity a good deal, and, incidentally, identify you as an up-to-date florist. About 100 signs have already been placed, and there are more to go out. The cost of a sign is $50, and is well worth the money, if used only to hide a bit of unsightliness.

But do not forget your subscription to the fund—your investment. The magazines will undoubtedly have to limit the space available for advertising in their fall numbers, unless the paper supply situation changes materially for the better. It is not too soon to contract for October, November, and even December issues, but how can contracts be made unless the money to pay for them is in sight. If those whose purses are not easy just now, will send in a pledge, with payment at a certain time specified, they provide encouragement for our committee, and their plans can be worked out, but we have no right to expect them to assume liabilities without a prospect of meeting them.

Why not send in your subscription, or pledge, at once? You will feel better for having done so.

JOHN YOUNG, Sec'y.

National Association of Gardeners.

NEW YORK CONFERENCE.

A conference of gardeners under the auspices of the National Association of Gardeners was held March 18 in the Engineering building, New York. Robert Weeks, of Cleveland, O., ex-president of the association presided. The conference was called to give the members an opportunity to discuss the aims of the association, and the operation of the service bureau, and to formulate plans for a campaign to interest young men in the profession of gardening.

W. N. Craig, of Brookline, Mass., presented a communication from the Massachusetts Horticultural Society, directing attention to Quarantine Bill No. 37 and its detriment to horticultural progress in the United States, and asked that a delegate be appointed to represent the organization officially at a meeting to be held during the month of May, at which various horticultural interests are to be represented. The association voted to be represented at this meeting.

Following the meeting of the association, a statement was issued to the New York papers by an unidentified source, evidently with malicious intent, that the association had gone on record as in favor of the exclusion act, preventing the importation of plants. This, of course, is an untruth as the National Association of Gardeners from the first has been strongly opposed to Quarantine Bill No. 37, and the discrimination now practised by the federal horticultural board, in favoring those who have been friendly to it, while discriminating against those who have had courage to express their views regarding the injustice of this measure, is not weakening the opposition to it of the professional gardeners.

The workings and immediate future plans of the service bureau were explained and generally discussed by the members from the floor, following which a motion was carried, heartily endorsing what has been accomplished by this department of the association.

Alexander Michie, chairman of the service bureau publicity fund, made a strong appeal for greater support on the part of members towards this fund, so that the work may be carried out which has been planned. His appeal met with immediate response among many of those present who came forward after the meeting to subscribe to the fund.

The discussion regarding the possibility of interesting young men in the profession of gardening, drew forth optimistic expressions from most of those who spoke on the subject, while a few were rather pessimistic in their views of the success of bringing young men into the gardening profession, while other vocations appear to be offering so much more lucrative advantages. It was regarded, however, by all present that the gardening profession is confronted by a serious problem at the present time, due to the inability to secure young men as assistants, and it cannot look forward as in the past to Europe to supply them, for among the ranks of young men of the profession who entered the war, the sacrifice of life was a heavy one.

The relation between the employer and the gardener came in for considerable discussion, with opinions about equally divided that both were blameworthy for the lack of confidence existing between them.

At an executive meeting of the trustees and board of directors of the association, held earlier in the day, at which W. N. Craig, of Massachusetts; Robert Weeks, of Ohio; George W. Hess, of Washington, D. C.; John Barnet of Pennsylvania; Robert Williamson of Connecticut; Joseph Tansey, James Stuart, Daniel Coughlin, of New York; Arthur Smith and M. C. Ebel, of New Jersey, were present, the recommendation of the last convention that the 1920 annual meeting be held in St. Louis was favorably acted upon. The secretary was authorized in conjunction with the committee appointed at the last convention, to develop plans immediately to bring the advantages that the position offers, to the attention of young men who may be interested.

A communication was received from President L. P. Jensen, of St. Louis, Mo., regretting his inability to attend the meeting and the conference, owing to the new development work which he has just undertaken in connection with his position, and containing a number of recommendations which were acted upon by the executive board. President Jensen wrote that he would be glad to receive suggestions from officials and members of the association, bearing on its welfare and the profession which it represents.

On March 17, W. N. Craig appeared before the Garden Club of America at its annual meeting at the Colony Club of New York, and addressed a large audience composed of its members on the "Professional Gardener from His Viewpoint." Mr. Craig ably presented the cause of the professional gardener, and judging by the hearty reception his remarks received, his views met with the endorsement of those who listened to him. Mr. Craig also spoke of the iniquities of Quarantine Bill No. 37, which met with general approval, the Garden Club of America passing a resolution unanimously as opposed to the measure.

[The foregoing report was supplied from the New York office of the association.—ED.]

Pennsylvania Horticultural Society.

A very large audience was present at the lecture of this society, March 16, the subject being, "Perennials and Bulbous Plants", given by E. I. Wilde, assistant professor of floriculture at the Pennsylvania State College. The lecturer said in part:

"I like to consider the garden as a place of recreation, a place in which one may secure the necessary relaxation from the mental strain of the office, shop, or any daily toil; a beautiful spot where one may meditate in perfect quietude. Flowers demand our attention, for are we not all more or less sentimental? They are magnetic in their appeal to be better known and properly placed in our own old fashioned gardens. Old fashioned gardens! I know no better name for all natural plantings of herbaceous perennials. Those of us who have only a limited space in which to grow flowers, have perhaps made the acquaintance of a few plants which are superior to those already in the bed. These are all individual problems applicable to your own garden. We should not, however, concentrate only on our flower problems; we should think of the other fellow's garden and help him to straighten out his perplexities. Every home should boast of a few of these perennial plants. Before we can realize this, people must be taught love for the beautiful. This can very readily be accomplished, through individual effort or co-operative effort such as a garden club. This organization is doing a good deal in disseminating and awakening an interest in ornamental horticultural material. This garden movement is still in its infancy but gaining in momentum very rapidly, which is shown most clearly by the number of new nurseries which are springing up throughout the east and the advance of the industry in the west and southwest."

The exhibits of plants and flowers at this lecture was the best during the winter season. Philadelphia has always been noted for those specimen plants of cinerarias, both the hybrid and stellata varieties, and the specimens shown maintained this reputation. A. B. Johnson, Rosemont, Pa., (Wm. Comfort, Gr.), took first prize for cinerarias; and Mrs. S. F. Wheeler, Bryn Mawr, Pa., (Wm. Fowler, Gr.), took second prize.

A special feature of the exhibition, was a plant of schizanthus, exhibited by S. T. Bodine, Villa Nova, Pa., (Alex. MacLeod, Gr.). This plant, to which the first prize was awarded, was covered with flowers of a rich copper bronze color. It was very attractive, standing out clear among all the other exhibits. Second prize was awarded to Mrs. S. F. Wheeler, with a much larger well grown plant, but of the old type of light colored flowers. Mrs. J. Leslie Davis, Haverford, Pa., (Frank Coll, Gr.), took first prize for roses. In cut flowers, Dr. R. V. Mattison, Ambler, Pa., (O. A. Muller, Gr.), took first prize for carnations and A. B. Johnson, was first for specimen lily and also for stocks. W. S. Ellis, Bryn Mawr, Pa., (Axel Lindroth, Gr.), was awarded the first prize for tulips, mixed varieties. There were also many fine specimen plants exhibited not for competition, including azaleas, cyclamens, Primula obconica and stocks, and in cut flowers there were vases of sweet peas, gardenias and hyacinths.

The next lecture of the society will be April 13, when Professor A. C. Beal, secretary of the American Gladiolus Society, will give an illustrated lecture on "Gladioli."

DAVID RUST, Sec'y.

Michigan State Florists' Association.

The first annual meeting of the Michigan State Florists's Association was held in the gymnasium hall of the Michigan Agricultural College, East Lansing, March 16-17, and the exhibition in connection with the meeting, was staged in the armory building nearby. There were about 75 members present at the opening session when President H. W. F. Goetz announced the call to order. An address of welcome was given by Professor F. S. Kedzie, president of the college, which was responded to by President Goetz on behalf of the association. Director R. S. Shaw delivered an address on "The Work of the Experiment Station," which was followed by a paper on "Experiences in Handling Carnations," by Albert Boehringer, of Bay City. Albert Pochelon, Detroit, secretary of the Florists' Telegraph Delivery Association, gave a forceful talk on the work of that organization, and co-operation and publicity.

The Wednesday afternoon session opened with a report of the officers, President Goetz telling of the initial meeting of the association at Grand Rapids, Secretary R. M. Plumb reporting on the membership list, which numbered 84 with dues paid, and 39 applications on hand. Treasurer W. S. Wells stated there was a balance of $302.10 in the association's funds. S. W. Coggan, chairman of the membership committee, told of his efforts to secure members by letters to florists throughout the state, and through the co-operation of the vice-presidents. H. E. Kidder, in charge of the incorporation of the association, read the constitution and by-laws. Amendments were made providing for three directors, one to retire each year, and a successor elected to fill such vacancy. Professor C. P. Halligan, chairman of the committee on exhibits, read his report, which was followed by an address on "Chrysanthemum Midge" by Miss Eugenia McDaniels, of the Michigan Agriculture College faculty. This was a most interesting paper, showing the diligent efforts of the department in research work to find remedies to combat this destructive pest. Dr. G. H. Coons, of the faculty, then gave an instructive talk on "Plant Diseases in Greenhouses." A letter was also read from Elmer D. Smith, of Adrian, Mich., who found it impossible to attend and speak on "Chrysanthemum Culture."

A roll call of the members showed that 58 of them were members of the Society of American Florists, and prospects for attaining the necessary membership to secure representation on the executive board of the national organization seem encouraging.

ELECTION OF OFFICERS.

The election of officers resulted in the selection of Henry W. F. Goetz, Saginaw, to succeed himself, and Henry Smith, Grand Rapids was chosen vice-president. Robert M. Plumb, Detroit, secretary, and W. S. Wells, Ann Arbor, treasurer, were re-elected. Directors were named as follows: Philip Breitmeyer, Detroit, three years; H. E. Kidder, Ionia, two years; J. A. Bissinger, Lansing, one year. Treasurer Wells extended an urgent invitation to the society to meet in Ann Arbor next year, but the friends of Saginaw carried the vote for that city, and Carl L. Roethke assured the hospitality and active support of the trade in that community for the occasion. A vote of thanks was here extended to Professor C. P. Halligan and Thomas Gunson for their valuable assistance in connection with the meeting and exhibition.

Wednesday forenoon was given over to the inspection of greenhouse establishments in the city, all of which were found to be in good condition, and at several ranges, exceptionally fine stock was seen. Luncheon was served at noon through the hospitality of the local trade. In the evening, there was a banquet to the visitors at the Hotel Wentworth-Kerns, Thomas Gunson ably officiating as toastmaster. After the enjoyable repast, there were interesting talks, the first speaker of the evening being Philip Breitmeyer, whose topic was "Some Present Day Problems of the Retailer." His address was unusually interesting and instructive, being based upon long experience and observation. Carl L. Roethke repeated his promise to treat the visitors to the next annual meeting to the very best that Saginaw valley can provide. He eulogized the florist business, and deplored the high prices of the period just passed, which gave to many the impression of profiteering. George Mohn, representing Vaughan's Seed Store, Chicago, assured the association of his continued efforts to secure members for the organization during his travels throughout the state.

At the conclusion of the festivities, and reading of the final resolutions, an adjournment was taken to a theater, where the "movies" were enjoyed through the courtesy of the local florists. An executive session was held late Wednesday night by the officers and directors.

THE EXHIBITION.

The exhibition in connection with the meeting was a great credit to the association, and without exaggeration, it can be said to have been the best display ever staged in the state with the exception of that at the convention of the Society of American Florists in Detroit, August, 1919.

The largest exhibit was made by the Charles H. Plumb Co., Detroit. This consisted of about 150 plants of hydrangea in several colors, flowering baby rambler roses, Easter lilies and bulbous stock. The length of stems of the tulips and hyacinths was certainly worthy of notice. There were also two flowering kalmias, or mountain laurel, which promises to prove a popular native plant for forcing as a substitute for azaleas.

The Roethke Floral Co., Saginaw, had one of the largest and best displays of splendidly grown roses in many varieties, and large vases of Laddie and Philadelphia carnations. There was also shown some extra large mignonette, white freesias and handsome sweet peas.

President Goetz, of the association, staged splendid vases of carnations in variety, very large roses, and his excellent sweet peas were certainly a credit to the show and to the grower.

Boehringer Bros., Bay City, exhibited a vase of roses of several desirable sorts that were certainly praiseworthy; also excellent specimens of large and small flowering cinerarias and of carnations.

Among the most artistic table arrangements was that of John A. Bissinger, Lansing. The flowering plants were tastefully arranged in baskets, and the table, as a whole, presented a most pleasing effect. The G. B. Smith Co., Lansing, had a large table of flowering plants tastefully arranged in pots and baskets that was a feature of the show.

Henry Smith, Grand Rapids, sent a generous display of cut flowers, including roses of large size, and carnations. In this exhibit, the most conspicuous feature was a beautiful vase of Hoosier Beauty and Johkheer Mock roses, and of Philadelphia carnations.

Harry Saier, Lansing, had a splendid table of flowering plants and palms, and the appreciation of the association is extended to him for the wall and ceiling decorations of the hall.

G. Fred Baurle, North Lansing, in addition to a table of cut flowers, and another of palms and other foliage plants, staged a basket of large pink snapdragons and long stemmed daffodils which were conspicuous in the displays. His cut flowers were attractively arranged in baskets.

A. Von Boeschlager, Mt. Clemens, staged beautiful hydrangeas, begonias and primulas, all of which represented the finer varieties.

A. W. Wietzke, Charlotte, had a beautiful exhibit of cut flowers and plants which was a great credit to this grower.

A very attractive display of flowering plants was sent by Percy Snell, Pontiac.

Henry Winkelhaus, Howell, staged a fine vase of snapdragons arranged with genistas, while L. M. Herrick and I. J. Fortman, of Owosso, featured two beautiful vases of carnations.

The thanks of the association are also due J. L. Schiller, Toledo, O., for his exhibit of small flowering genistas and hydrangeas.

The commercial exhibits were also a great credit to the firms represented, and helped to make the show instructive and attractive. The association's appreciation is due the McCallum Co., Pittsburgh, Pa., and the Ove Gnatt Co., La Porte,Ind., for their splendid display of baskets, artificial flowers and accessories, and to Vaughan's Seed Store and the American Bulb Co., Chicago, for exhibits of flowering bulbs.

PROF. C. P. HALLIGAN, Chairman,
Committee on Exhibits.

REPORT OF FINAL RESOLUTIONS COMMITTEE.

Resolved, that the thanks of the Michigan State Florists' Association is hereby extended to President F. S. Kedzie, of the Michigan State Agricultural College; Prof. C. P. Halligan, Thomas Gunson, Director R. S. Shaw, Miss Eugenia McDaniels and Dr. G. H. Coons for their valuable work contributing so largely to the success of our first annual meeting here. Also to the florists of Lansing for their hearty and substantial support, and to the florists from other distant points who so liberally contributed displays of plants and flowers. Our thanks are also given to the ladies of East Lansing People's Church for their hospitality, and to the Wentworth-Kerns hotel for its many courtesies during our visit.

J. F. SULLIVAN,
W. S. WELLS,
FRANK WINANS.

THE VISITORS.

The following were among those in attendance:

E. H. Adams and wife, Chesaning.
G. Fred Baurle, Lansing.
John Berlin, Detroit.
John A. Bissinger and wife, Lansing.
A. G. Boehringer and wife, Bay City.
Philip Breitmeyer, Detroit.
S. W. Coggan, Battle Creek.
Livant Cole, Battle Creek.
Arthur F. Crabb, Grand Rapids.
Arthur H. Dew, Albion.
Mark W. Doty, Grand Ledge.
D. W. Dumser, Chicago.
Philip J. Foley, Chicago.
J. Fred. Goetz, Saginaw.
Henry Goetz and wife, Saginaw.
Thomas Gunson, East Lansing.
Wayne G. Harris, Lansing.
W. B. Huddelson, La Porte, Ind.
C. P. Hughes, Hillsdale.
H. E. Kidder, Ionia.
H. H. Knop, Detroit.
B. W. Kribs, Battle Creek.
R. R. Leidy, Chicago.
H. B. Marsh, Muskegon.
George Mohn, Chicago.
Peter K. Papes and wife, Detroit.
J. M. Petty, Lansing.
R. M. Plumb and wife, Detroit.
Albert Pochelon, Detroit.
Carl L. Roethke and wife, Saginaw..
Harry E. Saier and wife, Lansing.
J. L. Schiller, Toledo, O.
G. B. Smith, Lansing.
Henry Smith, Grand Rapids.
Miss Edna Steele, Lake Odessa.
O. A. Stoll, Hillsdale.
J. F. Sullivan, Detroit.
Herman Thiemann, Owosso.
Matt. Ullenbruch, Port Huron.
W. T. Usinger, Pittsburgh, Pa.
August Von Boeschlager, Mt. Clemens.
E. C. Vogt, Coldwater.
A. H. Vogt, Coldwater.
W. S. Wells, Ann Arbor.
R. R. White, Troy, O.
R. O. Wietzke, Charlotte.
A. H. Wietzke, Charlotte.
Henry Winkelhaus, Howell.
Frank Winans, Petoskey.
George Witheridge, Saginaw.
Miss Alice E. Wood, Grand Ledge.

San Francisco.

DEMAND LIGHTER WITH HEAVY SUPPLY.

The demnnd for stock has relaxed somewhat, and trade has been rather quiet during the past week. There is a large supply of nearly every item. Roses have dropped considerably, due to the heavy arrivals, and no great amount of business. Nearly every variety can now be had in almost any quantity. Russell of the finest grade can now be had and it is about the only variety that still brings good figures. After a long absence from this market, Cecile Brunners are now available in fairly good quantities. They are in great demand. Carnations are in large supply, and it is only the best stock that is bringing good returns. Laddie is the leader of them all, and the grower who has this variety to offer, is being well paid. Sweet peas are becoming more plentiful, with prices lower. Some good snapdragon is selling well. Narcissi and daffodils are a drug on the market, and can be had at almost any price. Lily of the valley is becoming more plentiful. Excellent stock is being handled. Prices are, however, held rather higher than the public seems disposd to pay. Violets are as plentiful as ever. Gardenias are about equal to the demand. Orchids are getting scarcer every day, and are holding up in price well. As yet, there are no lilies on the market. Callas are plentiful. Freesias are still in large supply and can now be had quite cheap. There are still quite a few tulips coming in, but they move slowly. There are a fine lot of flowering plants, and the stores are already beginning to handle some pre-Easter stock. Rhododendrons are plentiful and fine. Rambler roses are also seen everywhere. All other flowering stock is plentiful but it is not expected that the demand will increase until Easter week. There is still a heavy supply of fruit blossoms. Greens of all kinds are in large supply.

NOTES.

Joseph Markel and Jas. Pappas have opened a new flower store on Columbus avenue, between Valley and Broadway. They have styled themselves the American-Italian Florists. Both of these men have had a long experience in the florist's business, and have the best wishes of the trade for their success.

The California State Floral Society will hold an important meeting this week, when officers for the coming year will be nominated. Plans are also to be prepared for the annual spring flower show of the society, which will probably be held during the latter part of April.

The conservatory, under the management of John H. Sievers, Jr., has been opened for business at the corner of Geary and Larkin streets. Mr. Sievers has had many years experience in the florist trade in this city.

J. A. Axell is securing a very heavy cut of roses from his growers, principally Ferrarri Bros. Easter trade, he says, will be ahead of last year, judging from the amount of orders booked to date.

The Charles C. Navlet Company, of this city, and San Jose, has opened a large floral store at Tenth and Washington streets, in Oakland. Seeds and plants will also be carried at this branch.

Nat Rolleri, the wholesale florist and daffodil specialist, has purchased a new Dodge truck for his delivery work. He is as busy as ever, and says shipping trade is good with him.

M. Duval Williams has opened a very pretty flower store at 503 Ellis street, which will be known as the Flower Basket.

Podesta & Baldocchi are handling very fine grades of lily of the valley, and report a steady demand for it from their customers.

J. Phillips has succeeded the late Alfred Cuneo as designer at the Art Floral Co. Trade is reported steady at this store. JAS. T. LYNCH.

Lancaster County Florists' Association.

Instead of the March meeting of the above association, a visiting trip was substituted and the following members attended the New York flower show: Rudolph Nagel and wife, Peter Brown and wife, J. Du Barre Heinitsh and wife, Albert M. Herr and wife, Daniel Irwin Herr, Miss Carrie Steckman, Elmer Weaver, Walter Denlinger, A. K. Rohrer, H. K. Rohrer, Lemon Landis, C. S. Leffler, John Schoenberger and last but not least our friend from Coatesville. We call him Jim Brown.

The stay in New York was short, 11:30 to 4:30, but thoroughly enjoyed. Our party was under the wing of T. J. Nolan, and he proved a good chaperon. To say that the show was worth the trip, is one way of expressing our appreciation, and it certainly was a wonderfully well staged exhibition, with the quality of the stock slightly below par, owing to the unfavorable winter, but not enough to be noticeable to the general public, and after all is said and done, it is the general public who are to be pleased with these shows. The staging was with this point in view, and it was a constant repetition of pleasant surprises all the way through.

Mrs. Albert M. Herr attended a meeting of the board of directors of the Ladies' S. A. F., an account of which will be found in another column.

The return heme was made in sections, some staying over in New York, some in Philadelphia, and others getting back to Lancaster the same night, a bit tired from their 310 mile ride, but with no regrets.

ALBERT M. HERR.

Chicago

Express Conditions

The express conditions are improving rapidly and the wholesalers are now (Wednesday, March 24), able to make shipments of cut flowers and plants to all points over all lines up to 2 P. M. daily.

Nassau County Horticultural Society.

The regular meeting of the Nassau County Horticultural Society was held in Pembroke hall, Glen Cove, N. Y., March 10, at 7 p. m. At this meeting President Thos. Twigg occupied the chair. Joseph Bouhler was elected to active membership and two petitions for active membership were received. Thos. Henderson, Wm. Noonan and Thos. Swift were appointed as judges for the monthly exhibits. Owing to the impossibility of transporting in any other way than in one's arms, the showing was not as brilliant as usual. John F. Johnstone was awarded first prize for an exceptionally fine pair of tulips.

James McCarthy, James MacDonald and John F. Johnstone, were appointed a committee to secure judges for all coming shows. A letter of sympathy was drafted to be sent to Ernest J. Brown, treasurer of the society, on the recent sudden death of his wife. A letter of congratulations was sent to Alexander MacKenzie, a member of the society, who has recently taken unto himself a wife.

William Noonan gave a practical talk on "Bees and Bee Keeping," which was very interesting. From the number of questions Mr. Noonan answered, there seems to be a lot of bee keepers or intending bee keepers in the society.

The exhibits for the next meeting, April 14, will be three heads of lettuce, three heads of cauliflower and 12 spikes of antirrhinum, mixed.

ARTHUR COOK, Cor. Sec'y.

Salt Lake City, Utah.

DEMAND AND SUPPLY ABOVE COMPLAINT.

March business thus far has been good. Roses of good quality clean up daily at prices ranging from 10 to 30 cents, although the receipts have not as yet reached normal condition. Carnations are in heavy supply and move readily at eight cents for the best with five and six cents for splits. Pocahontas and Benora are coming to the front and the demand is increasing steadily. Sweet peas are in excellent condition and sell freely at two cents. Bulbous stock is in heavy supply and the movement is satisfactory. Single and double daffodils command eight cents, single hyacinths, 35 cents, and in pans of three to six, 30 cents.

NOTES.

Ernest Lambourne reports a heavy call for funeral orders, and although there are no special events of importance, he has difficulty in securing enough green.

At the store of the Miller Floral Co., business has been good considering the season. Bulbous stock has the preference although other flowers move well.

The Huddart Floral Co. is doing a good business in all departments and everything is moving satisfactorily.

Mrs. Paul Richmond and daughter arrived March 13 and expect to make their home in this city.

Visitor: A. Westholder, Evanston, Wyo. P. R.

OBITUARY.

Chas. J. Stromback.

Chas. J. Stromback, for nearly 30 years head gardener at Lincoln park, Chicago, died at his home, 223 Ninth street, Wilmette, Ill., March 22, age 78 years. Mr. Stromback was born near Stockholm Sweden, April 17, 1842. Coming to the United States as a young man, he married and settled in Chicago. He was first employed as gardener on the William B. Ogden estate, North Clark street. His good work at Lincoln park attracted much attention, and he was very popular with its patrons. A few years ago, he retired from this position, and has since been engaged caring for the parks of Wilmette, one of Chicago's residential suburbs, and in landscape work.

Mr. Stromback is survived by one sister, two daughters and one grandson, his wife having died several years ago. Burial will be at Rose Hill cemetery.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 64 PAGES WITH COVER

CONTENTS.

New York spring show....533
—Show grand success....533
—The carnations....533
—Sweet peas....533
—Interesting exhibits....534
—Publicity and attendance....535
—The trade exhibits....535
—Additional awards....535
American Rose Society....536
—President Pyle's annual address....536
—Treasurer May's report....537
Boston orchid show....537
The retail trade (illus.)....537
—Next week in the flower shop....537
—Service....537
—Galvin, Inc., appointments....537
Society of American Florists....538
National publicity for flowers....538
National Association of Gardeners....539
Pennsylvania Horticultural Society....539
Michigan State Florists' Ass'n....540
—The visitors....540
San Francisco....541
Lancaster County Florists' Ass'n....541
Nassau County Hort. Society....541
Obituary....541
—Charles J. Stromback....541
Roses scarce....542
Cottage Gardens Nurseries....542
Ladies' Society of American Florists....542
Wind damage at Twin Cities....542
New York horticultural building act....542
Shirley poppy urged as Legion's flower....542
American Dahlia Society....542
Club meetings next week....542
Albany....546
Nashville....548
Chicago....550
Indianapolis....557
Columbus....558
Cincinnati....558
Boston....558
Spokane....559
Pittsburgh....560
Tri-City Florists' Club....560
Philadelphia....562
New York....564
The seed trade....574
—Bruggerhof "knew beans"....574
—Grass seeds....574
—Corn borer quarantine....574
—Grass and clover seed prices....574
Market gardeners....582
—Prices of indoor fruits and vegetables....582
—Early outdoor lettuce....582
The nursery trade....584
—Cherries in Wisconsin....584

A BIG advance in gasoline prices by July is predicted.

GREENHOUSE construction men say glass and other building supplies are not likely to be lower this season. Those who have 16x18 glass are now asking $9 to $10 per box, f. o. b., in small lots.

ACCORDING to Vice-President Murray of the United Mine Workers, there is little possibility of an anthracite miners 'strike when the present contract expires March 31, believing the miners' demands will be satisfactorily adjusted.

Personal.

Wm. H. Elliott, of Boston, Mass., stopped off at Chicago last week en route to Berkeley, Calif., where he will visit his daughter.

Benjamin Hammond, well known manufacturer of insecticides, Beacon, N. Y., is on the sick list.

Roses Scarce.

Springfield, O.—The Good & Reese Co., called the "largest rose growers in the world," report, March 23, they are "entirely sold up on all varieties and sizes."

Cottage Gardens Nurseries.

Eureka, Calif.—The receiver of the Cottage Gardens Nurseries advises that it is impossible to state when a dividend will be declared in the matter of his receivership, but states that he is trying to dispose of some surplus property, kinds not stated.

Ladies' Society of American Florists.

In response to the call issued by the president, a meeting of the board of directors was held in New York, March 18, at which time Mrs. Charles Totty was elected chairman for 1920.

The matter of fixing the amount of the bonds for the secretary and treasurer, in accordance with the action of the society at the meeting held in Detroit, was left to the board of directors. They have so fixed the same that the secretary's bond shall be for $500, and that of the treasurer for $1,000.

MRS. ALBERT M. HERR, Sec'y.

Wind Damage at Twin Cities.

Although complete reports are not available at this writing, a heavy windstorm on the night of March 22 probably caused considerable loss by broken glass and hardship in keeping the stock from freezing in ranges in St. Paul and Minneapolis, Minn. At the Holm & Olson range, in St. Paul, the tall smokestack was twisted and a large sign blown down. The smokestack of the E. H. Mazey establishment in Minneapolis was blown down and one house of Easter lilies suffered considerable damage.

C. P. F.

New York Horticultural Building Act.

Arthur Cowee, Berlin, N. Y., well known gladiolus specialist and state assemblyman, has introduced a bill at Albany, calling for an appropriation of $500,000 for the erection and equipment of a new horticultural building at the state fair grounds, Syracuse. This bill is supported by the New York State Federation of Horticultural Societies and Floral Clubs, as well as many other organizations. As this building is needed more than any other at the state fair, and will fill a long felt want, all persons in the state interested in floriculture, horticulture, etc., are being urged to write to Assemblyman Arthur Cowee at Albany, without delay, voicing their support of this measure.

Shirley Poppy Urged as Legion's Flower

Several posts of the American Legion, including the Edward B. Rhodes Post, Tacoma, Wash., in considering the adoption of a memorial flower have indicated their choice in the matter. The Edward B. Rhodes Post has passed a resolution urging the choice of the Shirley poppy, and that the American Legion "take steps to assist and urge every public park, cemetery and private garden, in gratitude to the men who made the supreme sacrifice, to set aside a plot every spring and summer for the display of red poppies to revere the memory of the soldier dead, and that every member of the Legion wear a red poppy on Memorial day, 1920, and every year thereafter." As Franklin D' Olier, national commander of the Legion, has ruled that formal adoption of a flower must be passed upon by a general convention, any action the coming Memorial day will depend upon the sentiment of local posts.

American Dahlia Society.

PLANS FOR AUTUMN SHOW AT NEW YORK.

At the meeting of the executive committee of the American Dahlia Society, held at the flower show in the Grand Central Palace, New York, March 19, it was decided to hold the autumn show in New York during September, at one of the centrally located hotels, and to charge exhibitors a reasonable price for floor space, and to also charge for admission, to defray the expenses. The meeting was attended by growers from many states and considerable space was taken by those present at the meeting and a substantial guarantee fund was started.

The plan is to give the greatest dahlia show ever held, and work to that end has already been started and will be prosecuted vigorously and continuously until show time. Every dahlia grower and lover of this popular flower is invited to co-operate.

President Vincent moved that Professor George Fraser of the Connecticut State Agricultural College, Storrs, be tendered the thanks of the society for the excellent manner in which the trial grounds were conducted last year, which was carried, and Professor Fraser was made a life member of the society. The trial grounds will be continued, and will be larger and better than ever. Tubers for the trial gardens should be properly labeled with the name of the variety and exhibitor and sent to Professor Fraser. Last year there were many visitors throughout the season, and as the trial grounds are recognized as a permanent institution, there will be more visitors this year than ever.

James Duthie, Oyster Bay, N. Y., moved that a new scale of points be made, so that good exhibition varieties, and varieties good for cut flowers, be given an equal chance. The motion was carried.

A motion was passed, protesting against the quarantine of the states of Illinois and Michigan against dahlia tubers and bulbs.

Let dahlia growers everywhere, amateurs as well as professionals, begin now in the effort to make this the greatest exhibition of any single flower ever held.

EDWARD C. VICK, Sec'y.

Club Meetings Next Week.

Albany, N. Y., April 1, 8 p. m.—Albany Florists' Club at 611 Broadway. Louis H. Schaeffer, secretary, 102 Hudson avenue, Albany.

Buffalo, N. Y., March 30, 8:30 p. m.—Buffalo Florists' Club at General Electric building. William Legg, secretary, 889 West Delavan avenue, Buffalo.

Milwaukee, Wis., April 1, 8:30 p. m.—Milwaukee Florists' Club at Kurtz Bros., 11th nad Prairie streets. Eugene Oestreicher, secretary, 5630 North avenue, Milwaukee.

San Francisco, Calif., April 3, 8 p. m.—Pacific Coast Horticultural Society at 240 Golden Gate avenue. John R. Walsh, secretary, 417 Montgomery street, San Francisco, Calif.

Tacoma, Wash., April 2, 8 p. m.—Tacoma Florists' Association at 1116 Broadway. J. L. Simpson, secretary, 519 East 50th street, Tacoma.

[Secretaries of clubs and societies are requested to send notice of change in time, date and place of meetings.]

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By gardener, (no florist), single; middle aged; practical vegetable grower, fully able to manage and take charge. Address

Key 472, care American Florist.

Help Wanted — Greenhouse man; young; for private place. Write Head Gardener, Zeylon Court, Lake Geneva, Wisc.

Help Wanted—Florist for greenhouse and landscaping; new place. Will pay 45c per hour and better. **South Side Nursery,** Henry Gerstenkorn, Mgr., **R. R. 6, Decatur, Ill.**

Help Wanted—Single man who understands growing of general stock on small wholesale place; must be industrious, and interested in work and results. Prefer permanent man who can take complete charge later on. Wages to start, $75.00 per month, with room and board. Address

GRAND VIEW GREENHOUSES
Hopkins, Minn.

For Sale—Greenhouses, 7000 square feet of glass; two stores; located at the entrance of the largest cemetery in Chicago. Address W. Burmeister, 1767 Cemetery Drive, Chicago.

For Sale—Florist business in New York City; no opposition; doing good business. Also inclosed florist delivery car in perfect condition. **John H. Schnaufer,** 969 East 180th St., New York City.

For Sale—Flower fruit farm, 12 acres; 9-room house; 8,000 peonies, thousands iris, asparagus, rhubarb plants, 1,000 fruit trees, 2 acres strawberries; St. Joseph river on north; Lincoln Highway on south; market at door for everything; a great bargain; bus line passes our door. **Alva Cathcart,** Bristol, Ind.

FOR SALE

Large refrigerator and wall case at a bargain. Fixtures are now in Chicago. For further particulars address

Key 471, care American Florist.

For Sale

Complete set of store fixtures. $300 cash, takes the whole outfit.

Key 468, care American Florist.

FOR SALE

Must be sold to settle an estate; greenhouse in one of the fastest growing cities in the state of Ohio; adjoins the cemetery, with a frontage of 108 feet and a depth of 392 feet; new two-story cement office building; four large glass houses, glass all 18 inches square; 30 H. P. boiler; all guaranteed to be in first-class condition; the price is right.

SEILER REALTY COMPANY, Mansfield, O.

HELP WANTED.

Few helpers in rose houses. $4.50 per day. When Sunday work is necessary we will pay an extra $6.00 Good chance for advancement.

Bassett & Washburn
178 N. Wabash Ave., CHICAGO

HELP WANTED

Assistant gardener at State Hospital, Mt. Pleasant, Iowa. State experience and give references with first letter.

C. F. APPLEGATE, M.D.,
Superintendent, Mt. Pleasant State Hospital,
MT. PLEASANT, IOWA.

FOR SALE

Glass, 14 x 16......per box,	$ 5.50
Ventilators, 3 ft. 5 in. x 2 ft. 10 in., with glass......	1.50
Cedar Panel doors with frame......	2.50
Cedar Bars, 15 ft. 8 in. long, at......	.45
Cedar Bars, 11 ft. 8 in. long, at......	.30
Cedar Ridge and pine purlin, at ......per ft.,	.05
Evans Ventilator Machine, complete, at......	12.00
Arms, at......25c Hangers, at......	.10
Steam Pipe, 3 in......per ft.,	.18
Steam Pipe, 1 in......per ft.,	.06
Steam Pipe, ¾ in......per ft.,	.04
Steam Valves, 1½ in., brass, at......	1.75
Steam Valves, 1¼ in., brass, at......	1.50
Steam Angle Valves, 1¼ in., brass, at......	1.25
Lever Handle hose bibbs, ¾ in., at......	1.00

The above is second-hand goods, but all in good, useable condition.

GEORGE REINBERG
30 East Randolph Street, CHICAGO, ILL.

Situation Wanted

By practical landscape gardener, forester and horticultural draughtsman; long experience; can handle men, make own plans or work from those furnished; commercial or private; will go anywhere, but prefer south or west of Chicago.

Key 470, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

For Sale

$50,000 buys a modern carnation range near Chicago, including fine residence and several acres of land. Possession now or in the spring. $10,000 cash and balance on easy terms. Address

Key 446, care American Florist.

Easter Plants

Push them now, also

All Spring Stock

Dealers report heavy inquiries for Bedding Plants of all kinds.

MOVE THE SURPLUSES EARLY

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

Frank W. Dunlop

DID YOU SEE IT AT THE

International Flower Show at New York?

ITS RECORD AT THE EXHIBITION:

Winning Silver Medal for the Best New Pink Rose

AND THE

Gold Sweepstakes Medal for the Best Seedling in the Show

Frank W. Dunlop was the Finest Flower in the Exhibition

If you are buying any new Roses at all, you cannot afford to miss DUNLOP

Own Root Stock

Quantity	Price
100....	$ 35.00
250....	82 50
500....	150.00
1000....	300.00
2500....	725.00
5000....	1,375 00
10,000....	2,600.00

Grafted

$7.50 per 100, additional to own root price

Sold out to April 1 delivery

Charles H. Totty Co.

Madison, New Jersey

EASTER LILIES
IN POTS

Large Supply of Fancy Stock. Everything Points to a Shortage in this Line. Order Now and Protect Your Supply

Plants will have from 3 to 10 blooms in pot, and will be sold according to height and number wanted.

Will be crated 24 to 30 plants in a crate. Average cost of crate and packing, $1.50. Average number of blooms per crate, 130.

Short Plants, per 100 blooms, $30.00	**Short Plants, per 1000 blooms, $250.00**
Medium - per 100 blooms, 35.00	**Medium - per 1000 blooms, 300.00**

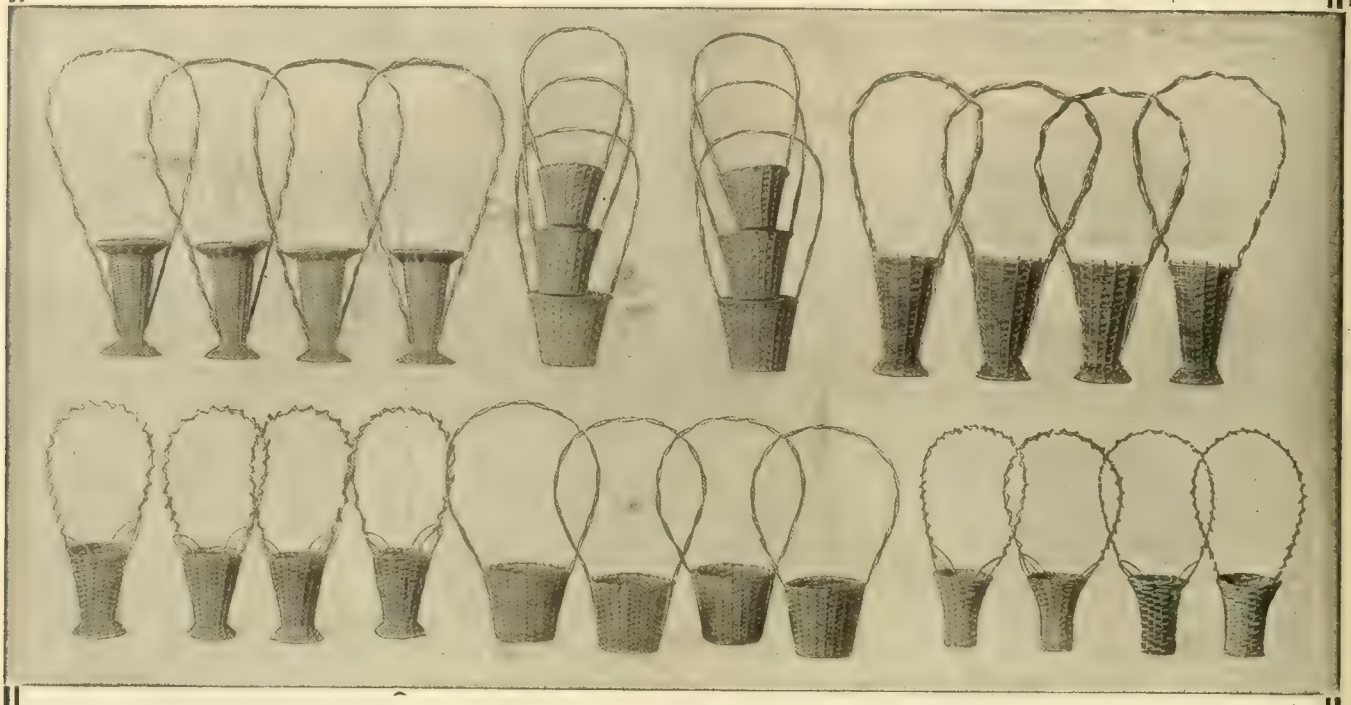
Plus packing charges. Delivery any time after March 15th. Stock in first-class condition for shipping.

French Hydrangeas for Easter. **Ranging in price from 75 cents to $5.00 each**

Poehlmann Brothers Company, MORTON GROVE, ILLINOIS

L. D. Phone Morton Grove 31-J. Chicago Buyers Call Rogers Park 684.

Special No. 2, Assortment Large Flower and Plant Baskets



This lot consists of 26 Reed and Willow Baskets substantially made in two-tone finishes with liners. Regular value, $40.00.

26 Baskets SPECIAL OFFER **$35.00**

THE OVE GNATT CO., Inc.

Preservers of Natural Foliage

La Porte, Ind.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorators' Novelties.

Albany, N. Y.

NOTES.

Three standing committees for the year have been named by Edward P. Tracey, president of the florists' club. They are: Finance—William C. Gloeckner, William Newport, Fred Henkes, and William J. McGinn; Entertainment—Thomas F. Tracey, John J. Haggerty, Frank R. Bilson, and John A. Murnane, Jr.; Sick—George Nagengast, Jr., William Christie, Samuel Hanson, and Fred Henkes.

Assemblyman Arthur Cowee, of Rensselaer county, has introduced into the state legislature a bill authorizing the appropriation of $500,000 for the construction of a horticultural building at the state fair grounds, Syracuse, and for improvements to the grounds. The measure has been advocated by the florists' clubs and horticultural societies of the state for several years, but was held up during the world war.

Dudley Olcott, president of the Mechanics and Farmers' bank of this city, who died December 28, 1919, left to his gardener, Isador Marx, the sum of $2,000, according to the terms of Mr. Olcott's will, which was lately admitted to probate.

Among the local florists who attended the New York show, March 15-21, were: Frederick A. Danker, Edward P. Tracey, Frederick Henkes, and James G. Barrett.

R. D.

Telephone, Watkins 9254

EDWARD BRENNER

Wholesale Florist

101 West 28th St., NEW YORK

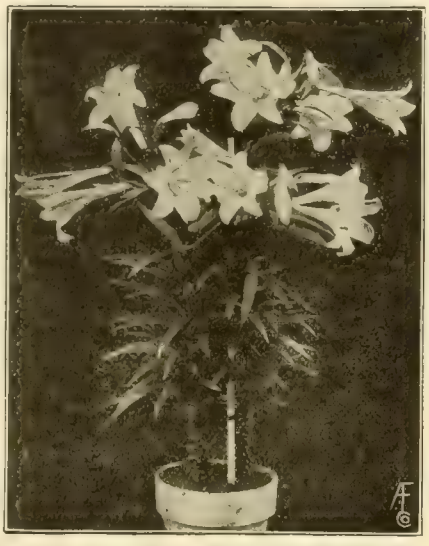
Carnations, Sweet Peas, Lilies, Acacia, Roses, Yellow Daisies, and Bulbous Stock.

Consignments of Good Stock Solicited.

EASTER LILIES

IN POTS

Our Price is 30c per Bud and Bloom.



Our Plants have from 4 to 10 blooms in a pot.

Our Lilies are ALL of the same quality—EXCELLENT.

If you want Lilies that are extraordinarily fine, place your order with us—We sure have them.

Florists in and around Chicago are invited to inspect our stock—Phone Graceland 1112, and we will arrange to take you to our Edgebrook Greenhouses. It will be well worth your while.

Wittbold FLORIST

745 Buckingham Place, CHICAGO, ILL.

Packing charged at cost on out-of town shipments.

Have Them When You Need Them

GREEN PAINTED

Hyacinth Stakes

At the following low prices:

12 inch, $1.75 per 1000. 18 inch, $2.50 per 1000.

Special price on original cases, 25,000 to a case.

Jos. G. Neidinger Co.

FLORISTS' SUPPLIES

1309-11 N. Second Street, PHILADELPHIA, PA.

Nashville, Tenn.

GOOD EASTER SUPPLY MODERATELY PRICED.

Judging from the displays seen in the florists' windows, the supply must be greatly improved over the scarcity of a few weeks ago. Roses and carnations now occupy a prominent place and there are excellent jonquils and an abundance of sweet peas. Trade has kept up well and by great efforts the dealers have been able to supply the demand. All are now looking forward to a big Easter business and there will be a large supply of flowers for the occasion. Easter lilies, which have already commenced to come in, are promised in plenty and there will be hydrangeas, begonias, rambler roses, hyacinths and tulips. Prices will not advance much over the present scale. Lilies, cut, will command $9 per dozen and at the same rate on the plants. Tulips are now very good in red, yellow, white and pink. Carnations are better than at any time this season, and are bringing $4 per dozen. Jonquils are playing an important part at present. Greenhouse stock, large and fine, is going at $1 per dozen, but they have a rival in the outdoor product which are offered on the streets at 10 cents a dozen or three bunches for 25 cents. There is a perfect glut of these with a street seller on every corner.

NOTES.

The Joy Floral Co. is preparing to make extensive improvements at their already large range and have completed the grading for six large new houses. Building will begin April 15, and when completed they will be devoted to roses, principally Columbia, Premier, Milady and Butterfly. This firm's Chattanooga store does a fine business with growing facilities at this end ample to take care of all requirements. Mrs. Goetz, of the Chattanooga establishment, is spending some time in this city, and Miss Carrie Chance of the store here is taking her place.

Geny Bros. will have a fine supply of Easter lilies for the trade as well as plenty of roses and carnations and a good variety of pot plants.

M. C. D.

AUBURN, NEB.—Ernest Holts has bought an interest in the florist business of Lewis and Lawson Milam.

M. C. FORD

121 West 28th Street

NEW YORK

Telephones: 3870-3871 Watkins

SPECIALIES

American Beauty Roses and Carnations

A Good Variety of Other Stock

Mention the American Florist when writing

5000 EASTER LILIES

Short Plants, 25c per bud and bloom

Medium Plants, 30c per bud and bloom

Cash—No C. O. D.

Packing free in paper pots. Clay pots 10% extra.

L. J. ROWE, Box 244, Titusville, Pa.

ONE OF OUR HOUSES OF GIGANTEUM LILIES. PHOTO MARCH 11th.

Craig Quality Easter Plants

Not only the best but the largest stock of **HYDRANGEAS** and **POT LILIES** in America.

HYDRANGEAS

4-inch pots, $6.00 per dozen. 5-inch, 6-inch and 7-inch pots, from 3 to 20 flowers, $9.00, $12.00, $15.00, $18.00, $24.00, $30.00, $36.00, $42.00 and $48.00 per dozen. 8-inch pots, $5 00 each.

LILIUM GIGANTEUM

6-inch pots. 4 to 10 flowers. 30c per flower and bud.
8-inch pans. 12 to 25 flowers. 30c per flower and bud.

To avoid disappointment kindly send orders at once.

Robert Craig Co., 4900 Market St., PHILADELPHIA, PA.
Branch, NORWOOD, PA.

HOUSE OF FRENCH VARIETIES, HYDRANGEAS. PHOTO MARCH 11th.

ROSES AND CARNATIONS

Exceptionally fine Russell, Premier, Columbia, White Killarney, Sunburst, Pink Killarney and Ophelia. All the old standard and best new carnations.

EASTER PRICE LIST—Subject to Change Without Notice.

	Per 100
PREMIER	
Special	$35.00
Select	25.00
Medium	20.00
Short	15.00
RUSSELL	
Special	$35.00
Select	25.00
Medium	20.00
Short	15.00
COLUMBIA	
Special	$30.00
Select	20.00
Medium	15.00
Short	10.00
OPHELIA	
Special	$20.00
Select	15.00
Medium	10.00
Short	8.00
SUNBURST	
Special	$20.00
Select	18.00
Medium	15.00
Short	10.00
White—KILLARNEY—Pink	
Select	$12.00
Medium	10.00
Short	8.00

ROSES, OUR SELECTION ..... $ 8.00

CARNATIONS	Per 100
Fancy	$10.00
Good	8.00
Splits	6.00

MISCELLANEOUS

Calla Lilies, per doz.	$3.00 to $4.00
Ferns, per 1000	5.00
Galax, per 1000	2.00
Sprengeri, per bunch	.50

Our Range of Greenhouses Is One of the Three Largest in America and will be in Full Crop for Easter.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **CHICAGO**

Chicago.

EXPRESS EMBARGO LIFTED.

The express conditions are much easier at this writing and everyone is sincerely hoping that it will be possible to make all deliveries for Easter, which looks very promising at this time. The first sign of an early resumption of shipping came March 17, as reported in our last issue when express officials announced that they were taking shipments for Kansas, Texas and Oklahoma points. The American Railway Express Company started to pick up packages March 22, until 1 P. M., for all points in Indiana and Illinois over the Wabash, C. & E. I., Monon, Grand Trunk, Santa Fe and C. & O. and over the entire system of the Chicago & Northwestern and Pennsylvania railroads. The shipments for Milwaukee St. Paul and Minneapolis had to be routed via the Chicago, Milwaukee & St. Paul railroad and those not ready by 1 P. M. had to be shipped the following day. Some of the wholesale houses have been able to make shipments to their out-of-town customers at other points by parcel post and other ways, sparing no effort to render the best possible service under the present trying conditions. The market stiffened considerably the opening for this week, when almost all items took a jump in price. The outlook is bright for a good supply of stock in general for Easter but if the express strike is over within the next few days, an early clean-up in all lines may be expected. American Beauty roses will be in fair supply and the same holds true for Mrs. Chas. Russell, Columbia and Premier. Milady, Sunburst, Hoosier Beauty, Ward, Ophelia, Killarney, White Killarney, Killarney Brilliant, Mrs. George Shawyer, Champ Weiland and Montrose are other varieties that will be obtainable, together with Cecile Brun-

WE DO

AS WE SAY

EASTER will make a NEW RECORD for the trade. A TREMENDOUS VOLUME OF SHIPPING BUSINESS IS EXPECTED. As to LILIES every one says they will be scarce, but there is a suspicion that CUT LILIES will go around at the price of $25.00, $30.00, $35.00 per 100.

We confirm this statement and offer our supply of PERFECT LILIES in short, medium and long stems, 3 to 5 blooms to a stalk. Early orders are assured of the benefits of first selection.

THE HEAVIEST RECEIPTS to the CHICAGO MARKET will be consigned to

YOUR

Protection

Kennicott Bros. Co.
174 N. Wabash Avenue
CHICAGO

EASTER PRICE LIST

We shall have a large and very nice lot of

Roses for Easter

Now Booking Orders---Let Us Have Yours

PRICES IN EFFECT MARCH 29th.

Buy Direct from the Grower

We are Rose Specialists and are cutting from 245,000 Rose Plants.

Russell and Columbia

Fancy long	per 100, $30.00 to $35.00	Medium	per 100, $16.00 to $20.00
Long medium	" 25.00	Short	" 10.00 to 15.00

Ophelia, Hoosier, White Killarney and Sunburst

Extra long	per 100,	$20.00
Medium	"	$12.00 to 16.00
Good short	"	6.00 to 10.00

Assorted Roses==Our Selection

Including some **Russells** and **Columbias,** lots of 200 or more.....per 100, $10.00 to $12.00

Carnations, Per 100, $8.00 to $12.00

Big supplies of Spring Flowers are now coming into this market and we will procure the best at lowest market prices.

New Fancy Ferns	per 1000,	$4.00
Adiantum	per 100, $1.50 to	2.00
Galax, bronze	per 1000,	1.50
Asparagus Sprays	per 100, 3.00 to	4.00
Sprengeri	per 100, 2.50 to	3.00

All seasonable flowers not grown by us will be procured for our customers.

A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

NOTICE:—We close at 5 o'clock week days. Closed all day Sundays.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

Express conditions now make it possible to again ship to all points, so place your Easter Orders Here. Our store will be open until noon on Easter Sunday.

Easter Price List

Place Orders with Us NOW and Be Assured of Your Supply

	Per 100
PREMIER	
Extra Special	$50.00 to $60.00
Special	40.00
Long	30.00 to 35.00
Medium	20.00 to 25.00
Short	12.00 to 15.00
RUSSELL	
Extra Special	$50.00 to $60.00
Special	40.00
Long	30.00 to 35.00
Medium	20.00 to 25.00
Short	12.00 to 15.00
MILADY	
Extra Special	$50.00
Special	$35.00 to 40.00
Long	25.00 to 30.00
Medium	15.00 to 20.00
Short	10.00 to 12.00
COLUMBIA	
Extra Special	$50.00
Special	40.00
Long	$30.00 to 35.00
Medium	20.00 to 25.00
Short	12.00 to 15.00
OPHELIA	
Special	$35.00
Long	$25.00 to 30.00
Medium	15.00 to 20.00
Short	12.00

	Per 100
SUNBURST	
Special	$35.00
Long	$25.00 to 30.00
Medium	15.00 to 20.00
Short	12.00
BRILLIANT	
Special	$35.00
Long	$25.00 to 30.00
Medium	15.00 to 20.00
Short	12.00
WHITE	
Special	$35.00
Long	$25.00 to 30.00
Medium	15.00 to 20.00
Short	12.00
MRS. WARD	
Special	$20.00
Long	18.00
Medium	15.00
Short	12.00
BRUNNER	
Corsage Buds	$ 5.00 to $ 6.00

MISCELLANEOUS FLOWERS

LILIES, FOR EASTER SHIPMENT / STOCK SECOND TO NONE

	100	1000
Longest, best	$35.00	$300.00
Good average	30.00	250.00
Short stems	25.00	

	Per 100
Carnations, Fancy	$12.00
" Good Stock	10.00
" Split	$ 6.00 to 8.00
" Laddie and Superb	20.00 to 25.00
Sweet Peas	2.00 to 5.00
Calendulas, Ball's Mammoth Special	8.00 to 10.00
Violets, fancy single	1.00 to 2.00
Violets, New York double	1.00 to 1.50

	Per 100
Freesia, fancy Purity	$ 4.00 to $ 6.00
Tulips	6.00 to 10.00
Darwin Tulips	12.00 to 15.00
Jonquils	8.00 to 10.00
Valley	6.00 to 8.00
Mignonette	5.00 to 10.00
Callas	35.00
Cattleya Trianae	per doz. 12.00 to 15.00

FLORISTS' GREENS

Ferns	$4.50 per 1000
Adiantum	$1.50 to $2.00 per 1000
Plumosus	35c to 50c bunch
Sprengeri	35c to 50c bunch
Smilax	$3.00 doz.
Mexican Ivy	$1.00 per 100; $7.50 per 1000
Leucothoe	$7.50 per 1000
Galax	$2.00 per 1000
Boxwood	25c lb.
Woodwardia Fronds	$8.00 per 100

Prices subject to change without notice.

Mention the American Florist when writing

ner, Elgar and Baby Doll. Some growers report that they will be in heavy crop with roses for Easter, while others say that their cuts will be small, compared to other years, which seems to hold true at several of the larger establishments in this immediate vicinity. Carnations will be plentiful, but will be disposed of early at the advertised quotations according to the dealers who report many large orders being already booked. Lilies are bringing 25 cents and up per flower at this writing, and while there promises to be more offered than last Easter, it does not necessarily signify that they are going to be had at prices any lower than the advertised quotations. Sweet peas should be in good supply with favorable weather, and the outlook is encouraging for good cuts of orchids and lily of the valley. Callas, violets, daisies, pansies, forget-me-nots, anemones, snapdragons, tulips, jonquils, sweet allyssum, mignonette and other miscellaneous stock is on the

Tonner

Wholesale Cut Flowers and Supplies

30 East Randolph Street

CHICAGO

Telephone Central 6284

SPRING FLOWERS

SWEET PEAS

There is a **GREAT PLEASURE** in receiving your orders and a **GREATER SATISFACTION** in filling them right.

Mention the American Florist when writing

Place your orders for CUT FLOWERS for EASTER with us NOW. You can always rely upon us for Your supply.

HEADQUARTERS

Easter Lilies

WRITE FOR PRICES TODAY.

Biggest and best supply in the country. Place your orders with us now and avoid disappointment. All orders filled in strict rotation.

Columbia
Russell
White Killarney
Pink Killarney
Milady
Sunburst
Killarney Brilliant
Ward
Ophelia
Cecile Brunner
Premier
Callas
Valley
Cattleyas
Violets
Daisies
Pansies
Forget-Me-Nots

ZECH & MANN

Snapdragons
Freesia
Tulips
Jonquils
Sweet Alyssum
Pussy Willows
GREENS
Plumosus
Sprengeri
Galax, bronze
Galax, green
Ferns
Adiantum
Smilax
Mexican Ivy
Boxwood
Leucothoe

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

HEAVY SUPPLY OF

Sweet Peas for Easter

You will make no mistake by placing your orders with us for we will have the same fancy stock to offer that gave such good satisfaction last year.

Roses, Carnations, Etc.

Complete line of Cut Flowers and Greens. Plenty for everyone who orders early.

Write for Special Easter Price List.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Heavy Supply of Lilies, Roses and Carnations for Easter

Also Plenty of Sweet Peas, Violets, Tulips, Jonquils, and All Other Miscellaneous Stock. ORDER HERE.

Get Our Quotations on Roses and Other Stock in 1000 Lots

EASTER PRICE LIST— Subject to Change Without Notice.

ROSES. American Beauty at Market Prices.	Per 100
Mrs. Russell, special	$40.00
" " select	30.00 to $35.00
" " medium	18.00 to 25.00
" " short	10.00 to 12.00
Milady, special	40.00
" select	30.00 to 35.00
" medium	18.00 to 25.00
" short	10.00 to 12.00
Killarney Brilliant, special	30.00 to 35.00
" " select	20.00 to 25.00
" " medium	15.00 to 18.00
" " short	8.00 to 12.00
Ophelia, special	30.00 to 35.00
" select	20.00 to 25.00
" medium	15.00 to 18.00
" short	8.00 to 12.00
White Killarney, special	30.00 to 35.00
" " select	20.00 to 25.00
" " medium	15.00 to 18.00
" " short	8.00 to 12.00
Killarney, special	30.00 to 35.00
" select	20.00 to 25.00
" medium	15.00 to 18.00
" short	8.00 to 12.00
Mrs. Ward, special	30.00 to 35.00
" " select	20.00 to 25.00
" " medium	15.00 to 18.00
" " short	8.00 to 12.00
Sunburst, special	30.00 to 35.00
" select	20.00 to 25.00
" medium	15.00 to 18.00
" short	8.00 to 12.00
Cecile Brunner	5.00
Elgar	5.00
Baby Doll	5.00
Extra special roses billed accordingly.	
ROSES, OUR SELECTION	10.00
CARNATIONS.	
Fancy	12.00
Good	8.00 to 10.00
ORCHIDS.	Per doz.
Cattleyas	12.00 to 15.00

MISCELLANEOUS.	Per 100
Violets	$ 1.00 to $ 1.50
Valley	8.00
Easter Lilies	35.00
Callas	35.00
Snapdragon..per bunch, 75c	1.00 1.50
Calendulas	4.00 to 6.00
Daisies	1.50 to 2.00
Mignonette	6.00 to 8.00
Sweet Peas	3.00 to 5.00
Tulips	6.00 to 10.00
Jonquils	6.00 to 10.00
Daffodils	6.00 to 10.00
GREENS.	
Plumosus	$ 3.00 to $ 6.00
Sprengeri	3.00 to 6.00
Adiantum	2.00
Leucothoe	1.00
Mexican Ivy	1.00
Woodwardia Ferns	10.00
Smilax ..... per doz.	4.00
Wild Smilax..... per case	6.00
Ferns ..... per 1000	4.50
Galax ..... per 1000	2.00

bill of fare and some houses are featuring late crops of freesias. Pot lilies, rambler roses, French hydrangeas and bulbous stock will be the chief offerings in the plant line here this season although made up baskets of foliage plants will play an important part. A few azaleas will be seen at some of the retail stores. Green goods are none too plentiful owing to the strike and are scarce at times, including ferns, which are being quoted at $4.50 per 1,000 for Easter. Big preparations are being made everywhere for Easter by all the local retailers, who are all looking forward to a brisk business.

EXPRESS CONDITIONS.

The express conditions are improvin rapidly and the wholesalers are now (Wednesday, March 24) able to make shipments of cut flowers and plants to all points over all lines up to 2 p. m. daily, which means that all orders placed in this market for Easter will be given the same careful attention as in former years.

NOTES.

C. L. Washburn is again attending to his duties at Bassett & Washburn's store, after making a 3,000 mile business and pleasure trip with Mrs. Washburn through the southwest and south, returning March 22. Mr. Washburn says that one of the department stores in Dallas, Tex., was advertising flowers at ridiculously low prices while he was there, much to the annoyance of the retail florists, who were compelled to ask higher prices, owing to the simple fact that they were unable to buy the same quality of stock at anywhere near the sum asked.

Kennicott Bros. Co. has received another advertisement from Memphis, Tenn., which appeared in a daily paper there last week when one of the department stores featured roses and carnations at 39 cents per dozen. This house is wondering how the grower is able to exist on the returns of this stock during the high cost of production.

The commissioners of Lincoln park have purchased the block of land bounded by Ashland, Giddings, Leland and Clark, 256x370, from the Union Trust Company for $50,000, and will transform this into a small park with fieldhouse, playfield, club rooms and shower baths.

A. Henderson visited the New York wholesale cut flower market while he was attending the spring show at the Grand Central Palace last week, and noticed, particularly, that gardenias were as plentiful there as they are scarce in this market.

N. J. Wietor says that carnations will be in good crop at Wietor Bros.' greenhouses for Easter, but that red will be somewhat scarce. The roses will also be in good crop, but he is looking for an early cleanup in both items.

Philip J. Schupp says that business has shown a great improvement at the J. A. Budlong Co.'s store this week, and he is very optimistic in regard to the Easter demand now that the express strike is practically over.

The E. C. Amling Co. is showing some particularly fine Darwin tulips from the Sam Pearce greenhouses, which are right in crop for Easter.

Tonners' are handling a large supply of choice sweet peas and the reports from their growers indicate fine crops for Easter.

The Women's National Farm and Garden Association will endeavor to get a trained city forester.

Governor Lowden has proclaimed April 30 and October 12 as Arbor and Bird days this year.

EXTRA FANCY
ROSES
—AND—
CARNATIONS
In Heavy Supply for Easter

You Get the Best Stock in the Chicago Market at the prices quoted when you place your orders here

Satisfied customers everywhere speak highly of Reinberg's Roses and Carnations. Give your customers the best. Place your order here. If there is something you need in Cut Flowers that you do not find in the price list, just ask for it and we will include it in your shipment if it is obtainable in this market.

Buy Direct from the Grower — **EASTER PRICE LIST** — **Subject to Change Without Notice**

	Per 100
MRS. CHAS. RUSSELL	
Specials	$35.00 to $40.00
Select	25.00 to 30.00
Medium	18.00 to 20.00
Short	12.00 to 15.00
COLUMBIA	
Specials	35.00 to 40.00
Select	25.00 to 30.00
Medium	18.00 to 20.00
Short	12.00 to 15.00
MILADY	
Specials	$30.00 to $35.00
Select	20.00 to 25.00
Medium	15.00 to 20.00
Short	8.00 to 12.00

		Per 100
Champ Weiland, **Killarney**, **Killarney Brilliant**, **White Killarney**, **My Maryland**	Specials	25.00
	Select	18.00 to 20.00
	Medium	15.00
	Short	8.00 to 12.00

	Per 100
SUNBURST, OPHELIA	
Special	$30.00 to $35.00
Select	20.00 to 25.00
Medium	15.00 to 20.00
Short	12.00
PREMIER	
Specials	35.00 to 40.00
Select	25.00 to 30.00
Medium	18.00 to 20.00
Short	12.00 to 15.00
ROSES, OUR SELECTION	10.00
Carnations	8.00 to 12.00
Jonquils	8.00 to 10.00
Sweet Peas	3.00 to 5.00
Lilies	35.00
Adiantum	2.00
Asparagus, per bunch	50c
Boxwood, per bunch	35c
Ferns, per 1,000	$4.50
Galax, bronze and green, per 1,000	$2.00
Leucothoe Sprays	1.00
Smilax, per doz. strings	$3.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PETER REINBERG
Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

Easter Lilies

We have plenty of extra well grown Lilies for Easter that are just coming into bloom, just right to be cut in time for **EASTER.**

Extra fancy Lilies, 30c. Extra fancy Lilies, medium length stems, 25c. Good large Lilies, short length stems, 20c.
(No small buds counted.)

	Per 100
PREMIER, COLUMBIA, RUSSELL, MILADY:	
Long fancy	$25.00
Choice medium	18.00 to $20.00
Good shorts	10.00 to 15.00
OPHELIA, SUNBURST, HEARST, MARYLAND, PINK AND WHITE KILLARNEY:	
Long fancy	15.00 to 20.00
Choice medium	12.00 to 15.00
Good shorts	8.00 to 10.00
NESBIT AND BRUNNER:	
For corsages	3.00 to 6.00
FREESIA	2.00 to 4.00

	Per 100
CARNATIONS:	
Fancy first-class stock	$10.00 to $12.00
Choice medium stock	6.00 to 8.00
SWEET PEAS:	
Fancy Spencers (1000 lots, $15.00 and up)	2.00 to 3.00
TULIPS:	
Fancy colored—double	10.00 to 12.00
Fancy colored—single	6.00 to 8.00
JONQUILS:	
Fancy stock	6.00 to 8.00
Medium stock	4.00 to 6.00
CALENDULA:	
Orange King	2.00 to 4.00

PANSIES:	
Fancy, per doz. bunches.	$ 1.50 to $ 2.00
VIOLETS:	Per 100
Home grown singles	.75 to 1.50
New York doubles	.75 to 1.00
VALLEY	10.00
MEXICAN IVY	.75 to 1.00
	Per Bunch
ASPARAGUS PLUMOSUS.	.35 to .50
ASPARAGUS Sprengeri	.35 to .50
FERNS per 1000	4.00

SUBJECT TO MARKET CHANGE

Express Strike is About Over.

Send your Easter Orders here and they will be promptly filled. Express conditions permit us to make shipments to all points up to 2 p. m. daily.

A. T. PYFER & COMPANY,

164 N. Wabash Ave., CHICAGO
L. D. Phone, Central 3373
Formerly at 30 Randolph Street

D. F. Simonds, 1917 West Harrison street, is chairman of the florists' trade committee of the local order of Elks, which is completing the arrangements for the national convention to be held here, July 5-10. The local lodge will present at least 20,000 corsage bouquets to the visiting ladies, and the other flowers that will be used will make the total so large that Mr. Simonds is requesting the growers to arrange their crops so as to have a good supply ready at that time. Allie Zech is vice-chairman of Mr. Simonds' committee. Philip Schupp and Eric Johnson joined this lodge last week, and A. T. Pyfer is scheduled to ride the billy goat at the next meeting.

Poehlman Bros. Co. is having a heavy demand for pot lilies, and everything points to a complete cleanup early at the Morton Grove greenhouses. French hydrangeas are also in heavy demand, and a visit through the rest of the establishment leads one to believe that the cut of roses and carnations will enable this firm to take care of all their Easter orders. John Poehlmann is suffering from a severe cold this week.

A. L. Vaughan & Co. have had a big week, notwithstanding the express condition, with a heavy call for Easter lilies, which are seen in quantity at their establishment. The veteran wholesaler is looking for a heavy Easter demand now that it is possible to make shipment to all points again.

Zech & Mann report a heavy demand for lilies for Easter, and everything points to an early clean-up in this line at the advertised quotations. Allie Zech called on some of his growers this week, and found that sweet peas will be in heavy supply for this occasion.

A. T. Pyfer & Co. have their share of lilies to offer for Easter, in addition to a complete line of all other seasonable stock. Mr. Pyfer is confident that the demand will absorb the supply this year, and is advising early placing of orders.

Peter Reinberg is booking a large number of orders for Easter, and if the late demand continues to be anywhere near as brisk as what the early call for stock is going to be, everything in cut flowers will clean-up early.

Erne & Company are taking good care of their customers with greens during the shortage, owing to the strike, notwithstanding the fact that there was considerable loss in storage this season.

A. Miller, president of the American Bulb Co., received a cable from Albert Koehler this week to the effect that he is unable to leave Hamburg, Germany, owing to the rail strike.

Paul Klingsporn is again on duty at the Chicago Flower Growers' Association's store after attending the New York spring show, held at the Grand Central Palace last week.

The A. L. Randall Co. will have a late crop of freesias to offer this Easter, in addition to a large supply of lilies from the Emil Buettner greenhouses at Park Ridge.

The Joseph Foerster Co. is supplying its trade with a choice grade of sweet peas, which are seen in quantity here this week.

Charles J. Stromback, former head gardener at Lincoln park, died March 22. See obituary elsewhere in this issue.

W. N. Rudd will celebrate another birthday, March 30.

Visitors: Dave Geddes, St. Louis, Mo.; Arthur R. Salmon and wife, of Kalispell, Mont., returning from England; W. H. Elliott, Boston, Mass.; H. M. Burt, Jackson, Mich.; Calvin Kinsman, Austin, Minn.; Victor Emanuel, of the National Flower Decorating Co., Inc., New York.

LARGE SUPPLY **Easter Lilies**

$25.00, $30.00 and $35.00 per 100.

Fancy Butterfly Sweet Peas, $3.00, $4 00 and $5 00 per 100. Common, $1.50 to $2.50 per 100.

BEST QUALITY TO BE HAD

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Ward, Welland, Brilliant,
Double White and Pink Killarney, Sunburst, Hearst, Nesbit and Brunner.
NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

IN GOOD SUPPLY
DARWIN TULIPS--TULIPS--JONQUILS

Choice stock of Valley, Sweet Peas, Callas, Daisies, Rubrums, Easter Lilies, Freesias, Calendulas, Mignonette, Violets, Lupines, Pansies and all other Seasonable Stock.

Don't Forget Us on GREENS, as We Have Mexican Ivy, Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.
WE ARE CLOSED ALL DAY SUNDAY.

Indianapolis.

ADVERTISING EMPLOYED TO PREVENT GLUT.

Improved weather has resulted in a corresponding change in the amount of stock available, and local florists are now finding advertising necessary to help move the fairly plentiful supply. The local trade seems to have adopted the policy of advertising only when it has something to advertise, which looks reasonable, despite the oft-repeated assertion of advertising experts that results from publicity cannot be turned off and on like water from a spout. With Easter close at hand, prospects, of course, are excellent for the next few weeks, though the weather will continue to play an important part in developments.

NOTES.

The American Legion, which has its headquarters in this city, is considering the selection of a memorial flower, and several posts have already indicated their choice in the matter. The Edward B. Rhodes Post, at Tacoma, Wash., for instance, has passed a resolution favoring the adoption of the Shirley poppy as the memorial flower. The resolution urged that "the American Legion take steps to assist and urge that every public park, cemetery and private garden, in gratitude to the men who made the supreme sacrifice, do, during the coming spring and summer and every spring and summer thereafter, revere the memory of our soldier dead by setting aside a plot for continued display of waving red poppies; that a red poppy be worn by every member of the American Legion on Memorial day of 1920, and every year thereafter." Franklin D'Olier, national commander of the Legion, has ruled that the formal adoption of a flower must be passed on by a general convention. Accordingly, any action at the coming Memorial day will depend on the sentiment of local posts of the Legion.

A sextette of attractive young women, who make their livelihood by displaying garments of all kinds, were here during the week, appearing as the headliner at the Lyric theatre, a vaudeville house. A showing of spring clothing for women would of course not be complete without appropriate flowers, and this part of the display

Easter Cut Flowers

Plenty of Stock for Everyone-Order Here.

Roses, Carnations, Lilies, Tulips, Jonquils,
Sweet Peas, Callas, Violets, Greens, Etc.

☛For Prices on Easter Stock see our advertisement in last week's issue of this paper—Page 488.

ERNE & COMPANY

WHOLESALE FLORISTS

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

was provided by the Pahud Floral Company. The names of the companies furnishing the articles shown were given on a slide, and in addition, on placards used during the act. The advertising appeared to be inexpensive and worth while.

Henry Henningsen, who has operated the Hamilton greenhouses at Greensburg, Ind., on lease for the past year, purchased the establishment recently from Mrs. Emma Hamilton for a consideration of $13,000. The greenhouses are the largest in that part of the state. M. E. C.

Columbus, O.

EASTER BUSINESS APPEARS PROMISING.

Active preparations are being made for the Easter trade and indications point to a very good business for this occasion. Reports show that there will be a plentiful supply of Easter lilies as the weather has been good for the growing of this flower. There will also be a plentiful supply of other flowers such as roses, carnations, violets, sweet peas and jonquils. The demand for flowers has been slightly better than the previous week. Funeral business has not been active, but there is a better party demand. Weddings are also more numerous. On the whole, trade has been satisfactory in many ways. The supply of the various kinds of flowers has been good, and prices are still comparatively cheap. Roses have been in good demand, and the receipts have been generous. They have been selling from $3 to $8 per dozen. The supply of carnations is fair, and prices unchanged. There is a good demand for violets at $1.50 to $2 per bunch. Jonquils are selling well, and the same is true of sweet peas. Some plants are now arriving among which are several varieties of tub roses and tulips.

NOTES.

While a large majority of the people believe there is nothing in a name, that theory was overthrown last week in this city, when the state civil service commission held an examination for the position of florist at state institutions. An applicant named Weed failed to secure a passing grade, while another named William H. Rose of Athens, stood highest in the test and was given the appointment.

Papers have been filed with the secretary of state increasing the authorized capital of the Celina Greenhouse Co., of Celina, Ohio, from $25,000 to $50,000. J. W. L.

Cincinnati, O.

RECORD EASTER BUSINESS EXPECTED.

All hands are now looking forward to Easter business, the consensus of opinion being that it will be the best ever, in spite of all the previous conditions which were not such as would be of value to the welfare of the trade. One unusual condition, no doubt the result of high prices, has come to our notice, through the fact that so many death notices contain the request to omit flowers. The frequency of this is probably forethought on the part of bereaved ones to spare their friends unnecessary expense. The great shortage of stock can be traced to the amount of glass under cultivation not being brought up to pre-war standing. In addition to this the buying power of the public, enhanced by excessive profits and high wages, increased the demand. Prices on stock are about the same as last week. St. Patrick's day showed only a slightly above normal demand for green flowers. Sweet peas are showing shorter stems as the season progresses, but have quality, are good sellers, and clean up daily. Most growers of daffodils are holding off until Easter with their main crop, and in consequence, they have been in short supply the past week. Freesias and Paper White narcissus are about through for the season. The green supply is normal again.

NOTES.

C. G. Anderson, manager of the plant department of the Rolf Zetlitz Co., of Dayton, O., was in town recently. Mr. Anderson bought some young begonia stock and likewise booked some nice orders for Easter plants.

Visitors: J. A. Keller, Lexington; Mrs. L. A. Fennelle, Lexington; G. E. Van Zanten, Hillegom, Holland. K.

Boston, Mass.

MARKET TONE MUCH BETTER.

There has been a change for the better in market conditions, due not so much to an increased demand as a shortening in the supply. This is particularly true of roses and bulbous flowers, both of which are selling up close. Select American Beauties bring $1 each, while six cents is low on daffodils. This week's market opened with a good supply Monday, which cleaned up well at satisfactory figures. The Easter supply of cut flowers looks very promising. Lilies, both longiflorum and callas, are of extra quality. Roses will be in good quantity as will sweet peas. Violets never looked better, especially singles, this city's favorite corsage flower.

NATIONAL GROWERS' ASS'N LOCAL FORMED.

A meeting of the growers of this city and vicinity to organize a local branch of the National Flower Growers' Association, advance mention of which appeared in our issue of March 20, page 468, was held at the American House, on the evening of March 23 and was attended by more than 80 of the leading plant and cut flower growers of this section. Secretary J. F. Ammann and Wallace R. Pierson were the speakers and both outlined the necessity of the association and the work it hoped to accomplish by the organization. It was unanimously agreed to form such a local body and temporary officers were elected as well as delegates to represent it at the meeting of the national body in Cleveland, O., in August. K.

EASTER VIOLETS

First quality double blue Violets at the following net prices: 50 in bunch with Galax leaves, $2.00 per 100; specials, 100 in bunch with Galax leaves, $2.50 per 100. Sand struck Violet cuttings, ready June 1st, $30 00 per 1000.

Above prices are C. O. D.

GEORGE F. HEEB

Rhinebeck, New York

Mention the American Florist when writing

Easter

Cards, Tags, Labels, Stickers, Blotters, Announcements.

Write for samples.

THE JOHN HENRY CO.

Florists' Cards and Printing, LANSING, MICH.

Mention the American Florist when writing

Easter Lilies

Extra Fancy Stock at $25.00, $30.00 and $35.00 per 100 blooms.

Packed in wooden boxes at the greenhouses, 100 in a box, and will reach you without being rehandled. Our lilies this season are from the same grower who has shipped us such fancy stock in other years. Unsurpassed for quality in this market.

Plenty of All Other Cut Flowers for Easter

BEAUTIES

Fine crop of perfect heads on strong stems, with luxuriant foliage.

Medium, per doz..... ....$ 5.00 to $ 6.00
Long, medium, per doz ..... 7.50 to 9.00
Special, long, per doz ..... 10.00 to 12.50

CARNATIONS

Largest and best supply of shipping stock in the west at reasonable prices.

SWEET PEAS

Grown and timed expressly for Easter. No tail-end stock, choice orchid flowering stock in all the colors in the market.
$2.00 to $3.00 per 100; extra fancy, $4.00 per 100.

ROSES

Heavy supply of high quality stock at right prices. Every variety grown in this market, with some only obtainable at Randall's.

Good Supply of BALL'S FANCY DOUBLE CALENDULAS and an Excellent Crop of LATE FREESIAS.

A. L. RANDALL CO.

Wholesale Cut Flowers and Florists' Supplies,

Wabash Ave. and Lake St., CHICAGO

Heavy Easter Supply of Cut Flowers

Finest Quality Roses in Large Quantities

Particularly the very choicest Russell, Premier, Milady, Beauties, Killarney, White Killarney, Killarney Brilliant, Columbia, Ward, and all the Miniature Varieties.

Home Grown Orchids and Gardenias. None Better

Choicest Carnations in all colors

Sweet Peas All the best varieties, including the newer introductions, and all of Zvolanek's proven favorites.

☞ Your aim is always to supply your trade with the best. They get it when you place your orders with us.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Spokane, Wash.

FLORISTS' DAY AT AD CLUB MEETING.

March 11 was "florists' day with the Ad Club, and the dining room of the Davenport hotel was arranged to present to the business men, the real importance of the industry. Each table carried some particular type of floral piece, such as would be appropriate for the bride, the home, the society girl, the business man's office, or the new arrival, and strung across the room, were long wires, showing how easily flowers could be ordered by telegraph. Laddie carnations were at each plate and the programme was in complete charge of the florists. Mr. Kip, of the Spokane Floral Company, made a most interesting talk concerning flowers and foliage, showing that Eve used them for clothes and they have been more and more essential to man ever since. He told how this city had formerly brought in all its flowers, but was now an exporter. He said there were 13 acres given over to purely commercial flowers growing under glass here, and that for last year, each of these returned $23,000. John W. Duncan, local park commissioner, told of the official aid given the industry, and the luncheon closed by the singing in unison of "Say It With Flowers," the national organization's song. There were about 200 business men present, and at the close, all voted that the florists had easily led the field in the various industries, which have been in charge of special days before the Ad Club. Not a little of this credit must be given to Harry Wraight, of the Davenport Hotel Flower Shop. H. M.

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Violets. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

For Florists' Supplies, Baskets, Chiffons and Spring Novelties
PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., Pittsburgh, Pa.

Pittsburgh, Pa.

MARKET CONDITIONS SHOW IMPROVEMENT.

The week ending March 20, closed with the market in better shape and prices firmer than for some time. The early part of the week was poor, but towards the last the demand quickened and the supply shortened, causing a clean up on Saturday, which was certainly welcomed by the wholesale houses. American Beauties are in increased supply, and the longer grades are of very good quality, but the shorter stock leaves much to be desired. Premier and Columbia have the call among the roses, and are in heavy supply. Of the other sorts, Ophelia is the best, and has the call. The carnation situation is good, with a fair increase in supply, but not enough to glut the market, and prices have remained around $5 and $6 per hundred. Easter lilies are more plentiful, but there has been no difficulty in moving all that come in. Calla lilies are in over supply for the first time this season and there has been a slight reduction in the wholesale price. The supply of sweet peas is heavy, in fact too heavy for the market to absorb, and some of them find their way to the street boys. Some of the finest snapdragons of the season are now on the market and bring fancy prices. Violets still move slowly and no doubt will continue to do so until Easter, when the demand should be heavy, as Easter is early this year and violets should be of good quality. Irises and freesias are about over for this season, while mignonette, calendulas, myosotis and baby primroses move slowly. There has been a shortage of greens in this market, due to the fact that our main supply comes from Florida, and freezing weather has destroyed the present crop.

NOTES.

The outlook for Easter is very bright, with enough stock to fill all orders, and prices about on a par with last year. The lily situation is good; while some of the local growers claim that their entire crop will not be ready for Easter, still it looks as though there would be enough to go around.

The McCallum Company had exhibits at both the New York and Lansing, Mich., flower shows. The New York exhibit was looked after by Sam Seligman and T. J. Nolan, while E. J. McCallum, Henry L. Blind and Wm. T. Usinger were in charge at Lansing.

Harold Brookins, of Jerry Brookins & Son, Orchard Park, N. Y., stopped off here on his way home from the New York show. This firm is shipping some of the finest sweet peas to this market that have been received this season.

The A. W. Smith Flower Stores Company will be on deck with its usual fine display of Easter plants, which they grow at the range on Mt. Washington.

B. F. Engle, of Rochester, Pa., was a welcome visitor last week. He spent the greater part of the winter on the Pacific coast.

Randolph & McClements' large force has been kept busy with several large funeral orders the past week.

McGrath & Langhans report business as above normal for this season of the year.

Visitors from Chicago included Paul Klingsporn of the Chicago Flower Growers' Association and W. Hansen, of the E. C. Amling Company. M.

LINDLEY BOXES
ARNOLD BOXES
Comprising the largest assortment of Florist Boxes obtainable. The Arnold Florist Box stock has been purchased by the Lindley Company. Write us for prices.
GEO. L. HOOPIS, New York Representative, 601 W. 144th St.
A. V. Z. JENNINGS, Chicago Representative, 20 E. Jackson Blvd.
Lindley Flower Box Company, Quality Box Makers, Marion, Indiana

Tri-City Florists' Club.

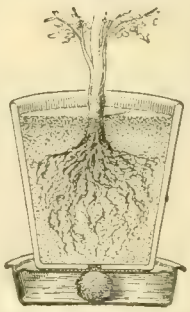
St. Patrick's day always brings a host of parties, but the good old saint never sponsored anything more enjoyable than the "dinner-dance" given the Tri-City Florists' Club at the Davenport Outing Club, March 11. The saint this time was none other than Victor De Lascaille, of Davenport, a recently elected member of the club, but already a real comrade and co-worker. Members and ladies, numbering about 75, after a very brief business meeting, partook of a business dinner, made even more enjoyable by its beautiful environments. The numerous tables were adorned so artistically with flowers, ferns and accessories in keeping with the season, that even the keen eyes of the florists themselves marvelled at the effect. Especially unique were place markers of wee pots of growing shamrock.

Judge N. A. Larson, of Moline, was chief speaker of the evening, but when the strains of the orchestra became irresistible, all formality was put aside, everyone forgot care and age, and either danced or watched others do so. Here daffodils, hyacinths and Laddie carnations, a courtesy to the host, lent their grace and fragrance. An impromptu programme of aesthetic dancing and vocal numbers added to the entertainment. After a seemingly short evening, but really at a late hour, the guests took leave, declaring Mr. De Lascaille a most royal and hospitable host.

The April meeting will be held with Henry Gaethje of Rock Island. Officers for the ensuing year were unanimously elected as follows: Charles Reardon, president; John Staack, Moline, Joe Tuckis, Rock Island, and Victor De Lascaille, Davenport, vice-presidents; Wm. Knees, Jr., secretary; L. Stapp, financial secretary; Wm. Knees, Sr., treasurer. Trustees: R. E. DeRyke, C. Sorensen and Miss Tearney.

WM KNEES, JR., Sec'y.

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a
Little Wonder Plant Irrigator
They keep your plants watered just right. Wholesale price, $20.00 per 100.
If your supply house does not carry them send us their name with your order.
Sample by mail, 35c
The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO

GOLDFISH 1,500,000 (Fancy and Plain)
Ready for market at rock-bottom prices. Ship anywhere in U. S. or Canada. Write for our illustrated catalogue.
Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

EASTER PRICE LIST.

	Dozen
Roses, Beauty	$ 3.00 @ $10.00
	Per 100
" Mrs. Chas. Russell.	10.00 @ 60.00
" Columbia	10.00 @ 60.00
" Premier	10.00 @ 60.00
" Hoosier Beauty	8.00 @ 35.00
" Killarney Brilliant.	8.00 @ 35.00
" Killarney	8.00 @ 35.00
" White Killarney	8.00 @ 35.00
" Richmond	8.00 @ 35.00
" My Maryland	8.00 @ 35.00
" Mrs. Geo. Shawyer.	8.00 @ 35.00
" Milady	10.00 @ 50.00
" Mrs. Aaron Ward	8.00 @ 25.00
" Sunburst	8.00 @ 35.00
" Ophelia	8.00 @ 35.00
" Dble. W. Killarney.	8.00 @ 35.00
" Champ Weiland	8.00 @ 35.00
" Stanley	8.00 @ 35.00
" Bayard Thayer	10.00 @ 60.00
" Cecile Brunner	5.00 @ 6.00
" George Elgar	5.00 @ 6.00
" Baby Doll	5.00 @ 6.00
" Nesbit	6.00
" Our selection	10.00 @ 12.00
Carnations	6.00 @ 15.00
Cattleyas per doz.	12.00 @ 15.00
Mignonette	6.00 @ 10.00
Snapdragons per doz.	1.00
Freesia	3.00 @ 6.00
Tulips	6.00 @ 15.00
Daisies	2.00 @ 4.00
Valley	6.00 @ 8.00
Calendulas	4.00 @ 10.00
Gardenias per doz.	6.00 @ 9.00
Lilies per doz.	3.00
Jonquils	6.00 @ 10.00
Callas	25.00 @ 35.00
Sweet Peas per 100	3.00 @ 5.00
Violets	1.00 @ 2.00
Ferns per 1,000	4.50
Galax per 1,000	1.50 @ 2.00
Leucothoe	1.00 @ 1.25
Plumosus Strings each	.60 @ .75
Sprengeri, Plumosus, Sprays	3.00
Mexican Ivy	.75 @ 1.00
Boxwood, 35c per lb., per case	9.00

ZECH & MANN

WHOLESALE FLORISTS

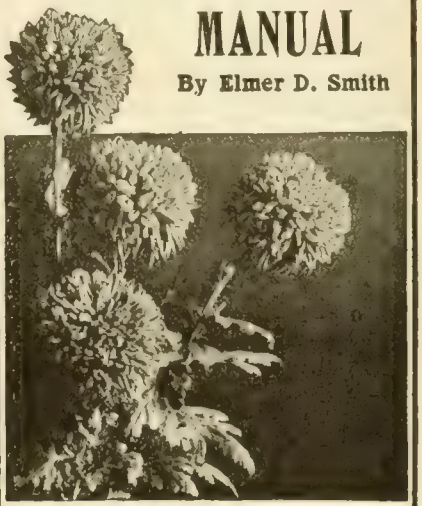
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO,

Estimates Submitted.

155 No. Clark Street, CHICAGO

For Easter We will have a large supply of **GARDENIAS.** Good flowers, long stems.

LILAC, white and lavender. **BEAUTIES,** mostly specials.
Place your order early, as there will be no surplus in the above items.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

PRICES RISE FROM LOW LEVEL.

There is a peak to the mountain of high prices, and a bottom of the abyss to which they fall; this lowest level appears to have been reached some two weeks ago, and the trend is now upwards toward the plains, where the footing is sure and the going good. There is little complaint heard of the business of the past week; there has been a fair demand, and while prices are low, as compared with cloudy weather records, they are better than at this period a year ago, and from now until Easter, there will be plenty of business for all who care to exert themselves. The stock of various kinds is all that can be desired in quality and variety. Roses are in good supply, and offered at prices that allow them to be featured in the stores. Violets, carnations and sweet peas are favorites with the street men, who are now a great help in moving the surplus. They will handle this stock in thousand lots, as their chances of selling it are 100 to 1 as compared to the average retailer. Snapdragon is now at its best and one of the staple stocks. Easter lilies and callas have been too plentiful for the demand, but will be a great factor for the next two weeks. The calla has certainly made a record for itself the past season. There are plenty of cattleyas; somehow there appears to have been an increased supply of these flowers the past season, as they are being used now by smaller stores, who always considered orchids "Too rich for them," but who now pay $3.50 to $5 per dozen, and use them in much of their design work. The market has never been so well supplied with sweet peas or handled a better quality. Prices two weeks ago reached a low level, but last week all were moved through various channels at satisfactory prices, the good stock bringing $10 to $25 per 1,000.

EASTER PLANT STOCK.

The plant men are now in their busiest season. Stock that is too forward has to be retarded, and the backward pots placed together and coaxed to do their best. Customers have now to be looked after, as the selling is most important. From all accounts, the booking of orders is progressing favorably. Hydrangeas and lilies appear to be the quantity stocks. Rambler roses will hardly cover the demand. There are fairly good blocks of hardy azaleas, while genistas, marguerites, cinerarias and primulas are seen in fairly good quantities. Bulbous stock, what there is of it, is in fine condition.

NOTES.

The event of the week in trade circles was the New York show. The Robert Craig Co. made a fine exhibit of its nephrolepis, the central specimens being superb plants. They also had a trade booth, at which they did a very good business. Many of the local craft took a run over and were generally pleased with their visit. The opinion is growing that this city would support such an annual exhibition, if there was a suitable building in which to house it. There is no question but just as fine a display of plants and cut flowers could be made here, and with the proper publicity, there would be no doubt of a paying attendance.

EDWARD REID
Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Mar. 24. Per 100

Roses, American Beauty	25.00@	150.00
" Shawyer, Russell	12.50@	20.00
" Killarney	10.00@	16.00
" Milady	12.00@	30.00
" Radiance	16.00@	40.00
" White Killarney	8.00@	25.00
" Killarney Brilliant	16.00@	25.00
" Ward	6.00@	16.50
" Hadley	12.00@	35.00
" Ophelia	15.00@	30.00
" Premier	12.50@	30.00
" Columbia	16.00@	25.00
" Maryland	16.00@	25.00
" Hoosier Beauty	15.00@	35.00
" Stanley	16.00@	25.00
Cattleyas, per doz.	7.00@	15.00
Sweet Peas	1.00@	5.00
Carnations	3.00@	8.00
Longiflorum Lilies	20.00@	25.00
Violets, a hundred	1.00@	1.25
Marguerites	4.00-6.00@	8.00
Calendulas, per doz., .75@1.00		
Callas	16.50@	25.00
Snapdragons, per doz., 3.00@4.00		
Adiantum		2.00
Asparagus Strings, per doz	9.00@	12.00
Asparagus bunches, each		.50
Jonquils	2.00@	6.00
Freesia	6.00@	12.00
Anemonies, per doz.		2.00
French Iris, per spray		.50
Pansies	2.00@	3.00
Myosotis, a bunch	.35@	1.00
Lily of the Valley	8.00@	12.00

BUFFALO, Mar. 24. Per 100

Roses, Beauty, Special	60.00@	75.00
" Fancy	30.00@	40.00
" Extra	20.00@	25.00
" 1st	8.00@	12.00
" Killarney	6.00@	15.00
" My Maryland	6.00@	20.00
" White Killarney	6.00@	15.00
" Sunburst	6.00@	20.00
" Ward	6.00@	8.00
" Columbia	10.00@	25.00
" Ophelia	8.00@	20.00
Russell	12.00@	20.00
" Shawyer	8.00@	15.00
" Bon Silene	4.00@	6.00
Cattleyas	75.00@	100.00
Dasies	1.00@	3.00
Valley	10.00@	12.00
Violets	.75@	1.00
Calla Lilies	15.00@	35.00
Japan Lilies	8.00@	10.00
Easter Lilies	20.00@	30.00
Paper Whites	4.00@	6.00
Carnations	4.00@	6.00
Mignonette	6.00@	10.00
Snapdragons	8.00@	15.00
Sweet Peas	.75@	3.00
Asparagus Sprengeri	.35@	.50
Ferns, per 1000		3.50
Calendulas	3.00@	6.00
Smilax, doz.		4.00
Golden Spur	4.00@	5.00
Freesia	3.00@	4.00
Von Sion	4.00@	6.00

The Sunday edition of the Philadelphia Public Ledger contained an eight-page section, devoted to plants, flowers and vegetables. There were a number of well illustrated leading articles on rose and herbaceous gardens, and the planting of shrubbery in the embellishment of the lawn and home surroundings. About three-fourths of the pages were filled with advertisements of the

Write For Our
Price List
On Cut Flowers
H. G. BERNING
1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

BERGER BROS
Roses, Carnations, Violets, Freesia.
1225 Race St. Philadelphia, Pa.
Mention the American Florist when writing

CINCINNATI, Mar. 24. Per 100

Roses, Premier	6.00@	25.00
" Columbia	5.00@	25.00
" Butterfly	5.00@	25.00
" White Killarney	5.00@	20.00
" Pink Killarney	5.00@	20.00
" Sunburst	5.00@	25.00
" Mrs. Aaron Ward	6.00@	25.00
" Ophelia	6.00@	25.00
" Baby Doll		3.00
Carnations	4.00@	6.00
Calendulas	1.00@	2.00
Paper White Narcissus	3.00@	5.00
Sweet Peas	1.00@	1.50
Freesia		3.00
Violets (California)		.50
Princess of Wales		.75
Ferns, per 1,000		3.50
Leucothoe, per 1,000		6.00
Galax, per 1,000		1.50
Daffodils	4.00@	6.00
Mexican Ivy, per 1,000		6.00
Smilax, per string	.15@	.20
Dutch Hyacinths	4.00@	10.00
Plumosus (south) per bch.	.20@	.25
Tulips	4.00@	8.00
Lily of the Valley		6.00
Easter Lilies		25.00

most prominent seed and plant houses in the eastern section of the country. It was a wonderful display and a distinct step in advance in the progress of the business.

Alfred M. Campbell is justly proud of his splendid crop of 40,000 giganteum lilies. They have never been seen better anywhere. His lowest estimate is 200,000 blooms, which is "some crop" to move in two weeks. They appear to be timed just right. Orders are coming in very satisfactorily, half the

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

MAGNOLIA LEAVES
Prepared Magnolias, Brown, Green or Purple.
Per box, about 800 leaves.....$1.50
10 boxes or more @.....1.40
Red Magnolias, per box.....2.25
Get our list of other Supplies, it's free.
Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

stock being already sold. It takes initiative and confidence to do things in such a large way. These are, however, Mr. Campbell's long suits, with which he will win this year, as he did last.

The florist supply houses are good barometers of business conditions. Sydney Bayersdorfer, of H. Bayersdorfer & Co., reports a wonderful demand from all the country for everything pertaining to the Easter business, plant baskets being particularly desired. Jos. G. Neidinger's full force is rushed to get out their Easter basket and other supply orders. Mr. Neidinger thinks this will be the greatest Easter ever experienced by the trade.

The Robert Craig Co.'s hydrangeas and large block of Easter lilies are the best it has ever had. Genistas, Hinodigiri azaleas and marguerites are also quantity stocks. Mr. Craig, in answer as to how orders were coming in, stated that they had seen more visitors, and were booking orders faster than ever before in all their experience.

Leo Niessen said, in regard to the outlook for Easter, "We expect to handle the largest and most varied stock of cut flowers we have ever offered for Easter. The early date insures the stock to be in good shipping condition. There will be lots of business, as we have received many advance orders."

The local publicity is progressing, the ads. getting better with each insertion. The rose copy that ran in this week's papers was very attractive, and stood out so on the page, that it was bound to be seen and read.

The Jos. Heacock Co. has been cutting as high as 10,000 sweet peas a day from its large house at Roelefs. The quality was fine, and the firm was able to move them satisfactorily, even in this time of oversupply.

Edward Reid features sweet peas, roses and carnations. His lily growers are coming just right for Easter. Choice double violets are a strong feature.

Berger Bros. say the worst is over, and prices are stiffening. Snapdragons, sweet peas, carnations and choice Easter lilies are features.

Visitors: Mr. and Mrs. C. M. Wagner, Cleveland, Ohio.; J. Warren Richards, Toughkenamon, Pa.

K.

AUSTIN, MINN.—Calvin Kinsman has returned from Florida.

KALISPELL, MONT.—Arthur R. Salmon and wife have returned from England.

DENVER, COLO.—In the storm here, March 18, a silo was blown over, damaging two of Graul Bros.' greenhouses to the extent of $1,000.00. The damage otherwise was very slight.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

Wholesale Flower Markets

PITTSBURGH, Mar. 24. Per 100

Roses, Beauty, spl., per doz.		9.00
" " fcy., per doz.		6.00
" " ex., per doz.		5.00
" " No. 1, per doz.		2.00
" Hadley	10.00@	25.00
" Killarney	6.00@	15.00
" Maryland	6.00@	15.00
" Sunburst	6.00@	15.00
" Mrs. Aaron Ward	4.00@	12.00
" Russell	8.00@	25.00
" Columbia	8.00@	25.00
" Ophelia	6.00@	15.00
" Hilda	6.00@	15.00
" Premier	8.00@	25.00
Lily of the Valley		8.00
Easter Lilies		35.00
Carnations	6.00@	8.00
Cattleyas, each		1.00
Ferns, per 1,000		4.00
Sweet Peas	1.50@	3.00
Daisies	2.00@	4.00
Galax, per 1,000		2.00
Plumosus, per bunch		.40
Sprengeri, per bunch		.50
Smilax, per doz.		3.00
Calendulas	2.00@	6.00
Tulips		6.00
Mignonette		6.00
Snapdragons, per doz.	1.50@	3.00
Calla Lilies, per doz., 3.00@5.00		

ST. LOUIS, Mar. 24. Per 100

Roses, Hadley	8.00@	15.00
" Premier	8.00@	15.00
" Killarney	6.00@	10.00
" White Killarney	6.00@	15.50
" Hoosier Beauty	8.00@	15.00
" Russell	8.00@	50.00
" Ward	4.00@	6.00
" Sunburst	8.00@	15.00
Ferns, per 1000		4.00
Carnations	3.00@	5.00
Carnations, Laddie		15.00
Carnations, Specials	.50@	2.00
Sweet Peas	3.00@	5.00
Calendulas	3.00@	4.00
Callas	10.00@	15.00
Mignonette		8.00
Violets		.50
Galax, per 1,000		.50
Leucothoe, per 1,000		7.50
Boxwood, per lb.		.25
Lily of the Valley		8.00
Freesia	2.00@	4.00
Jonquils	3.00@	5.00

MILWAUKEE, Mar. 24. Per 100

Roses, Kill'n'y, W. Kill'n'y	8.00@	20.00
" Ward	6.00@	15.00
" Premier	15.00@	35.00
" Ophelia	8.00@	25.00
" Columbia	12.00@	35.00
" Hoosier Beauty	6.00@	15.00
Carnations, assorted	6.00@	8.00
Cattleyas, per doz.	5.00@	6.00
Paper Whites	6.00@	8.00
Violets	.75@	1.00
Callas, per doz.	3.00@	4.00
Sweet Peas	1.00@	3.00
Lilies, per doz.	2.50@	3.00
Lily of the Valley		8.00
Snap Dragon, per doz.	1.00@	1.50
Freesia, per 100		4.00

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.
Mention the American Florist when writing

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PHILADELPHIA, Mar. 24. Per 100

Roses, Beauty, special	50.00@	75.00
" " fancy	25.00@	35.00
" Mrs. Chas. Russell	8.00@	50.00
" Killarney	2.00@	8.00
" Hadley	8.00@	25.00
" Sunburst	8.00	20.00
" Wards	6.00@	10.00
" Ophelia	6.00@	15.00
" Columbia	12.00@	35.00
" Premier	10.00@	30.00
Cattleyas	.25@	.75
Lilac, bunch	1.50@	2.50
Narcissus	4.00@	6.00
Mignonette	4.00@	8.00
Gardenias, doz., .35@ .75		
Cypripediums	25.00@	40.00
Carnations	4.00@	8.00
Carnation Laddie	10.00@	12.00
Snapdragons, per doz.	1.50@	2.00
Callas	12.00@	15.00
Easter Lilies	25.00@	30.00
Violets	.50@	1.00
Calendulas	1.50@	4.00
Adiantum	1.00@	1.50
Smilax		.25
Asparagus Strings	.50@	.75
Sweet Peas	.50@	3.00
Lily of the Valley	6.00@	8.00

SWEET PEAS AND CARNATIONS

—OF THE FINEST QUALITY—

ALSO THE USUAL SUPPLY OF VIOLETS FOR EASTER

CLARENCE SLINN, WHOLESALE FLORIST 133 West 28th Street, New York

Mention the American Florist when writing

New York.

TRADE GOOD AND BAD IN TURN.

The business of the past week was spasmodic—some days fair, others dull, but if no better than the previous week it was no worse. In roses, there was a fair demand. A considerable quantity of the best stock went into the flower show, which possibly had some effect on the market. Good carnations went as high as $6 per 100. In the general run of spring and bulbous stock, little change was noted. Gardenias were the Jonahs, so to speak. They could be bought, wholesale, for $8 per 100, and thousands of them were in the hands of the street men, as were violets. March 19-20 were extremely disagreeable days as to weather, both being days of snow and rain, and the inevitable slush under foot. The bad weather seemed to help rather than hinder the attendance at the flower show, as there were good crowds on both days.

March 22.—The week has opened with good sunshine, and the prospect is for a heavy supply of stock, unless the "saving for Easter" begins. Roses and carnations, in fact all stock, are in good quality and supply. Carnations are quoted $6 and $8 per 100 and violets at 50 and 75 cents.

EASTER OUTLOOK.

The minds of the retailers are now concentrated on Easter prospects. March 21 opened with good sunshine, and it is hoped that fine weather will continue. Some of the pre-Christmas and Easter reports can always be discounted, but it seems to be a fact that a considerable stock of lilies and pot roses are in a backward condition, and it will take good weather to bring them in. In lilies, there seems to be a larger stock for cutting than in pots. One well known firm of growers has reported that out of 3,000 genistas, they will not be able to put on the market more than 300, the buds, for some reason not readily understood, having dropped. Taking a broad view, good weather from now on is what is most desirable.

NOTES.

Park Commissioner Gallatin proposes to open two flower markets for the Easter trade, one at Columbus Circle, another at Union Square. For many years, there has been an Easter plant market at the latter place. A newspaper report states that these markets will be for families that "cannot pay florists' prices for coveted blooms." It is also stated that: "Before making the announcement the commissioner asked the opinion of one of several florists in Fifth avenue, and the latter said that such a market was not only desirable but would fill a definite want. In no sense will the new market compete with other florists, for the present plan is only to open the markets to those who are the actual growers of the flowers they offer for sale." If feasible, more flower markets will be opened on park department property in other parts of the city, Commissioner Gallatin said. Those that live the longest, will see the most—providing, they keep their eyes open.

George Hanges has bought the Doganges retail store at 695 Columbus avenue, and two other valuable leases on Columbus avenue. Thomas Doganges has conducted the store for about 10 years. Theodore J. Pappas has been Mr. Doganges' agent, Mr. Hanges conducted his own deals.

Up in Bronx borough, which has more room to grow in than little old Manhattan, new retail stores are frequently started. One of the busy ones recently visited was that of N. Donnias, the New York Florist, who is a good buyer in the wholesale district.

Charles Milburn, formerly with G. H. Small & Sons, visited the flower show. He has just been discharged from a three years' service in the army, and was picking up news of the happenings in the florist business since he went away.

We must again take the opportunity to say a good work for the Francis Scott Key roses. They were the leading features in F. R. Pierson's collection in the flower show.

M. C. Ford exhibited in the flower show, but not in competition, a vase of fine long stemmed American Beauty roses grown by Myers & Samtman, Chestnut Hill, Pa.

A. T. Bunyard arranged an elaborate wedding decoration in St. George's church, March 18. The leading features were peach blossoms and other spring flowers.

Joseph A. Millang is handling the sweet peas from the range of M. Matheron, whose stock took prizes and attracted much attention at the flower show.

The dull monotony of the trade was occasionally enlivened during the week by visits from out of town florists who were always welcome.

Edward Brenner is handling fine stock of Darwin and Flamingo tulips.

A. F. F.

Lilies, Sweet Peas, Roses, Carnations, Violets.

Joseph S. Fenrich, 51 West 28th Street, NEW YORK
Telephones: 420-421-422 Watkins.

Mention the American Florist when writing

FUTTERMAN BROS.

Wholesale Florists, 102 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

Mention the American Florist when writing

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISSION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

C. Lecakes & Co.

Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Leucothoe Sprays, and Moss, Our Specialties.
116 W. 28th St., New York
Telephone Watkins 2315
No connection with any other concern.
Prompt and careful attention to Mail, Telegraph and Telephone Orders.

Traveling Wholesale Florist INC.
133 W. 28th St., NEW YORK.
Telephones 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

Mention the American Florist when writing

Joseph A. Millang

WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Watkins

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone: 750 Watkins

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Watkins 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
34 West 28th St., NEW YORK CITY
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments Solicited.

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
133 West 28th St., NEW YORK
Established 1887
All consignments receive our special attention.

Wholesale Flower Markets

NEW YORK, Mar. 24. Per 100

Roses, Beauty, Specials	40.00@	60.00
" " extra and fancy	30.00@	35.00
" Hoosier Beauty	3.00@	15.00
" Hadley	4.00@	50.00
" Francis Scott Key	8.00@	50.00
" Columbia	4.00@	15.00
" Prima Donna	3.00@	15.00
" Dble Wht. Killarney	6.00@	15.00
" White Killarney	2.00@	10.00
" Aaron Ward	4.00@	12.00
" Ophelia	3.00@	15.00
" Sunburst	3.00@	12.00
" J. L. Mock	3.00@	15.00
" Mrs. Chas. Russell	4.00@	20.00
" Premier	3.00@	40.00
Cattleya orchids, special		75.00
Carnations	6.00@	8.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Asp. Plumosus, doz. bchs.	3.00@	4.00
Smilax, doz. strings	1.50@	2.00
Lilies, white	15.00@	20.00
Gardenias	5.00@	8.00
Callas, per doz.	2.00@	4.00
Paper White Narcissus, doz	.50@	4.00
Lilies, Rubrums	10.00@	12.00
Sweet Peas	.50@	3.00
Lily of the Valley	1.50@	6.00
Violets	.50@	.75
Calendulas, per doz.	.15@	.25
Yellow Narcissus, per doz.	.25@	.35
Mignonette, per doz.	.50@	2.00
Lilac, per bunch	1.00@	2.00
Freesia	.50@	2.00
Tulips, per doz.	.25@	.35
Flamingo, per doz.		.75
Darwin Tulips, doz.		1.50
Acacia, per bunch	1.50@	2.50
Buddleia, per bunch		.75
Giant Daffodils, per doz.	.80@	1.50
Snapdragons, per doz.	.50@	2.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
115 West 28th Street, New York

Telephones {4422 / 4423} Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE {2335 / 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
101 West 28th Street, NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

EASTER

NEW YORK, 341 Madison Avenue

DARDS

Your New York orders filled by Dards, will carry prestige and responsibility, which has meant satisfaction for nearly **50 Years.**

Member of the F. T. D. **Established 1874**

Omaha

and all

Eastern Nebraska

HESS & SWOBODA

MEMBERS F. T. D. 1415 Farnam Street

Will take good care of all orders—large or small.

PATERSON, N. J. **F. T. D.** **PASSAIC, N. J.**

Edward Sceery,

85 Broadway, - Paterson, N. J.
Main and Bloomfield Aves., Passaic, N. J.

Orders from Other Cities Promptly Filled.

Send Easter Orders for

Chicago and Suburbs

—TO—

A. LANGE

Chicago's Service Florist

Finest Flowers

Unexcelled Facilities

Exclusive Assortment of Easter Novelties

Telephone, Telegraph and Mail Orders Given Prompt Attention.

A. LANGE, *FflorIst*

77-79 E. Madison Street, CHICAGO

Long Distance Telephone, Central 3777 All Departments.

YONKERS, N. Y.
Cor. Manor House Square.

NEW ROCHELLE, N. Y.
542 Main Street.

New York Floral Co.

Largest Retail Florists in Westchester County.

EASTER ORDERS Given Our Special Attention.

Members F. T. D. **Established 1908**

PHILIPS BROTHERS

938 Broad St., NEWARK, N. J.

Artistic Floral Work and Long Stem Beauties Our Specialty

Strict Personal Attention Given Easter Orders from Other Cities

MEMBERS OF FLORISTS' TELEGRAPH DELIVERY

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R. I.
Summer Season.

Phone Market 9430

Washington Florist

Floral Designers and Decorators

577 Broad Street and Central Avenue

NEWARK, N. J.

Easter Orders Promptly Filled

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ESTABLISHED 1847

F. T. D.

Thos. F. Galvin INC.

THE NAME PROTECTS YOU

BOSTON
1 PARK STREET
799 BOYLSTON STREET

NEW YORK
561 FIFTH AVENUE

Steamers are Again Sailing on Schedule
Deliveries made on board

Mention the American Florist when writing

BRANCHES:
RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members Florists' Telegraph Delivery Ass'n.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York

Member of Florists' Telegraph Delivery.

DARDS

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction Nearly 50 Years.

Let Us Fill Your Steamer Orders. Regular European Sailings Now Established.

Chicago.
Established 1857

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Mention the American Florist when writing

Mention the American Florist when writing

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST
ELEVEN STORES

Main Store— Lewis Ave Cor. Hancock St.

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

GUDE BROS. CO. FfloristS 1214 F ST. N.W. WASHINGTON D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

SHERIDAN, WYO.

SHERIDAN GREENHOUSE CO.

Plants and Flowers

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers Personal Service — Members F. T. D. A.

Five Stores in Northern Ohio

CLEVELAND [TWO STORES] - - - 13336 EUCLID AVE. 144 PUBLIC SQ.
YOUNGSTOWN - - 33 East Federal St.
WARREN - - - - 215 East Market St.
AKRON - - - - 109 South Main St.

THE PARK FLORAL COMPANY

MEMBERS FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

FROM NEW YORK EXCEPT AS NOTED

March 29.

FROM PHILADELPHIA, Regina, I. M. M. Lines (Liverpool).
Roma, Fabre Line (Marseilles).

March 30.

Anglo-Egyptian, I. M. M. Lines (Rotterdam).
Caledonier, I. M. M. Lines (Antwerp).
FROM PORTLAND, ME., Turcoman, I. M. M. Lines (Avonmouth).
FROM PROVIDENCE, Roma, Fabre Line (Marseilles).

March 31.

Triumph, I. M. M. Lines (Liverpool).
Volumnia, Cunard-Anchor (London).
Italia, Cunard-Anchor (Genoa).
FROM BOSTON, Cunard, I. M. M. Lines, (Liverpool).
FROM PORTLAND, ME., Ardgoli, Cunard, (London).
FROM GALVESTON, Huronian, I. M. M. Lines (Liverpool).
Monmouth, I. M. M. Lines (Manchester).
FROM BOSTON, West Grove, I. M. M. Lines (Manchester).
FROM BALTIMORE, Persier, I. M. M. Lines (Antwerp).
FROM PORTLAND, ME., Wauconda, I. M. M. Lines (Antwerp).
Amasis, Mass Line (Alexandria).
Cretic, I. M. M. Lines (Naples-Genoa).

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

930 PROSPECT AVE., Erie Building. CLEVELAND

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus.

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Newark, N. J.

Begerow's

MEMBER F.T.D.

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Wilkes-Barre and near-by Pennsylvania Towns

Member F. T. D.

14 N. Main St. **A. W. B EVANS**

Astoria Florist

NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exchg. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, W. Madison
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—The Parks Floral Co.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith
Harrisburg, Pa.—Charles L. Schmidt.
Hartford, Conn.—Geo G. McClunie.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Fl. Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
Newark, N. J.—Washington Florist.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—A. B. Cazan.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
Sheridan, Wyo.—Sheridan Greenhouse Co.
South Boston, Va.—Geo. W. Norwood.
St. Louis, Mo.—F. H. Weber.
St. Louis Mo.—Grimm & Gorly.
St. Paul Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Member of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y

Brooklyn Representative of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Best Flowers
Best Service

Fleischman — ROSES

Chicago's Leading Florist
Railway Exchange Bldg.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester ph. 506. Long Dist. Bell ph. 2189
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.
Mention the American Florist when writing

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET
Mention the American Florist when writing

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Kansas City, Mo.
W. J. Barnes FLORIST, K.C.Mo.
Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890.
Mention the American Florist when writing

J. W. RODGERS
Elks' Building, 4 South Jefferson Street. Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.
Mention the American Florist when writing

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.

Chicago
H. N. BRUNS
3040 West Madison St., Chicago
Telegraph, Telephone and Mail Orders Given Prompt and Careful Attention

Send your Orders for Chicago and Suburbs to
Schiller The FLORIST
2221-2223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Washington, D. C.
Louise Flower Shop
Connecticut Ave at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Member of Florists' Telegraph Delivery.

Albany, N. Y.
EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

E. W. PEARSON
38 State St., Newburyport, Mass.
Covers All New England Points

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

Hession
Madison Ave. and 76 St.
NEW YORK
Quality Flowers
TWO GREENHOUSES ON PREMISES
Plant Specialists Phones 107 420 775 Lenox
Member of Florists' Telegraph Delivery.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St
Members Florists' Telegraph Delivery Association.

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

Mention the American Florist when writing

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.

Mention the American Florist when writing

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, Sheboygan, Wisconsin.
Member of Florists' Telegraph Delivery.

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists, Grand Rapids

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF HEINL'S

ORDERS IN OR AROUND PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing

HARTFORD, CONN.
George G. McClunie
165 MAIN STREET
Right in the Hospital District—Hartford, Charter Oak, Williams, Insane, St. Francis and Memorial Hospitals within two blocks of Flower Shop.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.
J. G. Papadem Co.
(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.
A. B. CAZAN
FLOWERS OF QUALITY
2751 Broadway
Member of Florists' Telegraph Delivery.

New York.
The Aphrodite Co.
THE ARTISTIC FLORISTS
Floral Decorations for All Occasions.
2703 Broadway, Phone Academy 2479

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO.
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Albany, N. Y.
Danker
FLORIST
The Best Service
MEMBER

Kansas City, Mo.
A. Newell
FLORIST
Established over 30 years.
1122 Grand Avenue.

C. Frauenfelder
FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

C. H. FREY
Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice.
Trade discounts. First-class stock.

For St. Louis.
WIRE
Grimm & Gorly

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Rockford, Ill.
H. W. BUCKBEE.

LITTLEFIELD, Florist
WORCESTER, MASS.

"SAY IT WITH FLOWERS"
Max Schling Flowers
Schling Service Nothing Better
785 Fifth Avenue
NEW YORK CITY

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Friedman
FLOWERS
522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO
Good Stock and Good Service.

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City.

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.

South Boston, Virginia
Geo. W. Norwood
FLORIST

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

CHICAGO
Central Floral Co.
DETROIT
132 N. State St., CHICAGO
35 Broadway, DETROIT
Best service in both cities and adjoining territory.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery.

Orders in or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

San Francisco
Podesta & Baldocchi
224-226 Grand Avenue
Mail or telegraphic orders promptly and most carefully executed.

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

New York
Malandre Brothers
2077 Broadway, near 72nd St.
'Phone, Columbus 6883
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

IN THE HEART OF Newark, N. J.
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark.
Telephone Market 494

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES Memphis, Tenn.
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

CHICAGO
Mangel
The Palmer House Florist
17 E. MONROE ST.
Member of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

RAFFIA is more freely offered.

THE price of bags at Chicago, March 24, was $62.

LIMA beans are coming in from Madagascar, Africa.

SEED POTATOES are wholesaling in New York at $3.50 per bushel.

THE better weather this week has greatly improved counter trade east and west.

CALIFORNIA seed growers are paying 24 cents there, against 11 cents last year, for distillate for their tractors.

SIOUX CITY, IA.—The capital stock of the Sioux City Seed Co. has been increased from $500,000 to $1,000,000.

PHILADELPHIA, PA.—President E. C. Dungan, of the American Seed Trade Association, who has been in poor health for some time, is reported much improved.

A SHIPMENT of 97 bales of broom corn from Venice, Italy, was recently denied entry into the United States, due to the presence of the European corn borer.

NEW YORK.—C. W. Scott, of the Yokohama Nursery Co., returned from the Pacific coast last week, accompanied by Hamakichi Suzuki, Yokohama, Japan. They met at Seattle, and also visited San Francisco and Los Angeles, Calif.

ONION SETS in the Chicago district are about the same as last week, $3.00 to $3.50. Buyers continue cautious, but some dealers predict increased demand and higher prices early next month. South side growers are well cleaned up on reds.

EVANSVILLE, IND.—Guy M. Purcell, vice-president and general manager of W. H. Small & Co., has been made a member of the traffic bureau of the chamber of commerce. All seedsmen report the demand much better than this time last year.

BENJAMIN F. BROWN, president of the Brown Bag Filling Machine Co., Fitchburg, Mass., sustained a fracture of the right hip by a recent fall on the ice. He is getting along very favorably and expects to be on his feet again in the not distant future.

SEATTLE, WASH.—Owing to much needed expansion, the Chas. H. Lilly Co., is offering a preferred stock issue of $350,000 through six national bond companies. The stock is offered at $98, with par value of $100, and may be redeemed at any time at $108 and pays seven per cent dividends.—H. M.

LOS ANGELES, CALIF.—John C. Bodger, of the John Bodger & Sons Co., writing last week says another half inch of rain has brought up the average fairly well in that locality, but they have no reserve moisture in the ground and will be compelled to irrigate early unless more rain comes soon. The prospects for flower seeds are very good, however, as the season is opening early.

GRAND RAPIDS, MICH. — Alfred J. Brown, of the A. J. Brown Seed Co., says general trade during March has not been up to the usual standard, there being too much snow on the ground the first half of the month, but that business is improving. Contract orders have exceeded his expectations.

LILY OF THE VALLEY.—Heavy imports of lily of the valley pips, delayed in transit, have arrived badly sprouted and many of them will be a total loss. Some 145 cases were refused by the importers at Chicago and offered for sale by the collector of customs this week, the lot bringing only $60.

MIAMI, FLA.—Claims made here regarding castor bean operations of the United States government are that the variety of seed supplied was entirely unsuitable for this section, seed was of low germination, and that the man sent into the district by the government to give planting and cultural instructions was incompetent.

WASHINGTON cabbage seed crop reports, just received, indicate a low yield, 10 or 20 per cent on Danish sorts, Glory and Red Rock. On most standard American varieties of cabbage, however, grown by experienced cabbage farmers, the crop will probably be a fair one, all subject of course, to weather conditions the coming weeks.

MINNEAPOLIS, MINN.—President Massie, of Northrup, King & Co., says so far March has been exceptionally cold and stormy, and generally speaking, the season is late, trade only opening up now. Considering conditions, however, March business has held its own moderately well. Inquiries for garden seed are better than a year ago. The cold winter has damaged a great deal of seed corn, and as a result, active demand is setting in.

THE continued cold weather and consequent delay in the opening of the usual spring demand, resulted in a further decline in field seed prices during the week ending March 13, according to government reports. Dealers, however, are holding their prices on some kinds of seed firm, in anticipation of a heavy demand during the next few days, while they have reduced the prices on others rather than assume the risk of carrying over stocks at the present high figures.

Bruggerhof "Knew Beans".

A well known bean specialist relates that some 15 years ago he discovered a promising new variety in his trials, and submitted samples to the head of a prominent mail order house with the result that the latter requested a quantity grown. The mail order merchant later sent samples and description to several garden seed dealers, including the late F. W. Bruggerhof, requesting that they suggest a name for the novelty. Mr. Bruggerhof replied that so far as a name was concerned, he had no suggestion to make, but added that when his firm last catalogued the variety in 1864, it was named Nonpareil.

J. J. Wilson, of Newark, N. J., writes as follows: "F. W. Bruggerhof was a charming man to know. I do not think many men in the seed trade really knew him. I was very closely associated with him for 16 or 17 years, and I knew his virtues as well as his faults. He had a delightful personality, a large fund of anecdote and a splendid sense of humor. He had very pronounced likes and dislikes, and I think seed drummers were his bete noir. I can remember so well his bitter contempt for some of them. He seemed to relish so much an opportunity to 'sit' on them."

Grass Seeds.

There is an easier feeling in the timothy market because of the backward weather and consequent lighter demand than had been expected. Prices declined during the week 25 to 65 cents per 100 pounds in the principal markets. A decline in redtop and orchard grass prices of 50 cents to $1.00 per 100 pounds is noted at Toledo, Louisville and Chicago, but prices for Kentucky bluegrass have remained at the same level as last week.—Government seed report, March 20.

Corn Borer Quarantine.

On and after March 29, the quarantine on account of the European corn borer becomes effective, the federal horticultural board having issued Notice of Quarantine No. 43, which supersedes Quarantine No. 36 as follows:

"The fact has been determined by the secretary of agriculture, and notice is hereby given, that an injurious insect, the European corn borer (Py-

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA

—— We are headquarters for the **BEST OF EVERYTHING** in ——

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Mention the American Florist when writing

rausta nubilalis Hubn.) new to and not heretofore widely prevalent or distributed within and throughout the United States, exists in the states of Massachusetts, New Hampshire, New York and Pennsylvania.

"Now, therefore, I, E. T. Meredith, secretary of agriculture, under authority conferred by Section 8 of the Plant Quarantine Act of August 20, 1912, (37 Stat. 315) as amended by the Act of Congress approved March 4, 1917 (39 Stat. 1134, 1165) do hereby quarantine the states of Massachusetts, New Hampshire, New York and Pennsylvania, and by this Notice of Quarantine No. 43, do order that corn and broom corn, including all parts of the stalk, celery, green beans in the pod, beets with tops, spinach, rhubarb, oat and rye straw as such, or when used as packing, cut flowers or entire plants of chrysanthemum, aster, cosmos, zinnia, hollyhock, and cut flowers or entire plants of gladiolus and dahlia, except the bulbs thereof, without stems, shall not be moved or allowed to be moved interstate from any areas in said quarantined states designated in the regulations supplemental hereto as infested with corn borer in manner or method or under conditions other than those prescribed in the rules and regulations hereinafter made and amendments thereto.

E. T. MEREDITH,
Secretary of Agriculture."

The rules and regulations supplemental to the above quarantine which occupy nearly four closely typewritten pages may be had upon application to the federal horticultural board of the United States department of agriculture, Washington, D. C.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution, March 13, 1920, as given by the Government Market Reporter of March 20, 1920:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$14.50	$28.00	$18.50	$55.50
Baltimore	13.75	29.00	18.00	55.00
Richmond	14.25	29.00	19.50	58.00
Buffalo	14.00	28.00	20.00	57.00
Toledo	13.65	31.00	20.00	55.90
Louisville	14.00	30.00	19.00	56.00
Chicago	13.25	29.50	17.50	55.50
Minneapolis	13.50	31.00	22.00	57.00
St. Louis	13.75	33.00	21.00	56.00
Kansas City	13.75	31.00	21.00	56.00
Denver	14.50	31.00	22.00	.....
Salt Lake City	14.00	32.00	21.00	58.00
Seattle	18.00	35.00	25.00	60.00
Memphis	14.25	30.00	22.75	58.50
Average for the United States same date 1919	$10.80	$23.00	$14.00	$43.50

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) CHICAGO

Salvia or Scarlet Sage

We have just completed harvesting our own Bloomsdale Farm Grown, crop 1919, Salvia or Scarlet Sage. We offer you this exceptionally good strain, and high vitality seed, of the following varieties:

Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30.00 per lb.; 5 lbs. and over, $25.00 per lb.

Net, 60 days, 2% off 10, f. o. b. Bristol, Pa., if unsold on receipt of order, as we did not have a large crop.

D. Landreth Seed Company, Business Established 1784 **Bristol, Pa.**

Bolgiano's "Big Crop" Seeds

"Tested and Trusted" Over a Century.

Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLGIANO & SON, Baltimore, Md.

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, **FREMONT, NEB.** Growing Station, **ROCKY FORD, COLO.**

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Yokohama Nursery Co.

LTD.

Woolworth Building,

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

BULBS

LILIUM GIGANTEUM, also **HARDIES,** shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

T. R. BEGONIA BULBS, immediate shipment.

For Fall Shipment.
LILIUM GIGANTEUM, FREESIAS and **CALLAS,**
FRENCH and **DUTCH BULBS, Etc.**
Immediate Shioment.
BAMBOO STAKES, RAFFIA, Etc.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch
LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.
75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

I. N. Simon & Son

Garden Seeds

438 MARKET STREET
Philadelphia - - Pa.

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Mention the American Florist when writing

Michell's Aster Seeds

We can recommend our **"Distinctive Quality"** Aster seed with the utmost confidence to produce the best results.

ASTERMUM

	Trade Pkt.	Oz.		Trade Pkt.	Oz.
Lavender	$0.40	$2.25	**White**	$0.40	$2.25
Rose Pink	.40	2.25	**Mixed**	.40	2.00

CREGO ASTERS

	Trade Pkt.	Oz.		Trade Pkt.	Oz.
Azure Blue	$0.40	$2.00	**Shell Pink**	$0.40	$2.00
Lavender	.40	2.00	**White**	.40	2.00
Purple	.40	2.00	**Mixed**	.30	1.50
Rose Pink	.40	2.00			

INVINCIBLE ASTERS

	Trade Pkt.	Oz.
Blue	$0.30	$1.75
Crimson	.30	1.75
Lavender	.30	1.75
Rose Pink	.30	1.75
White	.30	1.75
Mixed	.30	1.50

ROYAL ASTERS

	Trade Pkt.	Oz.
Lavender	$0.40	$2.25
Purple	.40	2.25
Rose Pink	.40	2.25
Shell Pink	.40	2.25
White	.40	2.25
Mixed	.40	2.00

Wholesale Price List of seasonable Seeds, Bulbs and Supplies for the Florist.—FREE.

MICHELL'S IMPROVED SEMPLE'S BRANCHING ASTERS

	Trade Pkt.	Oz.
Crimson	$0.30	$1.50
Lavender	.30	1.50
Purple	.30	1.50
Rose Pink	.30	1.50
Shell Pink	.30	1.50
White	.30	1.50
Mixed	.30	1.50

For complete list of Asters see our Wholesale Price List for 1920.

Asparagus Plumosus Nanus
GREENHOUSE-GROWN SEED

1,000	Seeds	$ 3.50
5,000	Seeds	16.25
10,000	Seeds	30.00
25,000	Seeds	68.75

HENRY F. MICHELL CO., 518 Market St., **Philadelphia, Pa.**

Mention the American Florist when writing

THE HOUSE OF KELWAY

Has a Reputation of 70 Years Behind It as a Guarantee.

For three generations we have been growers and selectors of pedigree stocks o,

BRITISH SEEDS

Get our prices for booking forward orders (**delivery after 1920 harvest**), not tomorrow, but **NOW.**

Specialties: Garden Seeds and Farm Root Seeds.

KELWAY & SON, Wholesale Seed Growers, **Langport, England**

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO — CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO — CALIFORNIA

Mention the American Florist when writing

An experence of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Spring Bulbs

For Your Counter Trade and for Your Greenhouses.

GLADIOLUS

The finest bulbs produced the past summer.

We are large growers and in addition to the following can offer many other named kinds. Write us.

	Per 1000
AMERICA, First size	$27.00
AMERICA, Medium size	22.00
Mrs. Francis King, First	25.00
Mrs. Francis King, Medium	20.00
Chicago White, First size	33.00
Chicago White, Medium size	30.00
Augusta, First size	35.00
Augusta, Medium size	30.00
Halley, First size	35.00
Panama, First size	47.00
Peace, First size	45.00

	Per 1000
Mrs. Frank Pendleton, First	$47.00
Schwaben, First size	60.00
Schwaben, Medium size	55.00
Primulinus Sunbeam, First	60.00
War, First size	60.00
Baron Hulot, First size	60.00
Chicago Red, First size	50.00
White and Light, Mixed, Firsts	22.00
Standard Mixed, First size	20.00
Standard Mixed, Medium	16.00
Rainbow Mixed	35.00

Write for special prices on planting stock in black bulblets and first two sizes of white bulblets, etc.

CALADIUMS

With sound center shoots.

Sizes	Doz.	100	1000
5 to 7 in. circum	$1.00	$ 7.50	$ 70.00
7 to 9 in. circum	1.25	9.00	85.00
9 to 11 in. circum	2.35	15.00	140.00
11 to 12 in. circum. (scarce)	4.25	30.00	.....
12 in. and upwards, very large (scarce)	each, 40c		

Lilium Giganteum

From Ice Storage.

7- 9 in. (300 to case)	Per Case
8- 9 in. (260 to case)	
8-10 in. (225 to case)	
9-10 in. (200 to case)	$52.00

TUBEROSES

Well cured Bulbs. Free from rot.

	100	1000
Dwarf Excelsior Pearl, second size, 3-4 inch	$3.25	$27.50
Dwarf Excelsior Pearl, First size, 4-6 inch	5.00	45.00
Variegated Leaved, single	4.00	35.00
Albino, early single white	4.00	35.00
Armstrong's Ever Blooming	4.00	35.00
Mexican	3.00	25.00

CALADIUM.

CANNAS

Stored in our special moist cellars, not dried and stunted.

	100	1000
Florence Vaughan, Yellow spotted, 5 ft	$ 4.00	$35.00
Firebird, Scarlet, 4 ft	10.00	
Gustav Gompper, Yellow, 3½ ft	5.00	40.00
Hungaria, best Pink, 3½ ft	7.50	70.00
King Humbert, Scarlet, 4 ft	5.50	50.00
Long Branch, bright Crimson, 5 ft	8.00	75.00
Louisiana	4.00	35.00
Mad. Crozy, Vermilion, 3½ ft	4.00	35.00
Meteor, brilliant Crimson, 4 ft	6.50	55.00
Orange Bedder, Orange color, 4 ft	6.00	50.00
Yellow Humbert, rich Yellow, 4 ft	6.00	50.00
Queen Charlotte, Orange, 4 ft	5.00	40.00
The Express, Crimson Scarlet, 2½ ft	6.00	55.00
Mrs. A. Conard, Salmon Pink, 4 ft	12.00	100.00
Venus, Rosy Pink, 4 ft	4.00	35.00
Wintzer's Colossal, Scarlet, 5 ft	4.00	35.00
Wyoming, Orange, 7 ft	4.00	35.00

WRITE FOR OUR "SPRING BOOK FOR FLORISTS"

NEW YORK **Vaughan's Seed Store** CHICAGO

TUBEROSE.

Large Flowering Cannas

IN THE "BETTER" VARIETIES

Fine 2 to 3 eye, plump, dormant roots, true to name

CRIMSON AND SCARLET FLOWERED VARIETIES.

	Doz.	100	1000
A. BOUVIER Rich Velvety Red, green foliage, 5 feet	$0.50	$3.00	$25.00
BLACK PRINCE Velvety Maroon, green foliage, 4½ feet	.60	3.50	30.00
CHAS. HENDERSON Deep Crimson, green foliage, 4½ feet	.50	3.00	25.00
DUKE OF MARLBOROUGH Crimson Maroon, green foliage, 4 feet	.60	3.00	25.00
EXPRESS Scarlet Crimson, green foliage, 2½ feet	.60	3.50	35.00
LOUISIANA Bright Scarlet, green foliage, 7 feet	.65	4.00	35.00
PENNSYLVANIA Vermilion Scarlet, green foliage, 5 feet	.60	3.00	25.00
PILLAR OF FIRE Brilliant Red, green foliage, 6 feet	.50	3.00	25.00
WINTZER'S COLOSSAL Bright Scarlet, green foliage, 5 feet	.70	4.50	40.00

PINK FLOWERED VARIETIES

MRS. ALFRED CONARD We have the Genuine Variety. Beware of Cheap Substitutes. Salmon Pink, green foliage, 4 feet	$1.15	$8.00	$75.00
ROSEA GIGANTEA Rich Rose Pink, green foliage, 3½ feet	.85.	6.00	55.00

BRONZE LEAF VARIETIES.

	Doz.	100	1000
EGANDALE Currant Red, bronze foliage, 4 feet.	$0.60	$3.50	$30.00
DAVID HARUM Red, dark bronze foliage, 3½ feet	.60	3.50	30.00
KING HUMBERT Scarlet, Bronze foliage, 4½ feet..	.75	5.00	45.00

YELLOW FLOWERED VARIETIES.

	Doz.	100	1000
AUSTRIA Lemon Chrome, spotted red, green foliage, 5 feet	$0.50	$3.00	$25.00
KATE F. DEEMER Oriole Yellow, turkey red at base, 4 feet	.60	3.50	30.00
GUSTAV GUMPER The Ideal yellow variety, green foliage, 3½ feet	.60	3.50	30.00
GOLDEN GATE Yellow and Red, green foliage, 4 feet	.60	3.50	30.00
YELLOW KING HUMBERT Golden Yellow, spotted red, green foliage, 4½ feet	.70	4.50	40.00
FLORENCE VAUGHAN Yellow, spotted red, green foliage, 5 feet	.50	3.00	25.00
RICHARD WALLACE Light Yellow, green foliage, 4½ feet	.60	3.50	30.00

RED AND YELLOW FLOWERED VARIETIES.

PANAMA Rich Orange, red bordered, with a broad edge of golden yellow, 5 feet	$0.75	$5.50	$50.00
QUEEN CHARLOTTE Rich Pomegranate, red bordered with golden yellow, 3½ feet	.65	4.00	35.00
SOUV.DE A CROZY Crimson, with gold band, 4 feet..	.65	4.00	35.00

CALADIUM ESCULENTUM

	Doz.	100
5 to 7 inch	$1.10	$7.00
7 to 9 inch	1.35	9.00
9 to 11 inch	2.25	15.00
12 inch and up	5.00	35.00

TUBEROSES DWARF PEARL

	100	1000
First size, 4 to 6 in.	$4.50	$40.00
Mammoth, 6 to 8 in.	6.00	55.00

A. HENDERSON & CO., 166 N. Wabash Ave., CHICAGO

Primula Obconica Gigantea Rosea

Dwarf habit, light and dark shades of pink. Select strain. All fresh seed.

Sample of flower produced, sent on request.

Packet of 1500 seeds for $1.50. Cash.

Ernest Oechslin

Madison and Gale Sts., River Forest, Ill.

SEEDS

Flower, Vegetable and Farm.

Send your inquiries to

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

THE DEMAND FOR

Finest Quality French Bulbs

has never been greater.

Place your order with us now so as to secure prompt delivery; nothing can be gained by waiting.

We have our own nurseries and we produce more bulbs than any other exporter in France.

Why not give us a trial?

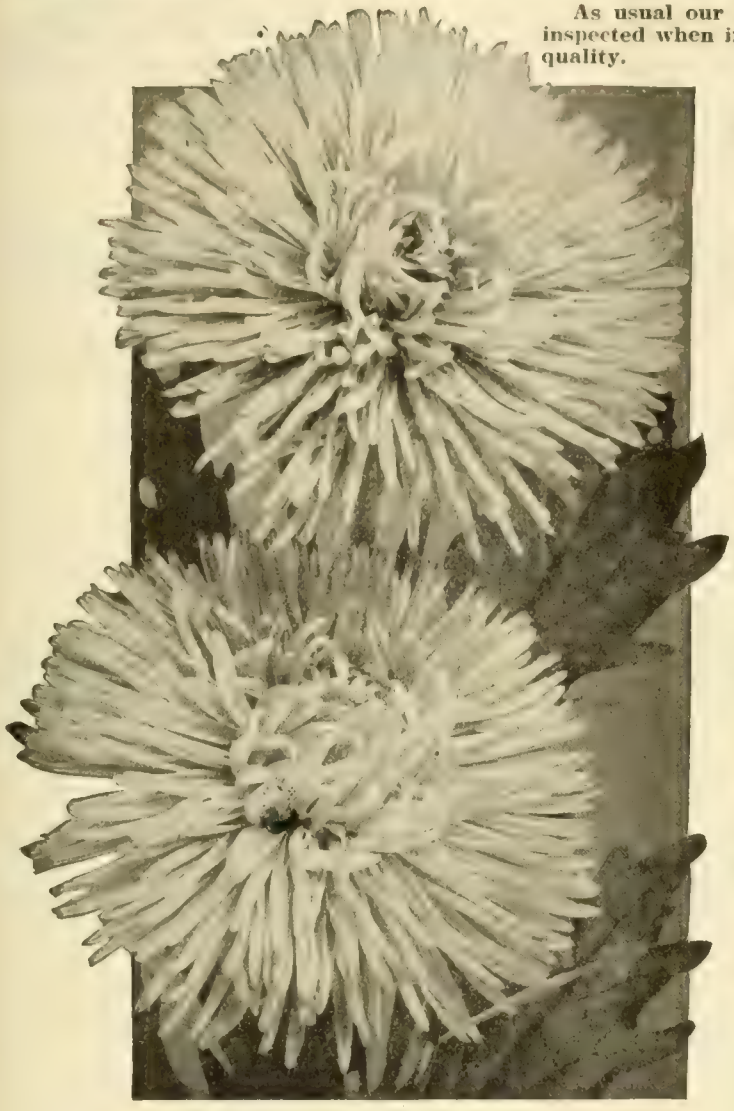
For further information write

DREVON-TEGELAAR & CO.

1133 Broadway, NEW YORK

Nurseries: Ollioules, Var. France.

DREER'S FAMOUS AMERICAN ASTERS.



Typical Flowers of King Asters

As usual our Asters are American grown and were carefully inspected when in bloom and feel sure they are unsurpassed for quality.

Dreer's "Crimson Giant" Aster.

A superb late-branching variety, with perfect double flowers of rich rosy crimson, full of fire. Fine for cutting, showing up well under artificial light. **40 cts.** per trade pkt.; **$2.00** per oz.

Early Wonder Asters.

The earliest of all Asters, frequently coming into bloom before the end of June. Fine for cutting.

	Tr. pkt.	Oz.
Pink	$0.40	$2.00
White	.40	2.00

King Asters.

The "King" Asters form a distinct class or type, and have many sterling qualities to recommend them to lovers of fine Asters. They are of strong, sturdy habit, growing fully 18 inches high, and bear from August to October very large double blossoms, the petals of which are more or less quilled, forming very attractive flowers.

	Tr. pkt.	Oz.
Dreer's Crimson King. A brilliant new color in this type, which originated with us. It is the richest and deepest crimson variety known to us	$0.50	$2.50
Lavender King. Pale lavender	.50	2.50
Pink King. An attractive shade of delicate shell-pink	.40	2.00
Rose King. A beautiful brilliant rose variety	.40	2.00
Violet King. This is the original of this type, and is a pleasing soft shade of violet	.40	2.00
White King. Pure glistening white	.50	2.50
King Mixed. All colors	.40	2.00

Dreer's Superb Late Branching Asters.

The finest Asters for late August and September blooming.

The plants form strong, branching bushes, 2 to 2½ feet high, bearing on long strong stems their handsome Chrysanthemum-like flowers, which, under ordinary cultivation, average 5 inches across. The form of the flowers, together with the length of the stem, places them at the head of Asters for cutting. They come into bloom from two to three weeks after the average type, usually being at their best during September, and filling in the gap between the general run of Asters and Chrysanthemums. We offer eight beautiful and distinct colors, viz.:

	Tr. pkt.	Oz.
Azure Blue. A rich, deep lavender	$0.30	$1.50
Pure White. Extra fine stock	.30	1.50
Shell Pink. An exquisite shade	.30	1.50
Rose Pink. A very desirable color	.30	1.50
Deep Rose. Rich and brilliant	.30	1.50
Deep Purple. Royal deep purple	.30	1.50
Lavender. A pale grayish-lavender	.30	1.50
Crimson. Very rich	.30	1.50
Finest Mixed. All the colors	.25	1.00

Astermums.

This strain of Giant Comet Asters was first exhibited at the Florists' Convention in 1912, and their immense size and Chrysanthemum-like appearance created a sensation. They closely resemble Crego's Giant, but come into bloom fully two weeks earlier. We offer three colors.

	Tr. pkt.	Oz.
White Astermum	$0.40	$2.00
Pink "	.40	2.00
Lavender "	.40	2.00

Crego's Giant Comet Asters.

Magnificent fluffy flowers, averaging over 5 inches across, with long strong stems, the finest of this type. Comes into bloom in August, continuing well into September, and unlike most of the Comet sorts, stands when cut and is a good flower to ship. We offer five colors, of the highest quality.

	Tr. pkt.	Oz.
White. Purest white	$0.40	$2.00
Pink. Delicate shell pink	.40	2.00
Purple. Bright purple	.40	2.00
Rose. Rich deep rose	.40	2.00
Lavender. A rich deep shade	.40	2.00
Finest Mixed. All colors	.30	1.50

Royal Asters.

One of the best Asters of recent introduction, and might briefly be described as an early flowering form of our Superb Late-Branching variety, having all the good qualities of the latter but coming into bloom in July or early August and lasting in perfect condition a long time. We offer five beautiful and distinct colors, viz.:

	Tr. pkt.	Oz.
Lavender. Soft lavender violet	$0.50	$2.50
Purple. Rich deep violet purple	.50	2.50
Rose Pink Rosy-pink, shaded white	.50	2.50
Shell Pink. Very delicate tint	.50	2.50
White. Pure white	.50	2.50
Finest Mixed. All colors	.40	2.00

New Red Aster "Sensation."

This is the reddest of all Red Asters, the color being a rich garnet or ox blood red which glistens in the sunshine like a live coal. The plants are of free-branching habit about 18 inches high; the very double flowers, averaging 3½ inches across, are borne freely on stems a foot long from early in August till the close of September. The intense color shows up well when cut, and makes a very brilliant bit of color in a bed or border. **50 cts.** per trade pkt.; **$2.50** per oz.

For complete list of Asters and other Flower Seeds see our Wholesale Catalogue for 1920.

HENRY A. DREER, 714-716 Chestnut St., PHILADELPHIA, PA.

BURPEE'S SEEDS
Philadelphia
Wholesale Price List for Florists and Market Gardeners.

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO.
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Geraniums Rooted Cuttings.
Everything sold until latter part of March.
S. A. Nutt and Buchner.....$20.00 per 1000
Ricard and Poitevine..... 25.00 per 1000
Orders for Ricard alone, at.. 30.00 per 1000
ALBERT M. HERR, LANCASTER, PA

If You Need

FRENCH BULBS

for your fall planting, why don't you buy them from a **French Firm?**

A. & L. Bremond Freres

SONS OF LOUIS BREMOND.

Wholesale Bulb Growers. **OLLIOULES (Var.), FRANCE**

Are the oldest and most reliable French Firm in this line.

Ask them for their quotations, either by mail or cable.

A. B. C. Code—5th Edition. Cable Address: Albremond, Ollioules.

Lily of the Valley Pips

Delphinium Newport Rose
Dracaena Indivisa
Salvia Zurich
Smilax Seeds
Grass Seed Mixtures of all kinds.

Send for our catalogue.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOG
ENVELOPES — RETURN ENVELOPES

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

FOR FALL 1920

ORDER NOW AND BE SURE

Florists' XXX Forcing Grade, 2 Year Field Grown Roses

We will be in position to supply more and better roses for Florists' Pot Plant Forcing than ever before. Top notch stock can be expected from our blocks this year.

BABY RAMBLER CLASS

Erna Teschendorf, Orleans, Jessie and **Crimson Baby,** $45.00 per 100; $400.00 per 1000.

HYBRID PERPETUALS

Magna Charta, Ulrich Brunner, Frau Karl Druschki, Mme. Gabriel Luizet and **Capt. Hayward,** $45.00 per 100; $400.00 per 1000.

RAMBLER OR CLIMBING ROSES

Crimson Rambler, Dorothy Perkins, Excelsa and **White Dorothy,** $35.00 per 100; $300.00 per 1000. For staked and ripened plants.

Owing to the unusual demand for Baby Ramblers, we are forced to ask that each order of roses shall include at least 50% Hybrid Perpetuals or Climbing Roses, where 250 or more are taken.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

Mention the American Florist when writing

VAUGHAN'S ASTERS

GIANT COMET

Shell Pink, Purple, Rose, Crimson, Lavender, Light Blue, Dark Blue, White

		Trade pkt.	Oz.
Any of above		$0.20	$1.20
Mixed, all colors	1 lb., $12.00	.15	1.00
Express, Extra Early White	¼ oz., 40c.	.25	1.50
Extra Early Rose	¼ oz., 40c.	.25	1.50

OSTRICH FEATHER

This is the finest type of Aster for all purposes, especially for market cut flowers. The graceful long petals are thickly produced.

Crimson, Light Blue, Lavender, Rose, Light Pink, Dark Blue, Pink, White, Slivery Lilac

		Trade pkt.	Oz.
Any of above	¼ oz., 40c.	$0.25	$1.40
Mixed, all colors	¼ oz., 35c.	.25	1.20

QUEEN OF THE MARKET

The Standard Early Flowering Type

White, Crimson, Lavender, Pink., Dark Blue, Scarlet.
Flesh, Trade Pkt., 20c; oz., $1.20; ¼ oz., 35c.
Light Blue, Trade Pkt., 20c; oz., $1.20; ¼ oz., 35c.

Any of above, except where noted, per lb., $12.00	¼ oz., 30c	.15	1.00
Mixed, all colors, lb. $10.00	¼ oz. 20c.	.10	.80

SEMPLE'S BRANCHING

White, Lavender, Rose Pink (Mary Semple), Crimson, Azure Blue, Daybreak, Deep Violet, Purple

Any of above, lb., $12.00	¼ oz., 30c	.15	1.00
Mixed, all colors, lb., $10.00	¼ oz., 25c	.10	.80

CARLSON OR INVINCIBLE

White, Lavender, Marquis Pink, Purple

Any of the above	¼ oz., 35c.	.20	1.20
Mixed, the above colors	¼ oz., 35c.	.20	1.20

CREGO

This flower is giant in size, many blossoms six inches across. The petals are nearly double the length of the older varieties and are twisted and curled into a very fluffy effect.

White, Crimson, Dark Pink, Lavender, Purple, Shell Pink.

Ank of the above	¼ oz., 40c	.25	1.50
Mixed, all colors	¼ oz., 40c	.25	1.40

THE ROYAL—Early-Flowering Branching

This type fills a gap between the Queen of the Market and the Late-Flowering Branching Asters. Sown early inside, and planted out with Queen of the Market, it follows that variety very closely.

White, Shell Pink, Rose Pink, Lavender, Purple.

Any of the above	¼ oz., 40c	.25	1.40
Mixed, all colors	¼ oz., 40c	,25	1.40

THE MIKADO

Petals are narrow, very long and gracefully reflexed. The outer petals show to their full extent while gradually toward the center they bend and curl on each other in such magnificent disorder as to make the fluffiest aster we have ever seen.

White	¼ oz., 40c	.25	1.40
Pink Rochester	¼ oz., 40c	.25	1.40

THE KING

The habit is similar to the popular Giant Branching, vigorous in growth, long stiff stems. In form the flower is entirely distinct from any other variety; petals somewhat resemble the quilled varieties, but are much larger and broader, those in the center being curled and incurved, completely covering the crown. In shape and size the bloom is round, full and very large.

Rose, Pink, Violet, White, Crimson, Lavender.

		Trade pkt.	Oz.
Any of the above	¼ oz., 45c.	$0.25	$1.60
Mixed, all colors	¼ oz., 40c	.25	1.50

OTHER AMERICAN ASTERS

Lavender Gem. One of the most charming sorts. The flowers are of a true lavender shade and the petals are gracefully curled and twisted, and the blooms are borne on long stems .... .35 2.00

Peerless Pink. The flowers are enormous, globular in shape, many five inches across, of a most delightful and pleasing rich shell pink. First flowers appear about the middle of August, but the plant is at its zenith about four weeks later .... .25 2.00

Crimson Giant. This shade has been one which has seemed to lack intensity of color, but in this variety the blood red blossom is particularly bright .35 2.00

Sensation. The reddest of all red asters, the color being a dark rich garnet or ox-blood red which glistens in the sunshine like a live coal. The plants are of the free branching habit, about 18 inches high, the double flowers averaging about 3 inches in diameter are borne freely on stems about 12 inches long .... .35 2.00

Soleil D'Or (Golden Sun). Best Yellow Aster .... .25 ....

Mammoth Non-Lateral Branching White. 2 ft. This is without doubt the largest Aster on the market. Many of the flowers will measure four inches in diameter. The plants grow about two feet high with a low branching habit, and the flowers which are borne on non-lateral stems are full, with petals curled and incurved, making the flowers appear like a cross between an Ostrich Feather and a Giant Branching .... ¼ oz., 65c. .35 2.40

Mammoth Non-Lateral Branching Blue. 2 ft. Very like the preceding except the flowers are a medium shade of blue .... ⅛ oz., 50c. .35 3.00

American Beauty. Rose Pink. 2½ ft. Is similar in type of flower and growth to the well known Late Branching Asters, but differs in that all the large blossoms are produced on much longer and heavier stems. It is the first of a new strain of late branching habit, and of robust growth. The flowers are fully double to the last and are a most lovely shade of bright carmine-rose, almost identical with the World-Famous American Beauty Rose. Each plant forms a perfect bush .. ¼ oz., 65c .35 2.00

American Beauty. Purple .... ¼ oz., 80c .40 3.00

ASTERS IN MIXTURES

Vaughan's Florists' Mixture .... ¼ oz., 45c .25 1.60

White Tall Varieties, Mixed .... ¼ oz., 45c .25 1.60

Vaughan's Excelsior Mixture, Tall Asters. This is a mixture of the most beautiful, striking and distinct colors of the tall growing Asters, selected from the cream of the Giant Comet, Ostrich Plume, Carlson, Branching and other desirable sorts, includes many kinds separately purchased for this mixture .... .25 1.80

Chicago **VAUGHAN'S SEED STORE** New York

WM. K. HARRIS

55th St. and Springfield Ave.,
WEST PHILADELPHIA, PA.

Extra fine lot of

EASTER PLANTS

including **Azaleas, Easter Lilies, Roses, Hydrangeas, Genistas, Ferns, Rubbers, Pandanus, Etc.**

Price list sent on application.

Packing charged at cost. All goods travel at purchaser's risk and expense.

If you are interested in

POINSETTIAS

and four and five inch

BOSTON FERNS

for immediate delivery, write

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

BULBS HOLLAND BULBS

R. A. VANDERSCHOOT

Wholesale Bulb Grower
HILLEGOM, HOLLAND

Vanderschoot Products Are Trade Builders

299 Broadway
BULBS **NEW YORK** BULBS

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

MANY Illinois farmers are migrating to Canada this spring.

Prices of Indoor Fruits and Vegetables.

CHICAGO, March 23.—Cucumbers, 2-dozen box, $5.00 to $6.00; celery, Florida, crate $3.50 to $4.25; leaf lettuce, per tomato box, 20 to 25 cents; radishes, per dozen bunches, $1.00 to $1.10; tomatoes, per crate, six baskets, $5.00 to $6.50.

NEW YORK, March 22.—Celery, per crate, $2.50 to $4.25; cucumbers, per dozen, $1.00 to $2.25; mushrooms, 75 cents to $2.00 per three-pound basket; tomatoes, per pound, 10 to 50 cents; lettuce, per dozen, 12 to 30 cents; radishes, per 100 bunches, $3.00 to $6.00.

Early Outdoor Lettuce.

For many years we have specialized on early outdoor lettuce and generally made a good profit, but last spring, we set a new mark, striking a high market with a heavy production. In fact, we sold the entire output at approximately 25 cents per pound, which is a big price for outdoor lettuce. We also had the interesting spectacle of seeing a next door neighbor trying to beat us at the game by plunging heavily into this early lettuce. But like most imitations, this one also lacked the original drive and failed for the simple reason that the plants used were tender greenhouse stock—not hardened. No sooner was their field planting complete, when a local cold wave set in and froze the entire block of plants—many thousands—black. So this competition was once more eliminated. To succeed at this early game, spare no pains to harden the plants. We expose to full air and even invite a light frost or two before transplanting to field. If properly prepared before hand, lettuce plants will withstand 20° for days. Also, immediately after setting, we draw some loose earth up against the plants completely hilling the plant and pushing it over a trifle away from the prevailing wind. Later on, this earth must be removed. For the extra reward expected, we must put pains into our work.

MARKETMAN.

SPRING PLANTS

At reduced prices for want of room.

		Per 100
4 -in.	**Hyacinths**	$20.00
	Pan Hyacinths, each 50c, 75c,	1.00
4 -in.	**Tulips**	30.00
4 -in.	**Marguerites**	18.00
3½-in.	**Geraniums**	12.50
4 -in.	**Vinca Variegate**	13.00

Any quantity at hundred rates.
Also abundance of Spring Stock.
Send for Catalogue. Now Ready.

ALONZO J. BRYAN.
Wholesale Florist, Washington, New Jersey

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

Special Stock Selections

READY NOW

	Per 100
Asparagus Plumosus, 2¼ in., $5.00 per 100; 3 in., $10.00 per 100; 4 in., $18.00 per 100.	
Achyranthus Herbsti (bright red)	$ 5.00
Bougainvillea, Glabra Sanderiana, 2½ in., $7.50 per 100; 3 in.	25.00
Begonia Chatelaine	8.00
Begonia Otto Hacker	10.00
Begonia Pres. Carnot	10.00
Caladium, fancy leaved, splendid bulbs	16.00
Dracaena Indivisa, heavy, 2½ in. ready for 3 in.	7.00
Ferns, Fern dish sorts, bushy.	6.00
Ferns, Nephrolepis Verona, 2½ in.	7.00
Fuchsia, Mrs. E. G. Hill, best double white	6.00
Heliotrope, best purple sorts	5.00
Hydrangea, fine, 2½ in, **Mme. E. Mouillere, Mme. Chautard, Viscomptesse de Vibraye, Mme. Maurice Hamar**	7.00
Bouquet Rose, Ramis Pictis and Otaksa.	6.00
Impatiens Sultana Hybrids, fine range of color, in mixed hybrids from cuttings	6.00
Pelargonium, Mrs. Loyal (Pansy Geranium)	10.00
Salvia America, the best one of all, true from cuttings	5.00

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

When Buying HOLLAND BULBS

for next season **BUY THE BEST.** Order from

Segers Brothers, Ltd., WHOLESALE BULB GROWERS **Lisse, Holland**

WRITE OUR

Mr. A. Schravendeel, 116 Broad St., New York, for prices.

Mention the American Florist when writing

CANNAS, Standard Varieties

Spirea Van Houtteii, Field-Grown Daisies,
Pink Physostegia, Zephyranthes (Alba).

ASK FOR PRICES.

DRAIME BROTHERS, Citronelle, Ala.

"HAMBURG LATE PINK" CHRYSANTHEMUM

Picture was taken Nov. 23, 1919, and will give a good idea of what "**Hamburg Late Pink**" looks like when grown to single stems and planted six inches each way.

"**Hamburg Late Pink**" is an improved late pink Maud Dean, having more petals, and if grown for late will hardly ever show an open center.

The average grower of chrysanthemums must have varieties which are easy to handle, and from which he can cut as near 100% of perfect blooms as possible. "**Hamburg Late Pink**" has been grown for the last four years, and produces a very high proportion of good flowers. It is not an exhibition variety, but, for late pink, one of the best for commercial purposes. It can be had in bloom the latter part of November by taking an early bud, but some of the flowers will show open centers; but by selecting late buds, after October 1st, most of the flowers are cut during December, and would advise to select late buds, as the later buds will hardly ever show an open center, and some flowers can be had even in January. Keeping qualities are excellent, and where a graceful pink flower is wanted, "**Hamburg Late Pink**" **cannot be surpassed.**

"**Hamburg Late Pink**" will be disseminated in the spring of 1920.

Plants ready now and orders filled in rotation.

Rooted Cuttings (by parcel post), $16.00 per 100; $150.00 per 1000.

2-inch pots (by express), $18.00 per 100; $160.00 per 1000.

WILLIAM F. KASTING COMPANY, 568-570 Washington Street BUFFALO, N. Y.

Rooted Cuttings

ALTERNANTHERA, red and yellow, per 1,000	$ 8.00
BRILLIANTISSIMA, per 1,000	10.00
CALENDULA, Orange King, 2-in., per 100	2.50
CUPHEA, Ageratum, Guernsey and Blue Star, per 100	.90
FEVERFEW, R. C., per 100	1.50
FEVERFEW, 2-in., per 100	3.00
GENISTA	1.50
DAISIES, Mrs. Sanders, Boston Yellow, 2-in.	.04
Single White, 2-in.	.03
DAISY, R. C., Single White, Boston yellow, per 100	1.50
SANDERS, R. C., per 100	1.50
DUSTY MILLER, Gymnocarpa, 2-in., per 100	3.00
SMILAX	3.00
GERMAN IVY, R. C., per 100	1.50
SALVIA, R. C., Splendens and Bonfire, per 100	1.25
SALVIA, America, per 100	1.75
PETUNIA, Dbl. R. C., per 100	2.00
FUCHSIAS, R. C., 6 kinds, per 100	1.50

Cash.

BYER BROS., CHAMBERSBURG, PA.

Mention the American Florist when writing

Chrysanthemums

THE BEST

In Novelties and Standard Kinds.
Catalogue on application.

Elmer D. Smith & Co.
ADRIAN, MICH.

Mention the American Florist when writing

Geraniums **Standard Sorts,** labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings, From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA.
From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

Lily of the Valley Pips

EXTRA SELECTED GERMAN TYPE

Just a few cases left, which we offer at reduced price to clean up.

2,500 pips to the case, per 1000, $30.

DUTCH BULBS

Write us for our special prices.

VanMeeuwen & Tegelaar
1133 Broadway, NEW YORK
Nurseries: Lisse, Holland.

Mention the American Florist when writing

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers
32 Broadway, New York

BEGONIAS

Mrs. M. A. Patten, fine bushy plants, well flowered, in 6-in. ¾-pots, $1.00 each; in 5-in. pots, 57c each; from 3½-in., $25.00 per 100; Rooted Cuttings, $5.00 per 100

Smilax Nice plants, from 2½-in., $3.00 per 100. Cash.

JOHN R. MITCHELL, Madison, N. J.

A. F. LONGREN

4249 W. Monroe Street
CHICAGO, ILLINOIS

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

GOVERNOR LOWDEN of Illinois has proclaimed April 30 and October 12, as arbor and bird days this year.

JOHN WATSON, secretary of the American Association of Nurserymen, delivered an important address on the aims and progress of that organization, before the Gardeners' and Florists' Club of Boston, March 16, to which we hope to refer at greater length in an early issue.

MEMORIAL TREES. — Mrs. Mary K. Sherman, Chicago, announced March 21, following a conference with P. S. Ridsdale, secretary of the American Forestry Association, that plans for the planting of thousands of memorial trees throughout the country had been completed.

FILBERTS valued at $4,589,938, were imported into the United States during 1919. In pounds, 3,778,986 were shelled and 3,396,301 not shelled. Totals from principal sources of supply were as follows: Spain, 11,226,669 pounds; Italy, 11,333,765; Turkey in Europe, 2,479,662; France, 1,060,601.

Cherries in Wisconsin.

Wisconsin now has nearly 5,000 acres of cherry orchards, which according to G. F. Potter, horticulturist at the University of Wisconsin, yielded last year a crop valuded at $1,000,000. By far the greater part of this yield was produced on the Door county peninsula, only a small part being produced in Bayfield county in upper Wisconsin. The cherry industry has been developed largely during the past 12 years and it is still growing rapidly.

Sour cherries are grown almost exclusively, the Early Richmond being used to supply the early market and the Montmorency for finishing up the season. In Door county alone more than 4,000 pickers were required to harvest the 1919 crop. Few of the trees have reached their prime, so that more and more pickers will be required each year. Most of the cherries are marketed through a co-operative association of the growers. In order to protect itself against a possible glut in the market, the association has purchased and equipped a large canning factory which takes care of any surplus or overripe fruit.

Wisconsin now has what is reputed to be the largest sour cherry orchard in the world. It is located in Door county and it covers a little more than one solid square mile and contains 70,000 trees.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price $2.00.

American Florist Co.

440 S. Dearborn St., CHICAGO

CANNA

KING HUMBERT

DORMANT ROOTS

Per 1000, $50.00; 3000 for $125.00

CHICAGO VAUGHAN'S SEED STORE, NEW YORK

Garden Bordered With Box-Barberry.
Electros of this illustration with each order of 1000 if requested.

Box-Barberry

Well rooted, dormant, summer frame cuttings, ready to set direct into the nursery without further expense.

$65.00 per 1000.

Many leading catalog firms will list Box-Barberry next season.

Introducers

THE ELM CITY NURSERY CO.
WOODMONT NURSERIES, Inc.
New Haven, - - Conn.

Send for Trade Bulletin.

Ampelopsis Veitchii

From 2¼ inch pots, $8.00 per 100; $75.00 per 1000.

JACKSON & PERKINS COMPANY, Newark, New York

WANTED

IN QUANTITY

Magnolia Glauca
Cornus Florida
Oxydendron Arboreum
Cercis Canadensis

Give size and price per thousand.
Immediate reply to

J. H. TROY, New Rochelle, N. Y.

"FULL OF LIFE"
3 buds and up

GRAPE CUTTINGS

Length, 9 to 11 inch; caliper, 3-16 to 5-16 inch; grade, No. 1—Quality, clean, sprayed, vigorous wood. How cut? By hand, by experts, who have spent years at the work. Price list free.

CHARLES NASH
Nursery, Three Rivers, Mich.

VIBURNUM PLICATUM

Also Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO
Robert Pyle, Pres.
WEST GROVE PENN'A.
Ant. Wintzer, Vice-Pres.

HARRISONS' NURSERIES

Fruit Trees Budded from Bearing Orchards. Peach, apple, pear, plum, cherry, quince, grape-vines, strawberry plants, raspberries, blackberries, evergreens and shade trees. Catalog free.

Harrisons' Nurseries, Box 39, Berlin, Md.

Mention the American Florist when writing

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists — Largest Growers in America

Box 404, DUNDEE, ILL.

Mention the American Florist when writing

Ready Reference Section.

12 CENTS, NET, PER LINE.

ALTERNANTHERAS.

Alternantheras, red and yellow, 2½-inch pots, $5.00 per 100. Cash with order. MUNCIE PROGRESSIVE FLORAL CO., Muncie, Ind.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

Alyssum, Double Giant, 2-in., $2.00 per 100; $18.00 per 1,000. Byer Bros., Chambersburg, Pa.

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii, 2¼-in., $8 per 100, $75 per 1,000. Jackson & Perkins Co., Newark, New York.

ASPARAGUS.

Asparagus Sprengeri, 2½-in., $4 per 100. Byer Bros., Chambersburg, Pa.

BEGONIAS.

Begonias. Luminosa, Prima Donna and Erfordii, strong, transplanted seedlings, ready for 3-in., $2.50 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Begonias. Single tuberous rooted, separate colors; $15.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

BULBS.

Dutch Bulbs. Single and double tulips, hyacinths. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. T. R. Begonia. Single mixed and in separate colors. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers St., New York.

Bulbs. Single and double hyacinths. Darwin and single tulips. For prices see display advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Tulips and Lilium Giganteum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

CALADIUMS.

Caladiums. With sound center shoots. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CALENDULAS.

Calendula Orange King, 2-in., $2.50 per 100. Byer Bros., Chambersburg, Pa.

CANNAS.

Cannas. Good strong divisions.

	Per 100
King Humbert	$5.00
Crimson Bedder	4.00

THE REESER PLANT COMPANY
Springfield, Ohio.

Cannas. Large flowering in the "better" varieties. Fine 2 to 3 eye, plump, dormant roots, true to name. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Cannas. Stored in our special moist cellars; not dried and stunted, but all first-class stock. For list of varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cannas. Select 2 to 3 eyes. The very finest stock. For varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

CARNATIONS.

ROOTED CARNATION CUTTINGS

Large supply of fine, well-rooted, healthy and strong carnation cuttings in the following varieties, ready for immediate delivery:

	100	1,000
Rose Pink Enchantress	$4.50	$40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.50	40.00
C. W. Ward	4.50	40.00
Aviator	4.50	40.00
Thenanthos	4.50	40.00

PETER REINBERG,
Wholesale Florist
30 E. Randolph St. Chicago

NOW READY
ROOTED CUTTINGS. FIRST CLASS STOCK

	Per 100	Per 1000
Peerless Pink	$4.00	$35.00
Winsor Cerise	4.00	35.00
Belle Washburn	4.50	40.00
Crystal White	4.50	40.00
Merry Christmas	4.50	40.00
Cottage Maid	4.50	40.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.00	30.00
Matchless	4.00	35.00
Miss Theo	4.00	35.00

J. A. BUDLONG,
184 North Wabash Ave., Chicago.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago.

CARNATIONS.

Carnations. Rooted cuttings out of soil; good healthy stock. Herald, Aviator, Pink Enchantress, Matchless, Peerless Pink and Winsor, $4.00 per 100; $35.00 per 1,000. White Enchantress and Enchantress Supreme, $4.50 per 100; $40.00 per 1,000. Cash with order. JAMES PSENICKA & SON, Gross Point, Ill.

ROOTED CARNATION CUTTINGS

	100	1,000
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
Enchantress	4.50	40.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
30 E. Randolph St. Chicago.

Rooted Pink Enchantress carnation cuttings, $4.50 per 100; $40.00 per 1,000. JOHN RINDFLEISCH, Beloit, Wis.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemum Hamburg Late Pink. Rooted cuttings, $16 per 100, $150 per 1000; 2-in. pots, $18 per 100, $160 per 1000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

Coleus, R. C., $1.50 per 100. Byer Bros., Chambersburg, Pa.

CONIFERS

Conifers. Strong, thrifty, home-grown stock. For varieties and prices see display advertisement elsewhere in this issue. The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

CYCLAMEN.

Cyclamen. Strong, 2¼-inch for early March delivery, $10.00 per 100. Mixed; white; white with red eye. Note:—We do not guarantee these varieties absolutely true to color, but the above varieties will predominate. All very choice strains. J. E. MATTHEWSON, Sheboygan, Wis.

CYCLAMEN—Strong, transplanted seedlings for January and February delivery; all leading varieties. $6.50 per 100; $60.00 per 1,000. PETER PEARSON, 5732 Gunnison St., Chicago.

DRACAENAS.

Dracaenas. Massangeana, 7-in., $2.50, 6-in., $1.75 each; Fragrans, 6-in., $1.50 each; Terminalis, 4-in., doz., $6. 100, $45.00. Vaughan's Seed Store, Chicago and New York.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It

FERNS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

Sturdy, healthy fern runners, Roosevelt, Exaltata, Scotii, Superbissima and Boston. Our selection of varieties, $14.00 per 1,000. WALNUT HILLS FLORAL CO., Harrodsburg, Ky.

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Boston ferns out of the bench ready for 6 and 8-inch pots. Come and see the stock and for prices. J. H. FIESSER, North Bergen, N. J.

Ferns. Boston, 4 and 5-in., for immediate delivery. Write for prices. Geo. A. Kuhl, Pekin, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FICUS.

Ficus Elastica. Fine perfect plants. 5-in., each 75c, doz. $8; 6-in., each $1.00, doz., $10. Vaughan's Seed Store, Chicago and New York.

FUCHSIAS.

Fuchsias, Speciosa, White Beauty, Byron and Teneur. Nice well rooted 2-in. stock, $5.00 per 100; $60.00 per 1,000. WALNUT HILLS FLORAL CO., Harrodsburg, Ky.

GERANIUMS.

Geraniums. Rooted cuttings. S. A. Nutt and Buchner, $20 per 1,000; Ricard and Poitevine, $25 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLI.

Gladiolus bulbs. First-class stock from our Michigan farms. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

GRAPE CUTTINGS.

Grape Cuttings. Campbell's Early, 100 for 85c; Concord, 100 for 40c; Mooer's Early, 100 for 60c; Niagara, 100 for 75c; Worden, 100 for 65c. Discounts in large lots. 1000 lots 20%; 10,000 30%. Cash with order brings them promptly. CHARLES NASH, Nurseryman, Three Rivers, Mich.

LILIES

Easter lilies. For prices see display advertisement elsewhere in this issue. Pohlmann Bros. Co,, Morton Grove, Ill.

Easter Lilies, 5,000. Short plants, 25c; medium plants, 30c, per bud and bloom. L. J. Rowe, Box 244, Titusville, Pa.

LILY OF THE VALLEY.

Lily of the Valley. Best Holland Pips, $25; Bruns' Special Early Forcing, $35; Bruns' Celebrated Chicago Market Brand, $45 per 1000. H. N. Bruns, 3040 W. Madison St., Chicago.

LILY OF THE VALLEY.

Lily of the Valley pips. Finest quality; ready for immediate delivery. Van Meeuwen & Tagelaar, 1133 Broadway, New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Lailio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants. You can quickly turn such surpluses into cash by advertising here.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PETUNIAS.

Petunias, double in best varieties, $5.00 per 100. Cash with order. MUNCIE PROGRESSIVE FLORAL CO., Muncie, Ind.

PRIMULAS.

Primula Obconicas, Rosea, Apple Blossom, Kermesina. Good, strong stock from 2¼-in. pots at $6.00 per 100; $55.00 per 1000. J. H. FIESSER, North Bergen, N. J.

PRIVET.

Privet. Box-Barberry, well rooted summer frame cuttings, $65.00 per 1000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

ROSES.

50,000 GRAFTED
ROSE PREMIER
Here is your only
opportunity to buy
CHOICE GRAFTED
PREMIER PLANTS
$35.00 per 100
$350.00 per 1000
Can make delivery at rate of 5000 weekly beginning at once.
Absolutely healthy A No. 1 stock.
Place your order at once for immediate or deferred shipment.
WEISS & MEYER CO.,
MAYWOOD, ILLINOIS.

ROSE PLANTS
Rose plants, last fall propagation. Dormant all winter. Now in 3-inch pots. Ready in about three weeks. Fine stock. Best in market.

	100	1,000
Richmond	$10.00	$ 90.00
Killarney Brilliant	11.00	100.00
Pink Killarney	10.00	90.00
Pink Ophelia	10.00	

WIETOR BROS.,
30 E. Randolph St. Chicago
L. D. Phone Randolph 2081

ROSE PLANTS.
2½-in. Plants.

	100	1000
Russell	$17.00	$150.00
Ophelia	8.00	70.00
Sunburst	8.00	70.00
White Killarney	8.00	70.00
Bench Plants.		
Ophelia	12.00	100.00
Pink Killarney	10.00	90.00

Good Stock.
GEO. REINBERG.
30 East Randolph St. Chicago.

ROSES READY FOR IMMEDIATE SHIPMENT
COLUMBIA, 2½-in. own root, $15 per 100; $125 per 1,000.
CHARLES H. TOTTY COMPANY,
Madison, New Jersey

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.
Now Ready to Mail.
EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago

Rose Frank W. Dunlop. For prices of own root and grafted stock see display advertisement elsewhere in this issue. Charles H. Totty Co., Madison, New Jersey.

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

100,000 geraniums to offer this season. Strong 4-in. Nutt and Castellane, ready now, 17½ cents each. L. J. ROWE, Box 244, Titusville, Pa.

List of 2¼ and 4-in. Roses ready, on request. Leedle Co., Expert Rose Growers, Springfield, O.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

GENUINE JERSEY SEED SWEET POTATOES.

For prompt shipment at any time before April 15th. Early Yellow Jersey and Yellow Nansemond, full bushel hamper, $2.00 Red Nansemond, $3.00 per hamper. All prices F .O. B. Pedricktown.

GEO. R. PEDRICK & SON.
Perdicktown, N. J.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.

Now Ready to Mail.

EVERETTE R. PEACOCK CO.,
4013 Milwaukee Ave., Chicago.

TO THE SEED TRADE.

Early Gradus peas.....$20.00 per 100 lbs.
Thomas Taxton peas.... 20.00 per 100 lbs.
Prince Edward peas..... 20.00 per 100 lbs.
Black Valentine beans... 20.00 per 100 lbs.

F. O. B. cars.
SIMON POS, 31 Bergen St., Paterson, N. J.

Seed. Primula Obconica Gigantea Rosea. Dwarf habit, light and dark shades of pink. Select strain; fresh seeds. Packet of 1500 seeds, $1.50. Cash. Ernest Oechslin, River Forest, Ill.

Seeds. Specialists in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices, Kelway & Son, Langport, Eng.

Seeds. Michell's Flower. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorsenera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland .

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds, specialists: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30; 5 lbs. and over, $25 per lb. D. Landreth Seed Co., Bristol, Pa.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

SEEDS.

Seeds, Aster. For description, varieties and prices see display advertisement elsewhere in this issue. W. Atlee Burpee Co., Philadelphia, Pa.

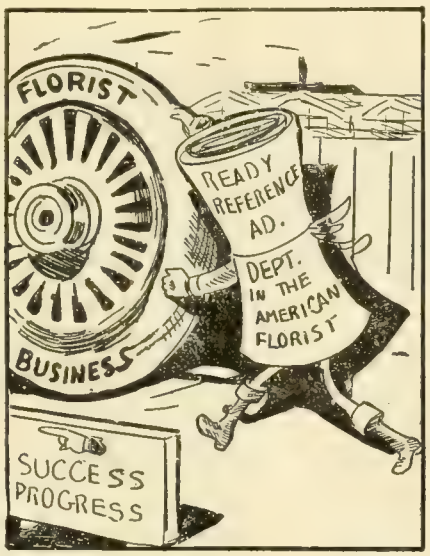
Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.



It Puts Its Shoulder to the Wheel.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia. Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seeds. Aster; all high grade. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

SEEDS.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax. Extra good, strong, well rooted plants. 2-in., $2.50 per 100. Elmer Rawlings, Allegany, N. Y.

VEGETABLE PLANTS.

SEND FOR 1920 FLORISTS' AND MARKET GARDENERS' CATALOG.

Now Ready to Mail.

EVERETTE R. PEACOCK CO.
4013 Milwaukee Ave. Chicago.

Seed sweet potatoes. Yellow Nansemond, Up Rivers and Big Stem Jerseys in heavy packed, full bushel hampers, $2.00 per hamper. Booking orders for plants. Send for price list. H. AUSTIN, Felton, Del.

Grand Rapids Lettuce, tronsplanted, $2.50 per 1000, to close out. ODOR GREENHOUSES, Iola, Kans.

MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging backets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works, Lowell, Mass.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., W. Philadelphia, Pa.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearbonn St., Chicago.

Tobacco stems, $1.50 per 100 lbs. Special price on five bales or more. SCHENCK CIGAR CO., Maroa, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL.

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FERTILIZERS

For results use "Master Brand" prepared concentrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braum Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse glass, plants and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Louisville, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

For Sale—4-inch flower pots, standard, now $15.50 per 1000. ERIC BUCHHOLZ, Muncie, Ind.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Fenrich, Joseph H., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co. Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.

WHOLESALE CUT FLOWERS.

Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuhl, Geo. A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
Neidinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Williams, New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.

Bailey's New Standard Cyclopedia of Horticulture

Six Splendid Volumes

Price, $6.00 Per Volume

Carriage paid to any part of the United States

American Florist Co.
440 S. Dearborn St., CHICAGO

THE CUSTOMERS' INTEREST FIRST

This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all the Greenhouse Boiler business

NOT CAST IRON

NOT CAST IRON

A KROESCHELL

is the key to fuel economy.

Kroeschell Bros. Co. 452 W. Erie St. CHICAGO

THE KROESCHELL POLICY

We make every kind of boiler, but it is our policy to supply only the type of boiler best suited for the conditions. You get the highest boiler value.

NOT CAST IRON

NOT CAST IRON

Seattle, Wash.

DEMAND IS WELL BALANCED.

While the passing of the influenza epidemic led to a notable decrease in funeral work, the business resulting from the automobile show and an increase in the number of weddings, served to more than counterbalance, so that all of the florists are reporting satisfaction over the showing made of late. The local growers are coming nearer to filling all the orders, and Portland and Spokane have been securing a good share of the shipping trade. The spring offerings have been catching the buyers' eyes lately and most of the window displays have taken full advantage of this situation. Pot hyacinths are among the leading sellers and daffodils are being used extensively. The supply of orchids has been increased, and those belonging to the cattleya family have proved justly popular. A large number of weddings have kept the decorators of the various stores quite busy. Carnations are coming along nicely, and making a better showing every day, so that no difficulty is found in maintaining prices. Sweet peas are being used for all purposes and have been holding up fine, although not keeping quite so well as during the early part of the month. Home grown violets are also being offered in a small way. Columbia, Ophelia and Ward roses are the three leaders from local growers with Rose Premier showing more and more plentifully.

NOTES.

A St. Patrick's day window that attracted a great deal of attention was shown by the Woodlawn Flower Shop. A gilded harp about seven feet in height was placed behind a tall green pedestal, holding two green parrots. These birds were chained to their places and floating over their heads were cards telling of the merits of this shop, arranged after the manner used by cartoonists to indicate conversation. Green carnations and spring novelties were the floral decorations used, and the sides of the window were draped in green velvet.

The local yield of Easter lilies promises to be plentiful, although spotted. An interview on the subject that was at once authoritative and interesting, appeared in one of the local dailies from Dr. Walter A. Moore of the Hollywood Gardens. This presented some of the problems confronting growers and dealers, and showed in a logical way, why higher prices must be obtained.

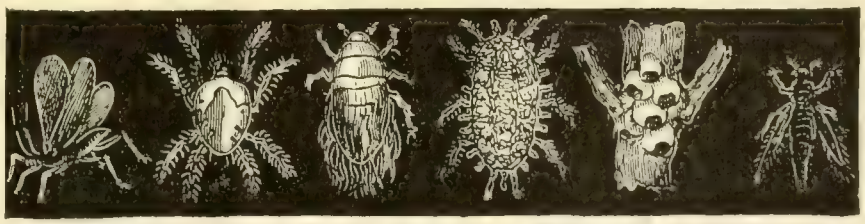
Rosaia Bros. have purchased the business of the Woodland Park Floral Company and will continue to operate the retail store at Third avenue and Madison street. Henry Day has been placed in charge of the branch store. This purchase will further increase the wholesale supply of this firm, and will also give a larger outlet for express shipments.

Sold by the Seedsmen

Hammond's Thrip Juice No. 2

REGISTERED

A Contact Insecticide, Useful and Reliable, Used for 30 Years in Greenhouses, and on Plants, Grape Vines, Trees and Shrubs



Some common Sucking Insects, magnified.

HAMMOND'S PAINT & SLUG SHOT WORKS, Beacon, N. Y.

Mention the American Florist when writing

In the Erection of

FOLEY GREENHOUSES

Only the Best of Material Is Used.

in designing your house, we always consider the use for which the house is intended—thereby assuring you of proper design and bench arrangement—not forgetting the importance of an efficient heating system.

THE FOLEY GREENHOUSE MFG. CO.

Designer Builders Heating Engineers

Main Office and Factory 3100 S. Spaulding Ave.

Chicago, Ill.

Downtown Office State-Lake Bldg.

REED & KELLER

122 W. 25th St., NEW YORK

Florists' Supplies

We manufacture all our Metal Designs, Baskets, Wire Work and Novelties, and are dealers in Glassware, Pottery, Decorative Greens and Florists' Requisites.

The Regan Printing House

LARGE RUNS OF

CATALOGUES

OUR SPECIALTY

WRITE FOR PRICES

523 PLYMOUTH COURT, CHICAGO

Split Carnations

Easily Mended with Pillsbury's Carnation Staples.

"They are indispensable to the careful florist. Increase the value at least 50%." Fifth Ave. Floral Co.

1000, 35c; 3000 for $1.00, postpaid

I. L. Pillsbury, Galesburg, Ill.

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

GIBLIN & CO., UTICA, N. Y.

Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MFG. COMPANY

MADISON, N. J.

DREER'S

Florists' Specialties

New Brand New Style

"RIVERTON HOSE"

Furnished in lengths up to 500 feet without seam or joint.

The HOSE for the FLORIST

¾-inch, per ft.....22c

Reel of 500 ft.....21c

2 Reels, 1000 ft.....20c

½-inch, per ft.....19c

Reel of 500 ft. .. 18c

Couplings furnished without charge.

HENRY A. DREER

714-716 Chestnut Street

PHILADELPHIA, PA.

1,000 Letterheads 1,000 Envelopes } $7.00

Bond Stock—Send cash with order. No samples sent. All work is guaranteed. Proofs furnished of work before printing, so that any changes necessary may be made.

GORHAM PRINTERY, INC.

542 South Dearborn Street, CHICAGO, ILL.

We Print Everythin.

Anna F. Burns, of the Burns Floral Company, reported splendid sales of pot flowers last week. A mayor and five new councilmen were seated and from the way orders ran, plants have replaced cigars, etc., as political remembrances and reminders.

Fred H. Rowe, of McCoy's, says this firm will be able to use its new home on Second avenue for the Easter business, although the fixtures will still be far from complete.

Felix Rosaia says that the early March business is very much in excess of that for one year ago.

Visitors: A. C. Aldridge and wife, Philadelphia, Pa.; C. H. Black, Zanesville, O.

H. M.

MOLINE, ILL.—D. D. P. Roy is now superintendent at the Villa Velie here.

NORWALK, O.—The Norwalk Rose Gardens Co., according to the Toledo Blade, will build five new houses this spring.

TORONTO, ONT.—J. S. Simmons & Son are making extensive improvements at their store, intending to make it the finest shop in Canada.

PUYALLUP, WASH.—The Pudor Floral Farms reports one of the best years since its establishment in business, with heavy sales of Fleur de lis irises and Dutch bulbs.—H. M.

QUALITY—SERVICE

"Blauvelt" Hero Pipeless Furnace System

Installed at half the cost of Steam or Hot Water.

70 degrees of heat guaranteed in zero weather.

Can be installed with or without PIT.

Saves 35% of your Coal Bill.

We have also Special Burners for Oil—and Grates for Soft Coal or Wood.

A perfect moist heating system. The ideal heat for growing all kinds of greenhouse products. In fact, it is the coming Greenhouse Heating System.

"Blauvelt" Hero Pipeless Furnace Company

411 Sycamore St., PLAINFIELD, N. J.

Mention the American Florist when writing

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE, $2.00.

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. PRICE, $2.00.

American Florist Co., 440 S. Dearborn St., Chicago

WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free From Bubbles—Uniform in Thickness.

PAINTS and PUTTY

Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.

It will pay you to get our estimates.

THE **DWELLE-KAISER** CO.

251 Elm St., - BUFFALO, N. Y.

Mention the American Florist when writing

John C. Moninger Co.

GREENHOUSES

Designers - Manufacturers - Builders.

We sell the complete house or any part.

908 Blackhawk St., CHICAGO, ILL.

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscriptions, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A."

LOWDHAM, NOTTS, ENGLAND.

You Can't See

15% to 25% moisture in air dried manures but it is there in nearly every bag. Paper lined bags sound mighty nice but that excess moisture will pay for paper liners and leave a good profit beside. You foot the bill.

WIZARD BRAND
TRADE MARK

PULVERIZED SHEEP—PULVERIZED CATTLE
SHREDDED CATTLE

MANURE

Is dried in high temperature direct heat rotary dryers and every bag is practically bone dry. They are sterilized too and that means cleaner beds with less weeds and grasses to pull by hand and no chance of fungus or disease that may cost your whole crop.

Order by name—WIZARD BRAND—for nearly fifteen years the standard of quality and service in concentrated manures.

Your supply house can ship WIZARD BRAND if you insist or we will quote on any quantity from a bag to a carload with freight rate promptly.

THE PULVERIZED MANURE CO., No. 32 Union Stock Yards, **Chicago, Ill.**

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor

The Peters & Reed Pottery Co.
SO. ZANESVILLE, OHIO
"Moss Aztec" Ware
HORACE C. GRAY CO.
200 Fifth Avenue New York

Mention the American Florist when writing

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers
FLOWER POTS
Why?

A. H. HEWS & CO., Inc.
Cambridge, Mass.

George Keller Pottery Co.

SUCCESSOR TO

GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Mention the American Florist when writing

Nebraska Red Pots

ARE RECOGNIZED EVERYWHERE FOR QUALITY

Your orders always receive prompt and careful attention. Made of High grade material by skilled workmen in a modern plant. Write for prices on your requirements.

Kahler Pottery Co., Louisville, Neb.

Mention the American Florist when writing

Wired Toothpicks

10,000, $2.50; 50,000, $11.00. Manufactured by
W. J. COWEE, Berlin, N. Y.
Sample Free. For Sale by Dealers.

Mention the American Florist when writing

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

Mention the American Florist when writing

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 40c; 25 yds. at 39½c; 50 yds. at 39c; 100 yds. at 38½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices. Try it out now and be convinced.

TURNER BROS., Bladen, Neb.

Mention the American Florist when writing

Dreer's Peerless Glazing Points
For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid. Samples free.

HENRY A. DREER,
714 Chestnut Street,
Philadelphia.

Mention the American Florist when writing

SUPERIOR
RED POTS

Quality and prices right. ASK US.

FLORIST SPECIALTY CO.
IDAVILLE, INDIANA

Mention the American Florist when writing

Index to Advertisers.

Allen J K.....565
Alpha Floral Co.....571
American Bulb Co... I
American Greenhouse Mfg Co.....IV
Amling E C Co.....561
Anderson S A 571
Angermueller G H Co.....563
Aphine Mfg Co.....590
Aphrodite Co.....572
Astoria Florist 570
Avenue Floral Co...572
Baer Julius.....571
Barnard W W Co...578
Barnes W J.....571
Bassett & Washburn.551
Baumer Aug 573
Baur Window Glass Co.....IV
Bayersdorfer H & Co.563
Begerow's.....570
Berger Bros.....562
Berning H G.....562
Blackistone Inc 573
Bodger J & Sons Co.575
Bolgiano J & Son....575
Bramley & Son.....573
Braslan Seed Growers Co.....574
Breitmeyer's J Sons.570
Bremond A & L Freres.....580
BrennerEdward.546 565
Broadway Florist....571
Brown A J Seed Co..574
Brown Bag Filling Machine Co 580
Bruns H N 571
Bryan Alonzo J 582
Buckbee H W.....572
Budlong Co J A.....557
Bunyard.....568
Burpee W A Co.....579
Byer Bros.....583
California Florists...571
Cazan A B.....572
Central Floral Co...573
Central Refrigerator & Equipment Co..561
Chicago Feed & Fertilizer Co.....592
Chicago Flower Growers Assn.....552
Clark E B Seed Co..580
Clarke's Sons D.....569
Clay & Son.....592
Clipper Lawn Mower Co.....592
Coan J J.....565
Conard & Jones Co. 584
Cooke Geo H 573
Cowee W J.....591
Coy H C Seed Co...576
Craig Robt Co.....549
Culp W H & Co. .. 569
Danker Fred A..... 572
Dards Chas.....566 569
Dietsch A & Co. ...IV
Dominion Floral Co.570
Dorner F & Sons Co.582
Draime Bros.....582
Dreer H A.. 579 590 591
Drevon-Tegelaar Co.578
Dunlop John C.....570
Dwelle-Kaiser Co.. 590
Eble Charles.....569
Edwards Fold'g Box.591
Elm City Nurs Co...584
Erne & Co.....558
Evans A W B.....570
Excell Laboratories.III
Eyres H G.....571
Fallon Florist.....568
Fenrich Jos S.....564
Fleischman 571
Florist Specialty Co.591
Foerster Co Jos.....559
Foley Greenhouse Mfg Co.....589
Ford MC 548 565
Ford William P 565
Fox J M & Son Inc..571
Frauenfelder C.....572
Freeman Mrs J B....571
Frey C H.....572
Frey & Frey.....572
Friedman.....573
Froment H E.....565
Futterman Bros.....564
Galvin Thos F.....568
Gasser J M Co.....570
Giblin & Co.....589
Gnatt Ove Co The...546
Godineau R & M....576
Goldstein I.....565
Gorham Printery Inc.590
Grakelow Chas H ..570
GrandRapidsFlo Co.572
Grimm & Gorly.....572
Gude Bros..... ..569
Habermehl's Sons J I.572
Hammond's Paint & Slug Shot Wks 589 592
Hardesty & Co.....571
Harrison's Nurseries.584
Harris Wm K.....581
Hart Geo B 565
Hart Henry.....570
Haven Seed Co.....576
Heeb George F.....558
Heinl John G & Son.572
Henderson A & Co. I 578
Henderson Lewis....570
Henry Co The John.558
Henshaw Floral Co 565
Hentz & Nash.....564
Hero Pipeless Furnace Co.....590
Herr Albert M..... 579
Hess & Swoboda566 570
Hession.....571
Hews & Co A H.....591
Hill D Nursery Co..584
Hogewoning & Sons.583
Hollywood Gardens.570
Holm & Olson.....570
Holton & Hunkel Co.563
Hort Advertiser.....590
Hurff Edgar F.....580
Hurst & Son.....576
Ickes-Braun Mill Co.IV
Idlewild Greenhs....573
Jackson & Perkins Co 584
Jahn Hugo.....570
Joy Floral Co.....569
Kahler Pottery Co..591
Kasting W F Co..I 583
Keller Pott'y Co Geo 591
Keller Sons J B.....571
Kelway & Son.....576
Kennicott Bros Co 550
Kervan Co The.....565
Kessler Wm.....565
Kottmiller A.... 568
Kroeschell Bros Co.589
Kruchten John.....561
Kuhl Geo A.....581
Lager & Hurrell 584
Landreth Seed Co...575
Lang Flo & Nurs Co.572
Lange A.....567
Lecakes C & Co 564
Lindley Flower Box Co.....560
Littlefield Florist....572
Longren A F.....583
Louise Flower Shop.571
McCallum Co 563
McClunie Geo G....572
McGill R C & Co....576
McHutchinson & Co.576
Mackie William.....565
Malandre Bros 573
Mangel.....573
Matthews the Flo'st.572
Matthewson J F.....572
Meconi Paul.....565
Metaire Ridge Nurs 573
Meyer John C Florist Thread Works.....560
Michigan Cut Flower Exchange.....561
Michell HenryFCo..576
Millang Jos A 564
Miller Floral Co.....672
Miller & Musser 561
Mitchell John R. ... 583
Moninger J C Co....590
Murray Samuel.....573
Nash Charles.....584
Nat'l Florists' Board of Trade IV
Neidinger JosG Co..548
Newell A.....572
N Y Cut Flower Ex..565
N Y Floral Co.....568
Niessen Leo Co.....562
Norwood George W.573
Oechslin Ernest 578
Oriental Goldfish & Supply Co.....560
Papadem J G Co....572
Park Floral Co.....571
Park Floral Co.....569
Peacock E R Co.....575
Pearson E W. 571
Pedrick G R & Son..578
Penn the Florist.....573
Peters & Reed Potty.591
Philips Bros 568 572
Pierce F O Co..... IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....574
Pikes Peak Flo Co 571
Pillsbury I L.....589
Pittsb'rgh Cut Flo o 560
Podesta & Baldocchi.573
Poehlmann Bros Co .....II 545
Pollworth C C Co...563
Polykranas Geo J....565
Potter Floral Co.....572
Proto-Feed & Guano Co.....592
Pulverized Manure Co The.....591
Pyfer A T & Co.....556
Raedlein Basket Co 561
Randall A L Co.559 561
Randall's Flo Shop..573
Randolph & McClements.....572
Rawlings Elmer.....583
Ready Reference....585
Reed & Keller.....589
Regan Ptg House ...589
Reid Edw 562
Reinberg Geo.....561
Reinberg Peter.....555
Rice Bros.....563
Rice Jerome B Seed Co.....575
Robinson J C Seed Co.579
Rock Wm L Flo Co..568
Rodgers J W.....571
Rohnert Waldo..... 576
Rosaia Bros.....568
Rosery Floral Co....573
Routzahn Seed Co...580
Rowe L J.....548
Rusch G & Co.....563
Saake O C.....573
Salzer Seed Co J A..573
Sceery Edw.....566
Schiller the Florist..571
Schillo A Lum Co ...IV
Schlatter W & Son..592
Schling Max.....573
Schmidt Chas L.....573
Sege's Bros Ltd.....582
Shaffer Geo C 573
Sharp Partridge & Co.592
Sheppard H W.....573
Sheridan Grhs Co....569
Sheridan Walter F...565
Siebrecht Geo C.....565
Simon & Son I N....576
Situations & Wants.543
Skidelsky S S & Co.. I
Slinn Clarence.....564
Smith A W & Co....570
Smith & Co E D 583
Smith & Fetters Co.569
Smith Henry.....572
Storrs & Harrison 580 582
Stumpp G E M.....576
Thorburn J M & Co..580
Tonner O A & L A..552
Totty Chas H.....544
Traendly & Schenck 565
Traveling Wholesale Florist.....564
Trepel Joseph.....569
Troy J H 584
Turner Bros.....591
United Cut Flo Co..565
Vanderschoot R A..581
Van Meeuven & Tegelaar 583
Vaughan A L Co....554
Vaughan's Seed Store ..... I 577 581 584
Vick's Sons Jas.....580
Vincent R Jr & Sons Co..... I
Walker F Co.....569
Washington Florist.568
Weber F H.....572
Weiland & Risch...561
Weir Jas.....572
Western Seed & Irrigation Co.....575
Wietor Bros.....550
Williams Mrs E A..573
Winterson Co E F..560
Wittbold G Co..547 569
Wolfskill Bros & Morris Goldenson.571
Wonder Plant Irrigator Co.....560
Woodruff S D & Sons.576
Yokohama Nurs Co.575
Young A L & Co....564
Young John & Co...565
Zech & Mann...553 561

"Master Soil Builders"

Send for prices on **Master Brand Vine and Plant Manure**—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.
4121 South La Salle Street, CHICAGO

Mention the American Florist when writing

No loss if you mend your split carnations with

Superior Carnation STAPLES

35c per 1000; 3,000 for $1.00 Postpaid

Wm. Schlatter & Son
422 Main Street SPRINGFIELD, MASS.

Before After

Mention the American Florist when writing

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.
809 Exchange Avenue, U. S. Yards, Chicago

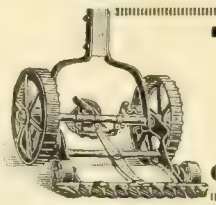
Mention the American Florist when writing

SLUG SHOT

Used from Ocean to Ocean for 35 Years
Sold by Seed Dealers of America

Saves Currants, Potatoes, Cabbage, Melons, Flowers, Trees and Shrubs from Insects. Put up in popular packages at popular prices. Write for free pamphlet on Bugs and Blights, etc., to B. HAMMOND, Beacon, New York.

Mention the American Florist when writing



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plantain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER COMPANY Dixon, Illinois

Mention the American Florist when writing

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

GREENHOUSE GLASS

BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER STREET, CHICAGO, ILL.

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas"

Vol. LIV. **CHICAGO AND NEW YORK, APRIL 3, 1920.** **No. 1661**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company. Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treas. The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next annual convention and exhibition, Washington, D. C., November 1920. OFFICERS: THOMAS W. HEAD, Lake Forest, Ill., President; Z. D. BLACKISTONE, Washington, D. C., Vice-President; C. W. JOHNSON, 2242 W 109th Street Chicago, Secretary; CHAS. H. TOTTY, Madison, N. J., Treas.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Washington, D. C., January, 1921. OFFICERS: C. W. JOHNSON, Chicago, President; D.G. GRILLBORTZER. Washington, D. C., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa President; F. L. ATKINS, Rutherford, N. J., Vice President; E. A. WHITE, Cornell University Ithaca, N. Y., Secretary; HARRY O. MAY, Summit N. J., Treasurer.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

BOSTON ORCHID SHOW.

Held at Horticultural Hall, Boston, Mass., March 24-28.

A Brilliant Achievement.

The Massachusetts Horticultural Society has scored another success in the great exhibition of orchids and other spring plants, held at Horticultural hall, Boston, Mass., March 24-28, preliminary account of which is given in our issue of March 27, page 537. The artistic arrangement and splendid setting of the show merited the highest commendation, while the individual exhibits displayed the greatest cultural skill, and possessed educational features of the first order for the professional gardener as well as the public. That the effort was appreciated, is shown by the large attendance of both local and non-resident patrons of horticulture.

Orchids, of course, were the predominating feature, and the exhibits of A. C. Burrage of Pride's Crossing, Mass., were lavish in variety, splendidly grown and grouped by a master hand. These collections included many rare and costly species and varieties, and a considerable number of them were arranged with fine effect on the trunks of trees in imitation of their native conditions. Equally good exhibits, though less comprehensive, were contributed by numerous other private growers. The commercial section was well represented, although it was thought by many that the restrictions of the federal horticultural board had the effect of materially curtailing the displays in this class. Heretofore, those who pursue horticulture and floriculture for profit, have been generous to a fault in transporting their collections of valuable plants and flowers long distances and at great expense and trouble, to encourage local communities in the development of a love of the beautiful, and we are pleased to find them still among the foremost in this good work, notwithstanding present hardships. Especially noteworthy in this group were the extensive displays of the Julius Roehrs Co., Rutherford, N. J., containing many well grown plants of great interest to collectors.

Hardly less interesting than the orchids were the Kurume azaleas exhibited by C. S. Sargent, Brookline, Mass., introduced into this country by E. H. Wilson, of the Arnold Arboretum. These azaleas were found growing at Kurume, Japan, and given the name of that place. After extended negotiations, in which he was rendered great assistance by Hamakichi Suzuki, of the Yokohama Nursery Co., Yokohama, Japan, a number of the plants were secured and sent to the United States. The exhibit, occupying a platform of generous proportions which enabled visitors to closely examine the distinguishing features of these handsome plants, was always a center of interest, each being as pleasing in form as in delicacy of coloring. While some of the varieties are in effect a perfect flower within a perfect flower, they are not double as the term properly applies. In them, the stamens, five in number, and the pistil, are perfect, and there is no malformation as is the case in many double flowers. The Kurume azaleas have been cultivated by the Japanese with such painstaking care, that there are now numerous varieties, and taking all of them into consideration, it may be said that they present the same range of color as sweet peas.

Thomas Roland, of Nahant, Mass., made a fine showing of his famous acacias, and Walter Hunnewell, Wellesley, Mass., exhibited a greatly improved type of Azalea mollis in fine form. R. & J. Farquhar & Co., Boston, contributed an attractive display of Lilium Regale, and there were many good groups of foliage and flowering

plants from various private and commercial growers in and around the city. Cut flowers were likewise noteworthy, especially the orchids.

During the show, there were several conferences of orchid specialists, at which papers were read by Professor Oakes Ames, of the Harvard Botanic Garden, Cambridge, Mass., on "Orchid Classification," and John E. Lager, of Summit, N. J., on "Orchid Collecting." A start was also made in the organization of an orchid society, particulars of which will be found elsewhere in this issue.

The Awards.

The exhibit of orchids by Albert C. Burrage, as was to be expected, won gold medals, silver medals and first class certificates of merit for individual plants, beside many first prizes. To Douglas Eccleston and George I. Anson, the orchidologists, who arranged the Burrage exhibit, unstinted praise was given. The Charles S. Sargent exhibit of Kurume azaleas won an honor which has never before been given. The collection secured two gold medals and each of the 50 plants in the collection received a first-class certificate of merit. A gold medal was also given to Thomas Roland for his magnificent exhibit of acacias.

A series of exhibits in the loggia which attracted many, consisted of displays by commercial florists, who were allowed to choose their own forms of exhibits. A silver medal was awarded to Penn, the Florist, for flowers arranged on dishes for home decoration, the award being for effective simplicity rather than number of flowers. The Houghton-Gorney Flower Shop received a silver medal for baskets, vases, old-fashioned formal bouquets and a bridal bouquet composed of gardenias and swainsona, an unusual and most attractive combination. The Beacon Florist received a bronze medal for an exhibit which featured "living" floral pictures and flowers arranged in artistic vases. Other awards were made as follows:

Medals, Etc.

Julius Roehrs Co., Cattleya speciosissima Empress, silver medal.

J. T. Butterworth, Dendrobium Wardianum album, silver medal.

Ernest B. Dane, Sophro-Cattleya Thwaitesii, silver medal.

Thomas Roland, display of orchids, silver medal.

R. & J. Farquhar & Co., display of Lilium regale and Rhododendron Kaempferi, silver medal.

Strouts, Inc., Carnation Maine Sunshine, silver medal.

Walter Hunnewell, Rhododendron Miss Louisa Hunnewell, silver medal.

Walter Hunnewell, Rhododendron formosum, silver medal.

John H. Dunlop & Son, new rose, Frank W. Dunlop, silver medal.

Caplan, the Florist, exhibit, bronze medal.

H. R. Comley exhibit, bronze medal.

A. N. Pierson, Inc., Carnation Hope Henshaw, first-class certificate of merit.

Peter Arnott, Begonia Mrs. Peterson, cultural certificate.

James Wheeler, Godfrey callas, cultural certificate.

S. J. Goddard, Carnations Boston White, The Lark, Endurance, and No. 156, honorable mention.

Faulkner Farm, display of flowering plants, gratuity.

Strouts, Inc., display of carnations, gratuity.

S. J. Goddard, Carnation Laddie, gratuity.

Plant Exhibits.

Orchids, group of orchid plants in bloom, arranged for effect with ferns or other foliage plants, covering 250 square feet (for commercial growers only)—Julius Roehrs Co.

Group of orchid plants in bloom arranged for effect with ferns or other foliage plants, covering 200 square feet (for private growers only)—Albert C. Burrage.

Group of orchid plants arranged for effect with ferns or other foliage plants, covering 100 squafe feet (open to both commercial and private growers)—Albert C. Burrage.

Most artistically arranged group of orchid plants in bloom in the above three classes—Albert C. Burrage.

Twelve orchid plants in bloom, distinct species or varieties, not less than six genera—Julius Roehrs Co., 1st; J. T. Butterworth, 2nd.

Six orchid plants in bloom, distinct species or varieties, not less than three genera—J. T. Butterworth.

Three orchid plants in bloom, distinct genera and species—J. T. Butterworth.

Six plants of cymbidiums in bloom, distinct species or hybrids—Albert C. Burrage, 1st; J. T. Butterworth, 2nd.

Twelve plants of cypripediums in bloom, distinct species or hybrids—E. B. Dane, 1st; J. T. Butterworth, 2nd.

Collection of cypripediums in bloom, not less than 50 plants and not less than 25 species or varieties—Ernest B. Dane.

Six plants of dendrobiums in bloom—J. T. Butterworth.

Six plants of phalaenopsis in bloom, not less than three distinct species—Albert C. Burrage.

Specimen plant of Cattleya Mossiæ in bloom—Albert C. Burrage.

Specimen plant of Cattleya Schroderæ in bloom—Albert C. Burrage.

Specimen plant of Cattleya Trianæ in bloom—Albert C. Burrage, 1st; J. T. Butterworth, 2nd.

Specimen plant of coelogyne in bloom—Mrs. C. G. Weld.

Specimen plant of lycaste in bloom—J. T. Butterworth, 1st; Miss Cornelia Warren, 2nd.

Specimen plant of hybrid cattleya in bloom—Julius Roehrs Co., 1st; J. T. Butterworth, 2nd.

Specimen plant of brasso-cattleya in bloom—Edwin S. Webster.

Specimen plant of laelio-cattleya in bloom—J. T. Butterworth.

Specimen plant in bloom of any other bigeneric hybrid in which cattleya or laelia is one of the parents—J. T. Butterworth with Laelia Aroona.

Specimen plant of cymbidium in bloom—A. C. Burrage, 1st; Julius Roehrs Co., 2nd; Walter Hunnewell, 3rd.

Specimen plant of cypripedium in bloom—Ernest B. Dane, 1st; Mrs. C. G. Weld, 2nd; Faulkner Farm, 3rd.

Specimen plant of Dendrobium nobile, or its varieties in bloom—Miss Cornelia Warren, 1st; Julius Roehrs Co., 2nd; J. T. Butterworth, 3rd.

Specimen plant of any other varieties of dendrobium in bloom—J. T. Butterworth with Dendrobium Jamesonianum.

Specimen plant of miltonia in bloom—Albert C. Burrage.

Specimen plant of odontoglossum in bloom—Julius Roehrs Co., 1st; Ernest B. Dane, 2nd; J. T. Butterworth, 3rd.

Specimen plant of odontioida in bloom—Albert C. Burrage, 1st; Julius Roehrs Co., 2nd.

Specimen plant of oncidium in bloom—Albert C. Burrage.

Specimen plant of vanda in bloom—Edwin S. Webster, 1st; J. T. Butterworth, 2nd.

Specimen plant in bloom of any other genus of orchids not mentioned in this list—J. T. Butterworth with Epi-Cattleya Orpetiana.

Acacia, one specimen plant—Faulkner Farm.

Amaryllis, six plants, not less than three varieties—R. M. Saltonstall.

Florist 13p 7pt 3-31 Rosen —21

Azaleas, Indica, 6 plants—Miss Cornelia Warren, 1st; Edward A. Clark, 2nd.

Indica, single-flowered, one specimen—Miss Cornelia Warren.

Cinerarias, grandiflora type, six plants—Edwin S. Webster, 1st; Mrs. C. G. Weld, 2nd.

BOSTON ORCHID AND SPRING SHOW, MARCH 24-28, 1920.

Rhododendron Indicum Var. Balsaminæflora, Exhibited by C. S. Sargent, Brookline, Mass.

BOSTON ORCHID AND SPRING SHOW, MARCH 24-28, 1920.
Group of Orchid Plants in Flower Covering 200 Square Feet, Exhibited by Albert C. Burrage, Pride's Crossing, Mass.

Stellata type, six plants—Edwin S. Webster, 1st; George F. Gardner, 2nd.

Cyclamens, six plants—Mrs. C. G. Weld, 1st; Edwin S. Webster, 2nd.

Cytisus, four plants—Edward A. Clark.

One specimen plant—Miss Cornelia Warren.

Erica melanthera, one specimen plant—Edwin S. Webster.

Hydrangeas, six plants—F. E. Palmer, 1st; Edwin S. Webster, 2nd; W. W. Edgar Co., 3rd.

One specimen plant—F. E. Palmer.

Marguerites, three plants—Faulkner Farm.

Narcissi, Tazetta or Poetaz hybrids, three 8-inch pots—Edward A. Clark.

Palms, four kentias—Weld Garden. Four phœnix—Weld Garden. Four any other species—Weld Garden.

Primulas, malacoides, six plants—Miss Cornelia Warren, 1st; Edward A. Clark, 2nd.

Obconica, six plants—Mrs. C. G. Weld, 1st; G. F. Gardner, Jr., 2nd.

Rhododendron, one specimen plant—Faulkner Farm.

Roses, rambler, six plants—W. W. Edgar Co. One specimen plant—W. W. Edgar Co.

Schizanthus, four plants—Edwin S. Webster, 1st; Mrs. C. G. Weld, 2nd; Richard M. Saltonstall, 3rd.

Tulips, Darwin, six 8-inch pans—Mrs C. G. Weld.

Artistic display of foliage and flowering plants to cover 200 square feet—Mrs. C. G. Weld, 1st; W. W. Edgar Co., 2nd; Miss Cornelia Warren, 3rd.

Collection of forced shrubs. To cover 100 square feet—Faulkner Farm.

Bulbous plant, any new or improved variety of merit—N. T. Kidder with Hæmanthus puniceus.

Any other plant in flower, not mentioned in this list—W. W. Edgar Co., first with Metrosideros floribunda; Weld Garden second, with clivia; Edwin S. Webster, third, with chorizema.

Cut Flowers.

Orchids, collection of cut blooms, not less than 50 vases—Arthur N. Cooley, 1st; Julius Roehrs Co. 2nd; J. T. Butterworth, 3rd.

Antirrhinums, 25 spikes, one or more varieties—Edwin S. Webster, 1st; T. E. Proctor, 2nd; William Mackay, 3rd.

Carnations, vase of 100 blooms of one variety with foliage—Coombs, Florists, first with Belle Washburn.

Twenty-five blooms any crimson variety—John Barr first, with Doris; Coombs, Florist, second, with Doris.

Twenty-five blooms any light pink variety—Coombs, Florist, first, with Pink Sensation; Coombs, Florist, second, with Laddie; John Barr, 3rd.

Twenty-five blooms any dark pink variety—John Barr, first, with Mrs. C. W. Ward; Coombs, Florist, second, with Mrs. C. W. Ward; Coombs, Florist, third, with Rosalia.

Twenty-five blooms any scarlet variety—Betty K. Farr, first, with Belle Washburn; John Barr, second, with Beacon; Coombs, Florist, third, with Eureka.

Twenty-five blooms any white variety—John Barr, first, with Crystal White; John Barr, second, with Matchless; Coombs, Florist, third, with Matchless.

Twenty-five blooms, one or more varieties (for non-commercial growers only)—Mrs. C. G. Weld, first, with Laddie; T. E. Proctor, second, with Laddie; A. W. Preston, 3rd.

Sweet peas, 50 blooms lavender—M. W. Farr, first, with Mrs. Anthony Zvolanek.

Fifty blooms pink—M. W. Farr, first, with Beauty; M. W. Farr, second, with Louise Gude; M. W. Farr, third, with Rose Queen.

Fifty blooms white—M. W. Farr with White Orchid.

Fifty blooms any other color—M. W. Farr, first, with Anthony Zvolanek, red.

Amateurs.

Hyacinths, three pots or pans, distinct varieties—Mrs. M. A. Rand, 1st.

Narcissi, three pots, distinct varieties—Miss M. A. Rand, 1st and 2nd.

Tulips, three pots, distinct varieties—Miss M. A. Rand, 1st and 2nd.

Orchid Show Dinner.

An event of importance was the deligthful dinner given in honor of the opening of the orchid show by the horticultural interests of Boston, Mass., to which all visiting members of the craft were invited. This was at the Parker house on the evening of March 24. S. H. Wilson acted as toastmaster, and was especially happy in his introductions of the various speakers. After an excellent menu had been served, he welcomed the guests warmly, and hoped they would drink deep in the waters of good fellowship. John K. M. L. Farquhar was the first speaker. He declared the present exhibition was the highest in the quality of its exhibits of any ever held in this country. F. R. Pierson praised the great perfection of the exhibits of the orchid display, and gave interesting information regarding the New York exhibition of the week be-

fore. Arthur Herrington also spoke interestingly of the New York show, of which he had been manager, and referred in glowing terms to the orchid display then on exhibition. Thomas Allen emphasized the importance of proper arrangement of plants to get correct color effects. Leonard Barron discussed the great advance in orchid culture in the past decade. Thomas Roland saw encouraging signs for the future of horticulture in the splendid co-operation of the trade in all such exhibitions as the present and those of other cities. Henry Penn said he believed such shows as those of New York and the present orchid exhibition had great influence in creating a love for flowers. Other speakers were Jos. Manda, S. J. Goddard, F. H. Dunlop, Wm. Bartsch, Wm. N. Craig, Percy Gallagher, Frederick Law Olmstead, Patrick Welch and Robert Kift.

American Orchid Society.

TEMPORARY ORGANIZATION AT BOSTON.

Orchid lovers and enthusiastic growers of this flower took advantage of the occasion when so many were gathered at the exhibition of the Massachusetts Horticultural Society at Boston, March 24-28, to organize the American Orchid Society. A meeting was held in the lower lecture room of Horticultural hall, March 25, attended by exhibitors and others interested, at which a temporary organization was effected and plans were made for a permanent body. Thomas Roland, Nahant, Mass., was chosen president, William N. Craig, Boston, secretary, and Alfred J. Loveless, Lenox, Mass., treasurer. A committee of 15 was named to draw up a constitution and by-laws to be submitted when the permanent organization is perfected.

The first act of the new society was to send a telegram to Albert C. Burrage, Beverly Farms, Mass., at present in Pasadena, Calif., telling of the great success of the exhibition and the formation of the American Orchid Society, to which Mr. Burrage telegraphed as follows:

"W. N. Craig, Secretary,
American Orchid Society.

"Thanks for telegram received coming from such experts as constitute the American Orchid Society. It surely is ample reward for labor and time required to develop such an exhibit as we have put in this week's Horticultural Society's show. I am delighted the exhibition was successful and that so many people are interested. My only regret is that I am unable to be present and enjoy it."

William C. Endicott, president of the Massachusetts Horticultural Society gave an informal luncheon to exhibitors and other guests Friday afternon in the library. Among those present was Miss Eileen Low, daughter of Stuart Low, London, Eng. Miss Low's visit was principally to attend the flower shows in New York and Boston, the display of orchids in the latter comparing favorably with those held in London. The following interesting papers were read at the orchid conferences, which were held in the lower lecture hall, on Thursday, Friday, and Saturday afternoons respectively, at 3 o'clock: "Basis of Orchid Classification," by Oakes Ames, and "Geographical Distribution of Orchids" by E. H. Wilson; "History of Orchid Culture in the United States" by W. A. Manda, and "Collecting Orchids" by John E. Lager; "History of Orchids in England" by George I'Anson.

By special permission of Mayor Peters, the exhibition was open on Sunday from 9 a. m. until noon for the free admission of school children, accompanied by their teachers, which gave an opportunity that was greatly enjoyed by a large number who otherwise could not have attended. At the close of the show, all of the cut orchids in the Burrage display were distributed among the various hospitals of the city.

National Flower Growers' Association.

BOSTON BRANCH ORGANIZED.

A meeting of more than 70 representative plant and cut flower growers of Boston, Mass., and vicinity, advance mention of which appeared in our issue of March 20, page 468, was held at the American House, Boston, March 23, having for its object co-operation with similar interests in various parts of the country to form a national growers' association, and the gathering proved a very enthusiastic one. J. F. Ammann, Edwardsville, Ill., past president of the Society of American Florists, and temporary secretary of the new national growers' body, was present in response to an invitation of the directors of the Boston Flower Exchange, to explain the purposes and benefits of the new association. After describing the good results obtained by all of the other affiliated organizations of the S. A. F., particularly the Florists' Telegraph Delivery Association, with its annual business of $2,000,000 or more, he predicted that the growers' association would soon lead them all in its financial and other benefits to members. He called attention to the fact that considering all lines of the business, on the basis of capital invested, the growers represented fully 90 per cent, and yet, up to the present time, they had not organized as a body. Individually, the business methods of the great majority were very crude, as few are able to say how much any of their various crops costs to produce. They have no control over the prices their products brought, which varied from day to day, depending on the demand, and frequently results were not known for 30 days. Every article used in the growers' equipment is bought from industries that are organized—steel, glass, paint, lumber, coal, and other such requisites of the business are controlled by national bodies, the different factors of which get together for their own benefit. He said the time was now ripe for the producers of plants and cut flowers in their various communities to get together and organize for their common good. All men are rarely of one mind; there had been opposition to every new movement. The Florists Hail Association, now so successful, was not considered practical, and the F. T. D. was several times on the point of collapse. The national publicity campaign, which had done so much good, was even yet carried on by a comparatively few men of vision, of whom the late Joseph Heacock was a bright example. Its impluse was being felt now in a number of cities which was starting local companies, of which much was expected. He cited the great success of the Chicago movement which had banded together 400 men in the trade for a local publicity campaign.

National publicity is bringing to retailers in New York, and through them to local growers, $400,000 worth of business a year, which amount in orders they fill for florists from all over the country. The F. T. D. now has 1,300 live members, an organization that is a benefit to every one of them. The organizing for mutual advantage is a matter of education; when men get the ideas of others, and think them over, they come gradually to see the benefits to be derived, and are then glad to cooperate. What is necessary is for growers of every live community to get together and elect five responsible men who will consider it a duty to go to the Cleveland convention of the S. A. F. in August, to carry out the ideas and best thoughts of their local body in framing a constitution and by-laws for the national organization, of which they are to be a part.

The dues of the members are to be $1.00 per thousand square feet of glass covered ground, 50 per cent of which is to go to the national association for publicity and other necessary expenditures in which every local body through their representatives will have a voice. The speaker cited as an example of the

BOSTON ORCHID AND SPRING SHOW, MARCH 24-28, 930
Section of Acacia Display Staged by Thomas Roland.

the benefits of getting together, the milk industry, prices now being made a month ahead, so that day by day, the producer knows exactly what his returns are to be. In the late war, there was co-operation to put down tyranny. If men can organize to kill, they can get together to cure. In closing, Mr. Ammann said: "Now is the opportune time. It is up to the growers of the country; it is up to you men of Boston to receive by co-operation the benefits of this national organization!

Wallace R. Pierson made a forceful address along the same lines. In speaking of the various benefits to be derived, he cited that of credits, which had been so successfully managed by the wholesale trade in the city of New York. There was also the question of labor and wages for greenhouse employes, who if they are to be retained and their ranks added to, must be guaranteed the same renumeration as is open to them elsewhere; this is a burning question which must be solved and this organization is the way do to it. Boston he thought, should take in all New England plant and cut flower growers, who would meet local conditions as they found them. The minimum dues should be not less than $10 per year, paid quarterly in advance, 50 per cent of which was to go to the national association in the same way.

The question of growers of outdoor flowers was brought up which would, it was thought, be best handled by each local body, when organized. The getting together was for the betterment of all interests, and not to antogonize any one. At the conclusion of the addresses, Samuel J. Goddard, moved that it was the consensus of opinion of those present that such an organization should be immediately formed, which was unanimously adopted. Temporary officers were elected as follows: Wm. T. Sickel, president; Andrew Christensen, secretary; Frank Edgar, treasurer. Five delegates to represent the local branch at the Cleveland meeting in August were elected namely: George Elliot, Alfred Potts, Thos. Roland, Herman Bartsch and Samuel J. Goddard.

Those present then signed their names as charter members of the organization. After a rising vote of thanks to the speakers, the meeting which marked a great step forward in the florist industry of Boston, then adjourned.

BOSTON ORCHID AND SPRING SHOW, MARCH 24-28, 1920.
Greatly Improved Type of Azalea Mollis, Grown and Exhibited by T. D. Hatfield, Gardener to Walter Hunnewell. Awarded Gold Medal.

American Rose Society.

ANNUAL MEETING AND OFFICERS' REPORTS.

The twenty-first annual meeting of the American Rose Society was held at New York, March 18, a brief report of which, and announcement of the re-election of incumbent officers, appeared in our issue of March 20, page 468. Below will be found the report of Secretary E. A. White, from which we have omitted such parts as refer to the annual address of President Pyle, and the report of Treasurer Harry O. May, both of which were printed in our issue of March 27, page 536.

SECRETARY WHITE'S ANNUAL REPORT.

The twenty-first annual meeting of the American Rose Society was held in Grand Central Palace, New York, March 16, 1920, at 3 p. m. President Robert Pyle of West Grove, Pa., occupied the chair.

Since the last annual meeting, seven sessions of the executive committee have been held, with an average attendance of nine members. On June 2, 1919, the members of the committee, with interested rosarians, met Dr. Van Fleet in his test garden at Bell, Md., and spent a most enjoyable and profitable afternoon looking over the recently introduced rose novelties, which are under Dr. Van Fleet's supervision, and inspecting his many seedlings. In the evening, the executive committee held a joint session with the Washington rose test garden committee to perfect plans for the inspection of the national rose test garden on the following day. Dr. E. M. Mills, B. H. Farr, Charles E. F. Gersdorff, Alexander Cumming, L. A. Anderson and S. C. Hubbard were appointed judges. The question of an exhibition rose garden was discussed, and it was voted that the American Rose Society should endeavor to secure the establishment of a permanent exhibition rose garden in Washington, and a committee consisting of J. Horace McFarland, Frederick Law Olmsted, Representative James B. Mann and S. S. Pennock was appointed for developing the project. The question of the introduction of Dr. Van Fleet's seedlings was discussed, and a committee consisting of the president, S. S. Pennock, J. Horace McFarland, E. G. Hill and Robert Simpson was appointed to formulate a plan to effectively disseminate Dr. Van Fleet's rose introductions.

On June 3, the executive committee and the judges met at 10 a. m., in the Washington, D. C., rose test gardens, and made a careful inspection. The roses were in most excellent condition, and many interesting varieties were in bloom. Following the inspection a luncheon was held at the Ebbitt house and automobiles were then taken for a trip to Mrs. Bell's rose garden at Twin Oaks. In the evening, Peter Bisset, of the United States department of agriculture, lectured at the new national museum.

June 4 was indeed a "red-letter day" for the society. In response to an invitation extended by Captain George C. Thomas, the executive committee met at 9:30 a. m., in his beautiful rose garden at Chestnut Hill, Pa. After an inspection of the garden, there was a session of the committee. At the last annual meeting of the society, Captain Thomas was elected president, but he found it impossible to serve. The committee therefore elected Robert Pyle, West Grove, Pa., to serve as president for the year beginning July 1, 1919. The remainder of the session was devoted to a consideration of proposed

BOSTON ORCHID AND SPRING SHOW, MARCH 24-28, 1920.
Exhibit of Kurume Japanese Azaleas, by C. S. Sargent.

changes in the constitution and by-laws as presented by a committee at the last meeting. The proposed changes will be sent to each member at a later date.

After the session of the committee, Captain and Mrs. Thomas entertained the members and their friends at a most enjoyable luncheon. On this occasion, Dr. E. M. Mills, in his gracious manner, on behalf of the officers and executive committee, presented the retiring president, Benjamin Hammond, with a special leather-bound volume of Captain Thomas' book on outdoor rose growing, in appreciation of Mr. Hammond's 14 years of valuable service to the society; 12 years as secretary, and two years as president. Mr. Hammond responded in a few well chosen words, expressing his appreciation of the kindly motive which prompted the gift. Following this presentation, Captain Thomas dedicated his seedling, No. 720, to Dr. Robert H. Huey, in recognition of the inspiration for rose culture and breeding which he had received through Dr. Huey's intense love of roses. He formally christened it "Dr. Huey."

At 2 p. m., about 100 members of the American Rose Society gathered in Captain Thomas' garden. After a general inspection, Mr. Hammond introduced Captain Thomas, who spoke a few words of welcome. He expressed the pleasure it gave him to share his garden with others, and he hoped the guests would make the garden theirs for the afternoon. J. Horace McFarland discussed American roses, emphasizing the value of the work Dr. Van Fleet and Captain Thomas have done in introducing types of roses suited for American conditions. He was followed by the "silver-tongued orator from Indiana," who is universally known and loved—E. G. Hill, of Richmond, Ind. Robert Pyle, the newly elected president, closed the formal programme of the afternoon, emphasizing the value of the work the society is doing in reaching a large number of rose lovers, and in carrying to them information of much value.

On July 14 a meeting of the executive committee was held at the City Club, New York. President Pyle opened the meeting with an outline of what he thought should be the policy of the society during the coming year. These policies will be published in the forthcoming Rose Annual, and if carried out, they will make the American Rose Society one of the most efficient floricultural organizations. The president announced the appointment of the following vice-presidents for the coming year: Dr. E. M. Mills, Dr. Robert Huey, E. G. Hill and John Cook. Dr. Mills was named a member of the executive committee to succeed Robert Pyle. J. Horace McFarland was elected editor, and O. P. Beckley advertising manager of the American Rose Annual for 1920. It was voted to accept the proposition of the Texas Agricultural and Mechanical College to establish a rose test garden at that institution. A committee consisting of F. L. Atkins, J. Horace McFarland and J. A. Currey was appointed to outline a policy in regard to the establishment of rose test gardends in the various sections of the United States.

On August 21, a short meeting was held at the S. A. F. convention in Detroit. In the absence of President Pyle, E. G. Hill acted as chairman and Benjamin Hammond as secretary. No official business was transacted.

A meeting of the executive committee was held at the City Club, New York, September 17, 1919. F. L. Atkins, chairman of the committee to outline a policy in regard to the establishment of rose test gardens, made a preliminary report. It was the opinion of the committee that the test gardens should be established only in certain climatic zones. The department of agriculture at Washington has prepared a map showing the rose-growing zones in the United States, which will be published in the 1920 Rose Annual. The report of the committee governing exhibitions of garden roses was received from the chairman, Dr. A. C. Beal, and was accepted by the executive committee. These rules and regulations are now printed, and can be obtained from the office of the secretary.

At the executive committee meeting, November 20, 1919, it was voted that the committee to foster the cut rose interests be authorized to negotiate with the officials of the New York flower show, or other organizations, regarding the spring exhibition of the society and the admission of the members to the exhibition. President Pyle was designated the official representative of the American Rose Society to serve on the board of directors of the S. A. F. J. Horace McFarland reported that a set of 60 lantern slides of American roses and American rose gardens had been prepared to send to the National Rose Society of England, to be shown by the secretary, Courtney Page, at the annual meeting of the society, and afterwards before other English rose organizations. These were sent with the compliments of the American Rose Society, and President Pyle was authorized to send a message of greeting from the American Rose Society to the National Rose Society of England. The following persons were named to constitute a committee to increase membership: J. Horace McFarland, Dr. F. M. Mills, Miss Carrie Harrison and J. A. Currey.

At a meeting of the executive committee held at the City Club, January 12, 1920, G. H. Peterson tendered his resignation from the rose registration committee, because he would be in Florida for an indefinite period. President Pyle appointed F. L. Atkins to fill the vacancy. Because of ill health, J. F. Huss resigned from the chairmanship of the Hartford rose test gardens committee. Alexander Cumming was named as chairman. Judges were appointed for the spring exhibition of roses, which the committee had arranged to hold in co-operation with the flower show in New York, March 15-21, 1920. It was voted that the president should appoint a committee on legislation, to which will be referred all questions relating to national and state quarantine and similar regulative matters, such committee to have power to represent the American Rose Society. J. Horace McFarland, S. S. Pennock, Benjamin Hammond, James Boyd and Dr. E. M. Mills were named on the committee. The executive committee then voted on the three best eligible varieties of roses for the Gertrude M. Hubbard gold medal. As a result of this vote, the medal was awarded to Columbia, registered in 1916 by the E. G. Hill Co., Richmond, Ind.

The secretary reported a total membership to March 12, 1920, of 1,648.

New York Florists' Club Dinner.

The thirty-third annual dinner of the New York Florists' Club, held at the Biltmore, March 17, was the largest ever given by the club, there being over 400 seated at the separate tables, which entirely filled the large ball room. Between the courses of the excellent menu there was singing of popular songs, in which all joined with a will. The past-president of the club was presented with a handsome set of table silver. Past President J. F. Ammann and President A. L. Miller, of the Society of American Florists, made short addresses, as did commissioners of the parks of New York and Brooklyn. There was an elimination dance, the winners of which were presented with prizes. It was a delightful evening, one of the most enjoyable ever given by the club.

Society of American Florists.

NATIONAL FLOWER SHOW COMMITTEE.

A meeting of the national flower show committee was held at the Grand Central Palace, New York, March 17. There were present: Chairman George Asmus, Chicago; Secretary John Young, New York; Thomas Roland, Nahant, Mass.; Patrick Welch, Boston, Mass.; Herman P. Knoble, Cleveland, Ohio, and F. H. Traendly, New York. Professor E. A. White, Ithaca, N. Y., represented the American Rose Society, and Sam-

BOSTON ORCHID AND SPRING SHOW, MARCH 24-28, 1920.
Partial View of the Cut Flower Section.

NEW YORK FLORISTS' CLUB'S THIRTY-THIRD ANNUAL DINNER, MARCH 17, 1920.

uel J. Goddard, Framingham, Mass., the American Carnation Society. There were also present, Wallace R. Pierson, Cromwell, Conn.; C. H. Totty, Madison, N. J., and President A. L. Miller, of the S. A. F.

Selection of a city in which to hold the next national flower show was the first business of the meeting. Mr. Knoble suggested Cleveland as a city which could house the show satisfactorily. The new municipal building in that city, he said, was expected to be completed in about a year, and he had every reason to believe that advantageous arrangements could be made with the proper authorities for the use of the main hall for the show. The various horticultural interests of Cleveland were, he said, most anxious that the next show be held in their city. On motion of Mr. Roland, seconded by Mr. Welch, it was decided that the next show be held in Cleveland, in the spring of 1922, providing adequate arrangements can be made with the Cleveland interests. Mr. Knoble moved, seconded by Mr. Roland, that the show open on Saturday, March 25, and close Saturday, April 1, and a poll vote resulted in the unanimous adoption of these dates, which were considered most desirable, Easter in 1922 falling on April 16.

Mr. Roland emphasized the importance of preparing and distributing a preliminary schedule of premiums for plants at as early a date as possible, and recommended that a sub-committee be appointed to prepare such a schedule, and submit the same at a later meeting of the committee, which should be held, in the near future, in Cleveland, and then and there settled. The month of June was suggested as a good time for this meeting. The chairman appointed Messrs. Roland, Traendly, Knoble, and Wm. H. Duckham as such sub-committee.

Prof. White received the assurance of the committee that the same arrangements made for the co-operation of the American Rose Society in the projected national flower show in St. Louis in 1918, which show was, owing to the circumstances, postponed, would be entered into for the Cleveland show; and Mr. Goddard, for the American Carnation Society, was given similar assurance.

By unanimous vote, the sub-committee on schedule was given authority to prepare a preliminary schedule of prizes, which should not exceed a total value of $20,000, this amount to include all special premiums which might be offered, and which it was distinctly understood, should be applied to the reduction of the amount of the total.

Thomas Roland, Nahant, Mass
President American Orchid Society.

Mr. Knoble was requested to take the necessary steps for organizing the local interests of Cleveland, so that an open meeting could be held at the time of the meeting of the committee there in June, when matters pertaining to the show could be fully discussed; and he was given authority to arrange for this meeting. It was voted that Chairman Asmus and Mr. Knoble be appointed a committee to negotiate with the proper authorities for quarters for the show.

The chairman announced that, following the precedent set in Philadelphia, at the proper time, various committees would be appointed to take charge of the work of the show.

The secretary was authorized to proceed at once with the selling of space in the trade section of the show, with the understanding that if for any reason, the show be not held in Cleveland, the contracts made would become void through cancellation. The rates for space it was arranged should be determined at the next meeting of the committee.

JOHN YOUNG, Sec'y.

National Publicity for Flowers.

It is cheering indeed to receive a letter such as the following:

"Ann Arbor, Mich., March 24, 1920.

"John Young, 1170 Broadway, New York.

"At our convention held in Lansing last week, a donation to the national publicity campaign was suggested. As this is the first year of our organization, our treasury would hardly stand a suitable donation to this worthy cause. Nevertheless, we were able to raise $127.00 by popular subscription which I herewith enclose. Please credit this to the Michigan State Florists' Association, and I trust in the years to come this association will be able to support this campaign to a far greater degree.

W. S. WELLS,
Treas., Michigan State Florists' Ass'n.

At the recent meeting of the publicity committee in New York, a number of specimen page advertisements in colors appearing during the past few weeks in the magazines, were offered for inspection. These advertisments were inserted by different manufacturers, and flowers were in every case featured in connection with the specialties advertised, the latter rather inconspicuously obtruded, dependence on the flowers for attraction to the advertisement being most obvious. A well-known hat manufacturer, whose issue of handsome poster cards, drawing attention to a particular make of hats has long been a feature of his advertising, this spring is using a poster showing no pictorial design other than a splendid basket of spring flowers. This is truly saying it with flowers.

Plans for our magazine advertising in the immediate future are now settled, meeting the appropriation made by our committee for the purpose. Mothers' day is to be featured in the big weeklies, in well designed advertisements each occupying two columns; and several two-column advertisements will appear in the June monthlies, with page advertisements in two leading magazines in May. A two column advertisement will also appear in a leading Canadian magazine. During the dull summer months, a smaller double-column advertise ment will appear in a selected list of weeklies and monthlies, giving, practically, continuous publicity for our slogan throughout these months. Our committee was unable to take advantage of one or two of the biggest magazines.

for the reason, often stated in this column, that contracts are required to be made so far ahead that the committee could not conscientiously incur the necessary liability without having sufficient funds in sight.

If a greater and more reasonable support in the way of contributions to the campaign fund were forthcoming, much more could be accomplished. The fund so far available has worked wonders, not only through the publicity we have been able to buy, but through the extra publicity which it has incited, in ways entirely unconceived. Our investment—we must surely call it this, since we are getting full and satisfactory returns for our expenditures—can hardly now be figured in dollars and cents, when we consider it in the light of an asset. Many industrial captains have spent 10 times the amount of money for publicity that the florists have spent, yet look upon our publicity with envious eyes, surprised at the tremendous results we have obtained for so little.

Still, we are only at the edge of the ocean of possibility open to us. We want more money, much more, to secure our full measure of benefit. We are like the small, hungry boy looking into the pastry shop window, without a penny to satisfy his burning desire to taste of the good things he sees. If those florists who have not subscribed to the fund, would only realize what there is before us, they would gladly dip down into their pockets and produce the necessary funds to enable us to make our slogan, one daily, hourly almost, in the public mind. Just think of it—there are more than one hundred million birthdays observed in this country each year. There are, perhaps, one-fifth as many wedding anniversaries, and just as many other occasions when a timely suggestion, "Say it with Flowers," would add to the volume of the florist business. This is what we aim to accomplish—but we cannot do it without the necessary support. Do you, Mr. Nonsubscriber, realize this? Cannot you be convinced?

Your pledge will be quite acceptable, if an immediate cash subscription is inconvenient.

The following subscriptions have been received, and are in addition to those previously announced, annually for four years, unless otherwise stated:

J. W. Minott Co., Portland, Me. (1 yr.)	$ 10.00
Sunnyside Ghs. Cumberl'd, Me. (1yr.)	10.00
Vose-Smith Co., Portland, Me. (1 yr).	10.00
M. E. McGunigle, Portland, Me. (1 yr.)	5.00
Alpha Fl. Co., Kansas City (1 yr.)..	100.00
A. Henderson, Chicago (1 yr.).....	100.00
Wm. Wenderoth, New York.....	3.00
R. E. Loeben, Gloversville, N. Y.....	5.00
Mich. State Florists' Ass'n (1 yr.)..	127.00
H. N. Hoffman, Elmira, N. Y.....	10.00
E. Decker & Sons, Orange, N. J.....	5.00
	$385.00
Previously reported	40,734.00
Total	$41,119.00

Boston.

LIGHT BUYING AT LOW PRICES.

Market conditions the past week have lacked vim, the supply being greater than the demand. The stock in all lines is of splendid quality, and offered at prices that should have moved it quickly, but buyers, who during January and February were begging for carnations at from 15 to 18 cents, now turn down better stock offered at from four to six cents. Roses bring fair prices for the season, 9, 12, 15, and 18 to 24-inch stems ranging from $4 to $18 per hundred, while a few of the specials bring more. Callas are quite plentiful, but good stock brings $12 to $15, as also do Easter lilies. There is much speculation as to the Easter price of cut longiflorums, which several market experts say will not be over 20 cents. Carnations are expected to go to $10, and possibly, $12. Daffodils have not been any too plentiful, and cleaned up daily at six cents. The first gladioli made their appearance the past week and brought $3 per dozen. Sweet peas are plentiful, but cleaned up fairly well at from $1 to $3 per hundred. Very good Nelrose snapdragons brought $2.50 to $4 per dozen.

GOOD ROSE STOCK OFFERED.

Thos. Roland, Wm. H. Elliott and Sons Co., Inc., and the Budlong Rose Co., are large shippers of roses to this market, their stock being offered through their own sales forces. All cut roses are handled in layers of two rows of 12 buds, each spread out on a sheet of oil paper. The stems are covered with cracked ice. As they lie on the market counters, six or eight sheets laid one above the other, with only the buds exposed, they look inviting. This is considered to be the ideal way of handling roses in this market. Crusader and Pilgrim, from the Montgomery Rose Co., Hadley, Mass., were offered in fair quantity. They were good flowers, Crusader having long stems and large, rich red buds. A new rose, a sport of Ophelia, with a distinct pink edging on the buds, was sent in by Geo. W. Hilliard, Exeter, N. H. It looks to be quite distinct, and attracted considerable attention.

NOTES.

Wm. H. Elliott & Sons Co., Inc., Madbury, N. H., and Boston Mass., is now the name under which Mr. Elliott's business is carried on, the business being incorporated under the laws of New Hampshire, going into effect March 1. The capital is $200,000. The officers are Mr. Elliott and his two sons, John having charge of the Madbury, N. H., range while the Brighton greenhouses will be managed by George. Mr. Elliott is now in California with Mrs. Elliot, visiting their daughter, who resides there.

Welch Bros. Co. looks forward to a good Easter trade. Sweet peas, daffodils, carnations and cut roses are features. Easter plants are being largely handled. Short, bushy Magna Charta roses, in five to six inch pots, carrying six to eight buds looked ideal for Easter.

Everything points to a good Easter. There is offered by the growers a splendid stock in great variety of well flowered plants, the hydrangeas, rambler roses, lilies, daisies, bougainvilleas and genistas being particularly fine.

The L. J. Reuter Co., who specialize in rooted cuttings and other kinds of florists' stock, reported a great run on cannas and geraniums, the young stock of the latter being particularly in demand. K.

Pittsburgh, Pa.

DEMAND IS SATISFACTORY.

Business is good. Stock is arriving in large quantities, and prices are much lower than some time ago, but no lower than this time last year. The warm weather has caused some stock to arrive in poor condition, especially violets and sweet peas. Roses are coming in good shape and the better grades sell quickly, but the poor qualities are hard to move. Carnation receipts are heavy, and the stock is of very good quality. Easter lilies and callas are the best received in this market for years, but have been moving slowly. Other seasonable items such as bulbous stock, snapragons, mignonette and calendulas are in oversupply. The Easter outlook is good, but some retailers are slow in getting their orders placed, and it looks as though some would get left at the last minute as usual, because the demand is going to be big at the last call, and there is not going to be any oversupply in any item from the present reports.

NOTES.

Theo. Verscharen had the misfortune to have a fire which destroyed the entire upper floor of his residence and the contents. He will have one of the finest crops of Easter lilies in his history.

Hugh Boyd, auditor, and Homer D. Wood, manager of the local factory of the McCallum Co., have both been confined to their homes, with the grippe for the past week.

Visitors: John Keil, East Liverpool, O., and C. E. Nelson, Wellsville, O. M.

DAVENPORT, IA.—The spring flower show arranged by Park Superintendent Boehm, which opened to the public, March 9, was one of the most attractive staged here in years.

BANQUET OF MICHIGAN STATE FLORISTS' ASS'N, AT FIRST ANNUAL MEETING, EAST LANSING, MARCH 17, 1920.

San Francisco.

DEMAND BRISK IN ALL LINES.

Trade has improved quite a good deal over the previous week, and the demand is now strong for all lines of stock. Funeral work has been very steady, and has called for a great quantity of flowers that could be used for any other purpose. Shipping trade has also increased, and this has been of much benefit to the market. There is a great supply of roses of nearly every variety with the exception of American Beauty. Russells are now at their finest. Carnations are in large supply with no change in prices. Laddie is still high owing to the limited supply. Sweet peas from outdoors made their first appearance this week. The stock offered was excellent and it sold on sight for $2 per dozen bunches. Indoor stock brings $1.50 per dozen bunches. The first Spanish irises were also noted this week. They cleaned up quickly at nice figures. Daffodils have stiffened considerably in price. Lily of the valley has shortened up, not much of it being noted last week. Violets are beginning to show the effects of a long season and are losing a great deal in popular favor as well as in quality. Snapdragon is in much more demand than the supply is able to take care of. Whatever stock comes in, is quickly sold out. Cattleyas are very scarce with a brisk demand. In pot plants, rhododendrons, azaleas and rambler roses are being offered. Ferns and greens of all kinds are in large supply.

NOTES.

The MacRorie-McLaren Co. will receive large shipments of flowering plants from their nursery from now until Easter. All the Easter specialties are being grown there this season. This firm advises that they have been engaged by the city council of Reno, Nevada, to prepare plans for Wingfield park in that city and submit them as soon as possible.

Victor Ferrari, manager of Ferrari Bros. range, will be in with a fine lot of Lilium giganteum for Easter. He has one large house numbering several thousand plants. The gardenias now being shipped from this place are as fine as can be grown anywhere. Workmen are busy rebuilding several of the older rose houses.

At Albert O. Stein's large store on Sutter street, great preparations are being made to handle the Easter business. Large stocks of rhododendrons Pink Pearl and Lady Armstrong are now being received. Azaleas in various colors will be another specialty. Erica melanthera in all sizes will be featured.

Manuel Rolleri, proprietor of the Western Evergreen Nursery, will have giganteums just right for Easter. Several houses of rambler roses and hydrangeas look in first class shape. Work on his two new rose houses is about completed. They will be used for Russells exclusively.

Eric James' range is a busy place these days, shipping Easter plants. Large lots are going to southern California cities every day. Rambler roses make up the principal item in all the shipments.

The Thomas Floral Company will specialize in flowering plants this Easter. They carry a fine stock of decorative pottery in all sizes and much of their stock will be sold in this container.

The Silva Bergtholdt Nursery Company, of Newcastle, has filed articles of incorporation for $250,000. This firm was formerly known as the Silva Bergtholdt Nurseries.

Pelicano, Rossi & Co. have arranged to secure additional space to carry their immense Easter stock of plants. Frank Pelicano looks for a record Easter business.

The Wild Flower Conservation League of California has announced plans for its annual flower show to be held at the Fairmont hotel, next month.

J. A. Axell says that mignonette for Easter stock is coming in heavily. He will have a splendid stock as his growers will be in full crop.

Kenneth S. Murray, of Redwood City, is sending in a large cut of high grade roses to the wholesale house of J. A. Axell.

JAMES F. LYNCH.

Columbus, O.

PRE-EASTER DEMAND LIGHT

The past week in the florist business has been a quiet one, but that is the usual trend of affairs just prior to Easter. Active preparations have been made for an extra large trade, and indications point to a profusion of flowers of all kinds for that occasion. Prices will be from 50 to 75 per cent less than have prevailed during the winter months, when there was a scarcity of flowers. During the past week social activity has been extremely dull, also but few funerals, and on the whole, there was little doing. Easter lilies will be available in large quantities. Jonquils in pots will sell in the neighborhood of $1 to $5, while rambler roses will command from $8 to $15 for the plant. Hydrangeas, hyacinths, tulips, primroses and Martha Washington geraniums will also be in evidence during the Easter period. Roses will probably be plentiful, judging from the present condition of the market. They will sell for $4 to $12 per dozen. Carnations will be quoted from $3 to $4 per dozen, while sweet peas and violets will be about 75 cents to $1.50 a bunch and $2 a bunch respectively. Snapdragons will be in the market in larger quantities.

The Late Mrs. M. R. Morgan.
See Obituary, Issue of March 13, Page 403.

NOTES.

The Wright Bros. Greenhouse Co., of Toledo, O., has been incorporated with a capital of $200,000. The incorporators are E. B. Wright, G. E. Ritter, M. M. McGowan, V. Barnes and E. E. Lay.

J. W. L.

Cincinnati, O.

INDICATIONS PROMISE RECORD BUSINESS.

By the time this goes to press, the Easter rush will be in full swing. At this writing, it is hard to predict just how the business will turn out. If present indications are any criterion to go by, it surely will be a record breaker. The unusual amount of sunshiny weather is a great handicap to some growers, while to others it is a blessing in disguise, in so much as it is going to develop bulbous stock in a hurry. The commission men are prepared for the rush, and in a general sense, the prices asked on stock for Easter delivery are fair. Roses will be good, and the prices range from $8 to $37 per hundred. There will be plenty of sleepy carnations, but the good ones will probably bring around $10 per hundred. Lily of the valley is quoted at $8 per hundred by some, by others, $12.

NOTES.

C. E. Critchell is handling some extra fine snapdragon, also the roses from the Jos. H. Hill Co., which maintain their high standard of excellence.

The Cincinnati Florists' Exchange has been headquarters for choice lily of the valley. Greens of all kinds are in good supply here.

The Avondale Floral Co. has an unusually fine display this year and everything is in readiness for a banner Easter.

C. E. Gillette is strong on Gov. Herrick violets. The wire work demand is unusually brisk.

H. W. Sheppard expects big business, and is equipped and prepared to meet every contingency.

The Wm. Murphy Co. is headquarters for fine sweet peas and snapdragons.

M. Bloy and wife, of Detroit, paid us a visit, enroute home from a stay in Florida.

Visitors: Clyde Clark, Richmond, Ind.; Adam Shideler, Muncie, Ind.; W. H. Hanson, Chicago; C. P. Brunner, Springfield, O.; P. R. McKee, Chicago.

K.

Buffalo, N. Y.

FINE WEATHER BRINGS GOOD SUPPLY.

With ideal weather prevailing, stock has become plentiful. Tulips, hyacinths and daffodils are seen in all stores, the latter being offered at special sales at $1 per dozen. Carnations are in generous supply with a drop to six cents wholesale for the best grade. Roses are equal to all demands with the exception of American Beauty, which are scarce and not of the best quality. Premier is taking its place and the stock is very fine. Violets are plentiful, but diminishing, due to weather conditions. Orchids have a moderate call. With ability to make a good display, the stores are now beauty spots.

NOTES.

S. A. Anderson featured some fine window displays during the week in which California acacias played an important part. Trade, with the exception of funeral work, has been active here. The recent death of a well-known citizen, however, gave several prominent stores some large orders.

Grever's Flower Shop on Allen street, one of the coziest in appearance in this city, is in very attractive dress as usual.

This city was well represented at the New York spring show. S. A. Anderson was one of the judges on Tuesday and W. J. Palmer, Henry Kraus, John Fiebelkorn, E. A. Slattery, E. C. Brucker, Art. Kowalski and J. B. Wiese were among the visitors.

From all indications, the lily supply for Easter will be ample. Azaleas will be missed as will spiraeas, but there will be good stock in genistas, lilacs and rhododenrons.

BISON.

The Late A. W. Gregory.

A. W. Gregory, 67 years old, for many years engaged in business as a florist in several towns in western Kentucky, died a few days ago at his home at Madisonville, that state.

W. B. C.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

Boston orchid show (illus.) 593
—A brilliant achievement 593
—The awards 594
—Plant exhibits 594
—Amateurs 595
—Orchid show dinner 595
American Orchid Society 596, 602
American Rose Society 597
New York Florists' Club Dinner (illus.) 598
Society of American Florists 598
Thomas Roland (portrait) 599
National publicity for flowers 599
Boston 600
Pittsburgh 600
Banquet of Mich. State Florists' Ass'n. 600
San Francisco 601
Cincinnati 601
Columbus 601
Buffalo 601
The late A. W. Gregory 601
The late Mrs. M. R. Morgan (portrait). 601
Fare increases Canada to U. S. canceled 602
Glass makers extend working time 602
International Chamber of Commerce 602
American Dahlia Society 602
Wild flower preservation 602
Club meetings next week 602
Evansville, Ind. 604
Chicago 606
Toronto 611
Philadelphia 614
New York 616
Nashville 616
The seed trade 624
—Clover seed export embargo in France 624
—Secretary Meredith on free seeds 624
—Templin-Crockett-Bradley Co. 624
—Dutch bulb decision 625
—Grass and clover seed prices 625
Market gardeners 630
—Prices of indoor fruits and vegetables. 630
—Dried mushroom exports from Poland. 630
The nursery trade 632
—Am. Ass'n. of Nurserymen's trade-mark 632

CANADA imported cut flowers during 1919 to the value of $165,277.

BELGIAN growers are heavily stocked with fine azaleas, palms, etc., for which there is no demand.

GERANIUM growers are saying it is not now a question of prices, but one of plants to meet the demand.

THE soldiers and sailors fought and closed the world war, but the fight of the industrial armies goes on forever.

FLORISTS of the United States are doing wonders in overcoming the difficulties imposed upon them by the federal horticultural board regulations, but, of course, many old garden favorites will be missing the coming spring and summer.

Fare Increase Canada to U. S. Canceled.

The Canadian railway commission, March 29, ordered Canadian railway companies to cancel the 10 per cent fare increase to points in the United States, which they had announced would go into effect on that date, to make up for the adverse rate of Canadian exchange in the United States. The 15 per cent increase, from $8 to $9.20, in head tax on Canadians entering the United States, and which the roads collect on their lines, also was ordered canceled.

AT the annual meeting of the American Rose Society, held in New York, March 16, Secretary White reported a total membership of 1,648 to March 12, 1920.

THE New York Tribune says anthracite operators produced a volume of income tax reports at the executive session of the wage board committee to prove wages have more than kept pace with the increased cost of living. They state a 30 per cent wage advance and seven-hour day will increase coal cost at least $2 per ton to the public.

Glass Makers Extend Working Time.

The American Window Glass Manufacturers' Association at Pittsburgh, Pa., March 24, decided to extend the first period of plant operation three weeks, bringing the end of the current fire to June 8, and to advance the second period three weeks to August 8.

American Rose Society.

DEPARTMENT OF REGISTRATION.

The following rose has been accepted by the rose registration committee of the American Rose Society, and unless objections are received in the secretary's office within three weeks of this publication, the registration will become permanent:

Name—Red Columbia; Class, hybrid tea; Parentage, sport of Columbia; description: General characteristics of this variety are identical with Columbia, except the color is a brilliant scarlet, and the petalage is not so full as Columbia. The color is similar to Hoosier Beauty; originator, Jos. H. Hill Co., Richmond, Ind.

E. A. WHITE, Sec'y.

International Chamber of Commerce.

The new International Chamber of Commerce, projected at the international trade conference at Atlantic City last October, will be formally organized, it is announced by the Chamber of Commerce of the United States, at Paris during the week of June 21, 1920. Invitations have been sent out by the American group of the international organization committee to business and industrial associations, asking them to name delegates to participate in the organization meeting. About 100 American delegates are expected to attend.

It is hoped the horticultural interests of the United States will be adequately represented at this important meeting.

American Dahlia Society.

NEW YORK SHOW LOCATION

The American Dahlia Society has engaged the entire conservatory and roof garden of the Hotel Pennsylvania, opposite the Pennsylvania station 32nd, to 33rd streets and Eighth avenue, New York, for September 27-29, for the annual exhibition of the society.

The roof garden is used during the summer as a restaurant. It has good daylight on all four sides, and the entrance is through the conservatory on the roof. The space is very large, something like 12,000 square feet, in a long hall, giving wonderful decorative opportunities.

A determined effort will be made to make this the largest exhibition ever given of any single flower. Plans will be rapidly perfected and developments will be announced later.

E. C. VICK, Sec'y.

[This is a most desirable location for a show, as there are many fine decorative plants in the conservatory that will make an excellent background for the dahlias. We hope that dahlia growers will make a special effort to make this show a grand success.—ED.]

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change of time, date and place of meetings.]

Boston, Mass., April 6, 8 p. m.—Florists' Association of Boston at Parker House. Elijah Gorney, secretary, Park and Tremont streets.

Chicago, April 8, 8 p. m.—Chicago Florists' Club at Hotel Randolph. Fred Lautenschlager, secretary, 452 West Erie street.

Cleveland, O., April 5, 8 p. m.—Cleveland Florists' Club at Hotel Hollenden. Jas McLaughlin, secretary, care of McCallum Co.

Rock Island, Ill., April 8, 8 p. m.—Tri-City Florists' Club at home of Henry Gaethje. Wm. Knees, secretary, Moline, Ill.

Dayton, O., April 5, 8 p. m.—Dayton Florists' Club at Y. M. C. A. building. George J. Frisch, secretary, 3205 East Fifth street, Dayton.

Detroit, Mich., April 7, 8 p. m.—Detroit Florists' Club at Hotel Statler. Harry Taylor, secretary, Detroit.

Hartford, Conn., April 9, 8 p. m.—Connecticut Horticultural Society at county building. Alfred Doxon, secretary, Wethersfield.

Holyoke, Mass., April 6, 8 p. m.—Holyoke and Northampton Florists' and Gardeners' Club at members place of business. James Whiting, secretary, French Hall, Amherst.

Indianapolis, Ind., April 6.—State Florists' Association of Indiana at place of business of member. Oliver E. Steinkamp, secretary, 3800 Rockwood avenue, Indianapolis.

La Crosse, Wis., April 9, 8 p. m.—Associated Florists of La Crosse at the Flower Shop. L. E. Metcalf, secretary, La Crosse.

Los Angeles, Calif., April 6, 8 p. m.—Los Angeles County Horticultural Society at 237 Franklin street. H. S. Kruckeberg, secretary, Los Angeles.

Minneapolis, Minn., April 6, 8 p. m.—Minneapolis Florists' Club at 218 North Fifth street. Wm. J. Vasatka, secretary, 3340 Chicago avenue, Minneapolis.

Montreal, Que., April 5, 8 p. m.—Montreal Gardeners' and Florists' Club at 642 St. Catherine street. W. H. Horobin, secretary, 283 Marquette street, Montreal.

Newport, R. I., April 8, 8 p. m.—Newport Horticultural Society at Music Hall. Fred P. Webber, secretary, Nelville.

New York, April 10, 4:30 p. m.—Horticultural Society of New York at the Botanical Garden. George V. Nash, secretary, Bronx park, New York.

Philadelphia, Pa., April 6, 8 p. m.—Florists' Club at Philadelphia at Adelphia hotel. Robert Kift, secretary, 4044 Haverford avenue, Philadelphia.

Pittsburgh, Pa., April 6, 8 p. m.—Pittsburgh Florists' and Gardeners' Club at Allegheny Music Hall. E. J. McCallum, secretary, 137 Seventh street, Pittsburgh.

Rochester, N. Y., April 9, 8 p. m.—Rochester Florists' Association at 95 East Main street. Irving W. Briggs, secretary, Rochester.

Saginaw, Mich., April 5, 7:30 p. m.—Saginaw-Bay City Floricultural Society at Saginaw. Henry W. F. Goetz, secretary, 124 South Michigan avenue, Saginaw.

St. Louis, Mo., April 8, 2 p. m.—St. Louis Florists' Club. No regular meeting place. J. J. Beneke, secretary, 3646 Humphrey street, St. Louis.

Washington, D. C., April 6, 8 p. m.—Florists' Club of Washington, D. C., at Schmid's hall, 712 Twelfth street, N. E. G. V. Schultz, secretary, care of Leo Niessen Co., Washington.

Wild Flower Preservation.

The Wild Flower Preservation Society urges every child to learn the following quaint poem:

Pluck not the wayside flower;
It is the traveler's dower;
A thousand passers-by
Its beauties may espy,
May win a touch of blessing
From Nature's mild caressing.
The primrose on the slope
A spot of sunshine dwells
And cheerful message tells
Of kind renewing power;
The nodding bluebell's dye
Is drawn from happy sky.
Then spare the wayside flower
It is the traveler's dower!

—William Allingham.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Florist for greenhouse and landscaping; new place. Will pay 45c per hour and better. **South Side Nursery,** Henry Gerstenkorn, Mgr., R. R. 6, **Decatur, Ill.**

Help Wanted—Good man for general greenhouse work. State wages wanted and experience.

GEO. BISCHOFF,
220 Chapin St., Ann Arbor, Mich.

Help Wanted—Capable and reliable man for general greenhouse and garden work.

M. & S. L. Dysinger,
Albion, Mich.

Help Wanted—Single man who understands growing of general stock on small wholesale place; must be industrious, and interested in work and results. Prefer permanent man who can take complete charge later on. Wages to start, $75.00 per month, with room and board. Address

GRAND VIEW GREENHOUSES
Hopkins, Minn.

For Sale—Greenhouses, 7000 square feet of glass; two stores; located at the entrance of the largest cemetery in Chicago. Address W. Burmeister, 1767 Cemetery Drive, Chicago.

For Sale—Greenhouse in good town about 80 miles west of Boise. It must be sold; only greenhouse in this town. **A. Gonderman,** 7th Street and 18th Avenue south, Nampa, Idaho.

FOR SALE

Large refrigerator and wall case at a bargain. Fixtures are now in Chicago. For further particulars address

Key 471, care American Florist.

For Sale

Complete set of store fixtures. $300 cash, takes the whole outfit.

Key 468, care American Florist.

FOR SALE

Must be sold to settle an estate; greenhouse in one of the fastest growing cities in the state of Ohio; adjoins the cemetery, with a frontage of 108 feet and a depth of 392 feet; new two-story cement office building; four large glass houses, glass all 18 inches square; 30 H. P. boiler; all guaranteed to be in first-class condition; the price is right.

SEILER REALTY COMPANY, Mansfield, O.

Help Wanted

Experienced greenhouseman, $30.00 per week.

JOE STREIT
1366 McClellan Ave., DETROIT, MICH.

HELP WANTED.

Few helpers in rose houses. $4.50 per day. When Sunday work is necessary we will pay an extra $6.00 Good chance for advancement.

Bassett & Washburn
178 N. Wabash Ave., CHICAGO

HELP WANTED

Assistant gardener at State Hospital, Mt. Pleasant, Iowa. State experience and give references with first letter.

C. F. APPLEGATE, M.D.,
Superintendent, Mt. Pleasant State Hospital,
MT. PLEASANT, IOWA.

FOR SALE

Glass, 14 x 16	per box,	$ 5.50
Ventilators, 3 ft. 5 in. x 2 ft. 10 in., with glass		1.50
Cedar Panel doors with frame		2.50
Cedar Bars, 15 ft. 8 in. long, at		.45
Cedar Bars, 11 ft. 8 in. long, at		.30
Cedar Ridge and pine purlin, at	per ft.,	.05
Evans Ventilator Machine, complete, at		12.00
Arms, at 25c Hangers, at		.10
Steam Pipe, 3 in.	per ft.,	.18
Steam Pipe, 1 in.	per ft.,	.06
Steam Pipe, 3/4 in.	per ft.,	.04
Steam Valves, 1½ in., brass, at		1.75
Steam Valves, 1¼ in., brass, at		1.50
Steam Angle Valves, 1¼ in., brass, at		1.25
Lever Handle hose bibbs, ¾ in., at		1.00

The above is second-hand goods, but all in good, useable condition.

GEORGE REINBERG
30 East Randolph Street, CHICAGO, ILL.

Situation Wanted

By practical landscape gardener, forester and horticultural draughtsman; long experience; can handle men, make own plans or work from those furnished; commercial or private; will go anywhere, but prefer south or west of Chicago.

Key 470, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors, gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

For Sale

$50,000 buys a modern carnation range near Chicago, including fine residence and several acres of land. Possession now or in the spring. $10,000 cash and balance on easy terms. Address

Key 446, care American Florist.

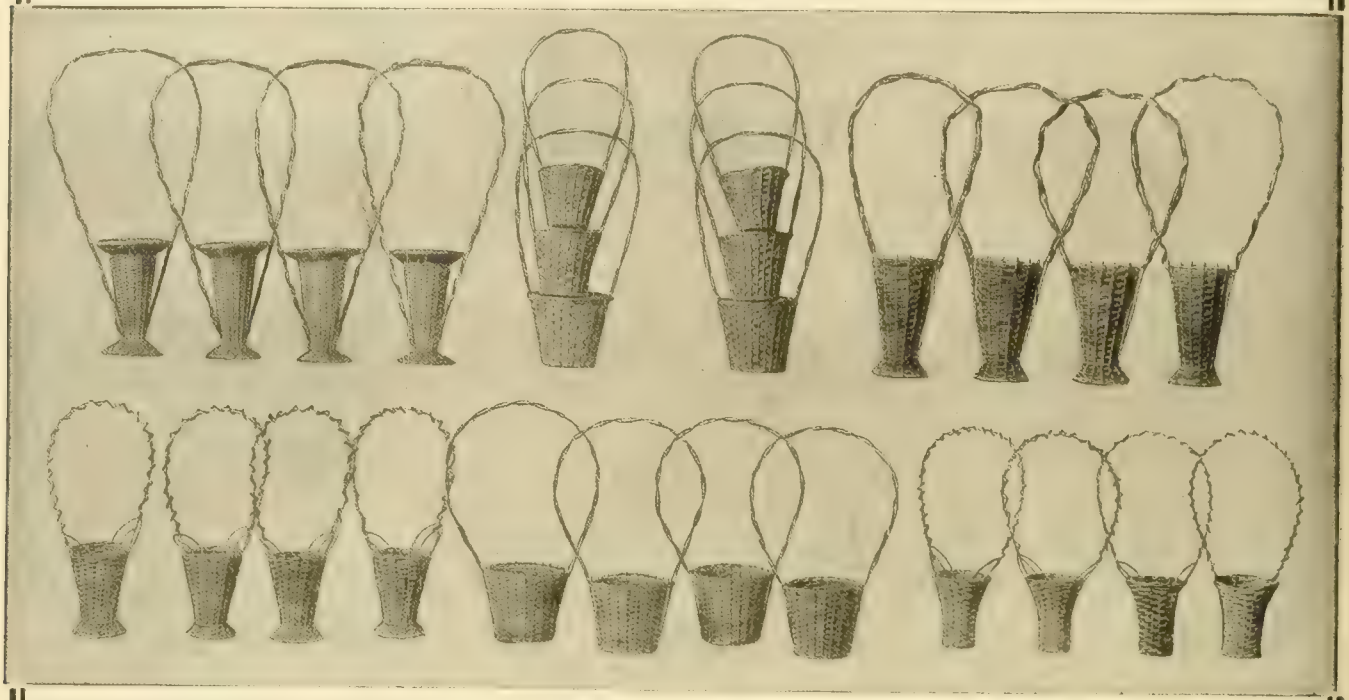
Sell Surplus Plants

Before They Spoil
By Overcrowding

ADVERTISE THEM NOW

American Florist Co.
440 South Dearborn Street, CHICAGO

Special No. 2, Assortment Large Flower and Plant Baskets



This lot consists of 26 Reed and Willow Baskets substantially made in two-tone finishes with liners. Regular value, $40.00.

26 Baskets SPECIAL OFFER **$35.00**

THE OVE GNATT CO., Inc.

Preservers of Natural Foliage

La Porte, Ind.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorators' Novelties.

BEGONIAS

Begonia Mrs. M. A. Patten, new dark pink, nice, bushy plants, well-flowered, 5-in., 75c each; 4-in., 50c each; 3½-in., 25c each. Rooted Cuttings, $5.00 per 100.

Smilax 2½-in., good plants, $3.00 per 100. Cash.

JOHN R. MITCHELL, Madison, N. J.

Evansville, Ind.

The outlook is for a good Easter business for florists here with all lines of stock in good supply.

George Blackman and Curt Niednagel took an active part in the spring convocation of the Scotish Rite Masons, held here a few days ago.

W. E. C.

HARTFORD, CONN.—The florists' club of this city will feature April 8 as "ladies night," with a supper at the City club, followed by a theater party.

KANSAS CITY, MO.—Wm. L. Rock has purchased 133 acres near this city, and will incorporate the Rock Flower Gardens with a capital stock of $100,000.

FLORAL PARK, N. Y.—Arthur H. Goldsmith has bought the Charles H. Allen range here, including two acres of land, and will divide the property into building lots.

Rooted Cuttings

ALTERNANTHERA, red and yellow, per 1,000	$ 8.00
BRILLIANTISSIMA, per 1,000	10.00
CALENDULA, Orange King, 2-in., per 100	2.50
JERUSALEM CHERRY, fine seedlings, per 100	1.00
CUPHEA, Ageratum, Guernsey and Blue Star, per 100	.90
DAISIES, Mrs. Sanders, Boston Yellow, 2-in.	.04
Single White, 2-in.	.03
DAISY, R. C., Single White, Boston yellow, per 100	1.50
SANDERS, R. C., per 100	1.50
DUSTY MILLER, Gymnocarpa, 2-in., per 100	3.00
DUSTY MILLER, seedlings, per 100	1.00
FEVERFEW, R. C., per 100	1.50
FEVERFEW, 2-in., per 100	3.00
FUCHSIAS, R. C., 6 kinds, per 100	1.50
GENISTA	1.50
GERMAN IVY, R. C., per 100	1.50
PETUNIA, Dbl., R. C., per 100	1.50
SALVIA, America, per 100	1.75
SALVIA, R. C., Splendens and Bonfire, per 100	1.25

Cash.

BYER BROS., CHAMBERSBURG, PA.

BOSTON, MASS.—The Hamlin Flower Shop on Boylston street, has discontinued business.

Spring Plants

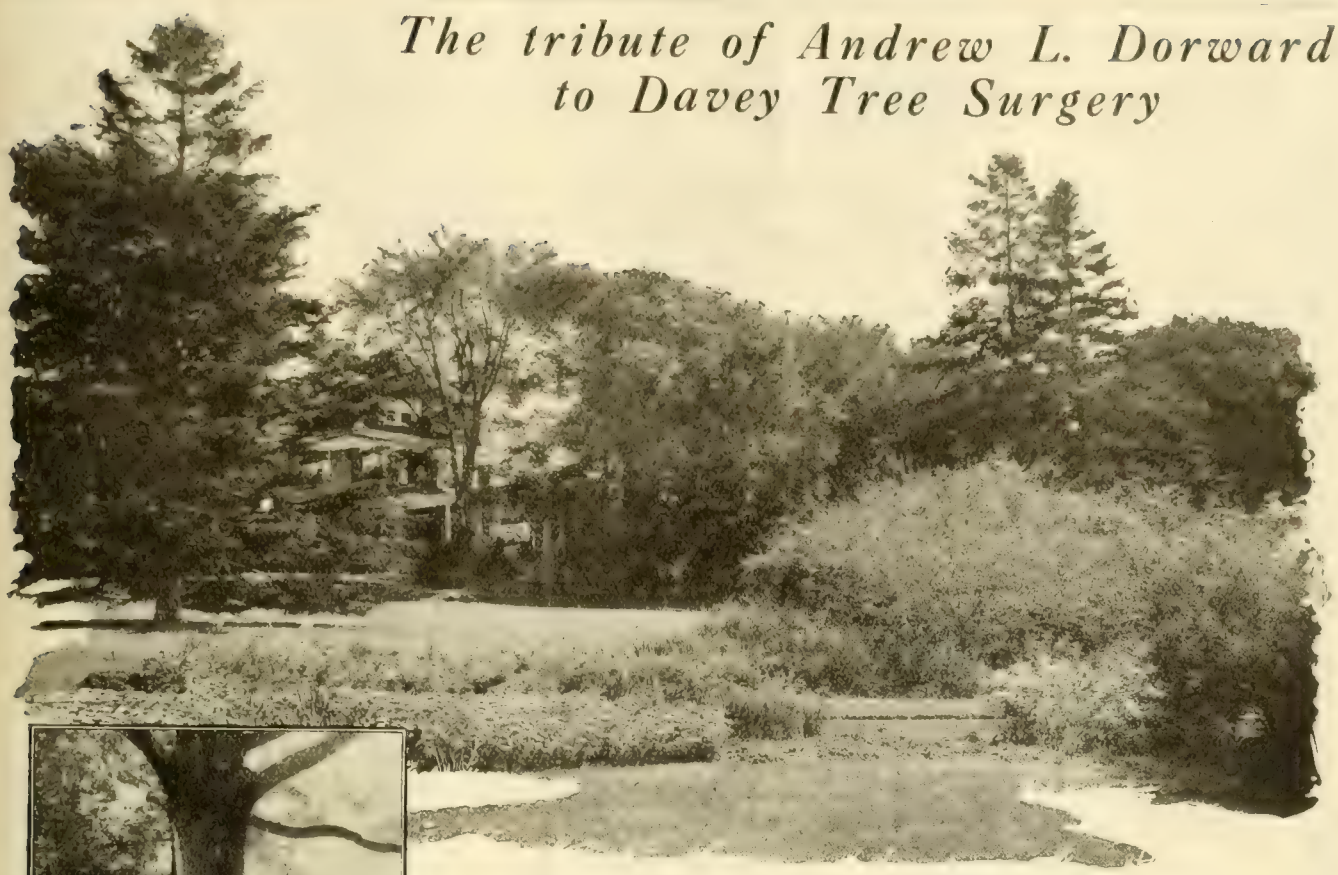
IN ABUNDANCE

		100	1000
2 -in.	**Ageratum,** Light or Dark	$ 2.50	$ 22.50
2½-in.	**Calendulas,** Orange King	3.00	25.00
2¼-in.	**Centaureas,** Dusty Miller	3.00	25.00
2 -in.	**Coleus,** Red or Yellow	3.25	30.00
2¼-in.	**Fuchsias,** 12 good varieties	3.00	25.00
4 -in.	**Fuchsias,** 12 good varieties	12.50	120.00
2 -in.	**Geraniums,** Ricard, Poitevine, Nutt, Buchner, etc.	4.25	40.00
3½-in.	**Geraniums,** Above kinds	10.50	100.00
2¼-in.	**Helitropes,** Light or Dark Blue	4.50	40.00
4 -in.	**Heliotropes**	12.00	110.00
2½ in.	**Larkspurs,** Separate Colors	3.00	25.00
2½-in.	**Marguerites,** White or Yellow	4.00	37.50
4 -in.	**Marguerites**	12.00	110.00
2¼-in.	**Salvias,** Scarlet Sages	5.00	45.00
3 -in.	**Salvias**	8.00	75.00
2¼-in.	**Verbenas,** Choicest mixed	2.75	25.00
2¼-in.	**Vinca,** Varieagata	5.00	45.00
4 -in.	**Vinca,** Varieagata	13.00	125.00

For prices on other stock send for Catalogue, now ready. Cabbage and Tomato plants in abundance, $5.00 per 1000.

ALONZO J. BRYAN,
Wholesale Florist
Washington, New Jersey

The tribute of Andrew L. Dorward to Davey Tree Surgery



The estate of Mrs. T. J. Emory at "Mariemont," Middletown, R. I., is one of the show places around Newport. Andrew L. Dorward is gardener on this estate

This photograph shows how healing is well under way within a few months after treatment. Note, also, how concrete has been filled in the cavity by the Davey sectional method, which allows for swaying and prevents cracking

"Mariemont,"
Middletown, R. I.

The Davey Tree Expert Co., Inc., Kent, Ohio

Gentlemen:

I can only reiterate what others have truthfully said regarding the work done by The Davey Tree Expert Company—that tree surgery practiced by you, both from a scientific and practical viewpoint, is as near perfect as it is possible to have it.

Andrew L. Dorward, *Gardener*
Mrs. T. J. Emory Estate

The saving of priceless trees is a matter of first importance on every estate.

Davey Tree Surgery is a fulfillment of the maximum expectations of those who love and value trees. A careful examination of your trees will be made by appointment.

JOHN DAVEY
Father of Tree Surgery

THE DAVEY TREE EXPERT CO., Inc., 2303 Elm Street, Kent, Ohio

Branch Offices with telephone connections: New York City, 20 W. 34th St.; Chicago, Westminster Bldg.; Philadelphia, Land Title Bldg.; and Boston. Write nearest office

Permanent representatives available in districts surrounding Boston, Spring field, Lenox, Newport, Hartford, Stamford, Albany, Poughkeepsie, White Plains, Jamaica, Montclair, New York, Philadelphia, Harrisburg, Baltimore, Washington, Richmond, Buffalo, Toronto, Pittsburgh, Cleveland, Detroit, Chicago, Milwaukee. Canadian address: 252 Laugauchitere West, Montreal

DAVEY TREE SURGEONS

Every real Davey Tree Surgeon is in the employ of The Davey Tree Expert Co., Inc., and the public is cautioned against those falsely representing themselves An agreement made with the Davey Company and not with an individual is certain evidence of genuineness

BIG DROP IN PRICES

LARGE QUANTITY OF ROSES

Now Booking Orders—Let us Have Yours.

PRICES IN EFFECT APRIL 5.

Buy Direct from the Grower

We Are Rose Specialists and Are Cutting from 245,000 Rose Plants.

RUSSELL and COLUMBIA.

Fancy long	per 100,	$25.00
Long medium	per 100,	20.00
Medium	per 100,	$12.00 to 16.00
Short	per 100,	6.00 to 10.00

ASSORTED ROSES, OUR SELECTION.

Including some **RUSSELLS** and **COLUMBIAS.**

lots of 200 or more ..... per 100, $6.00

OPHELIA, HOOSIER, WHITE KILLARNEY and SUNBURST.

Extra long	per 100,	$12.00 to $16.00
Medium	per 100,	8.00 to 10.00
Good short	per 100,	5.00 to 6.00

CARNATIONS

Per 100 ..... $4 00 to $6.00

Big supplies of spring flowers are now coming into this market and we will procure the best at lowest market prices.

NEW FANCY FERNS ..... per 1000, $4.50 to $5.00

ADIANTUM	per 100, $2.00	**ASP. SPRAYS**	per 100, $3.00 to $4.00
GALAX, bronze	per 1000, 1.50	**SPRENGERI**	per 100, 3 00 to 4.00

All seasonable flowers not grown by us will be procured for our customers. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

NOTICE:—We close at 5 o'clock week days. Closed all day Sundays.

Chicago.

HEAVY EASTER DEMAND.

The demand for cut flowers for Easter is heavy and everything points to a complete clean-up in fresh stock at an early hour. Orders are arriving in every mail and by wire at this writing and the demand this Easter promises to be the heaviest in years. Lilies are seen in large supply at several of the stores, but are moving nicely in the better grades at the advertised quotations. Some stock reached the market in poor condition the early part of this week and had to be sacrificed at low prices in order to move it, but this was due more to poor packing than anything else, practically all the flowers being bruised by carelessness in handling. American Beauty roses are in good demand and the same holds true for Mrs. Chas. Russell, Columbia and Premier. Milady, Hoosier Beauty, Killarney, White Killarney, Killarney Brilliant, Sunburst, Ophelia, Montrose, Champ Weiland, Mrs. George Shawyer, Mrs. Aaron Ward and all the other varieties grown for this market are having a good call. Carnations are in large supply, but in heavy demand and should clean up early. Sweet peas are moving fast and so are violets. Orchids do not appear to be any too plentiful and lily of the valley does not appear to be in any oversupply. A few gardenias are among the offerings but clean up quickly. Tulips are seen in quantity and some freesias are obtainable. Jonquils are available in quantity at some of the houses including a good proportion of southern grown flowers. Mignonette, snapdragons, calendulas, daisies, callas, anemones, pansies, stocks and a few other miscellaneous items are included in the list of offerings and give the buyer a great variety to select from. Pussy willows are a

THANKS—

We have been unusually favored with a big increase in business since the FIRST OF THE YEAR, especially this Easter.

SHIPPING BUSINESS is our specialty because we know how to take care of it.

W. W. Kennicott President

YOUR

Protection

Kennicott Bros. Co.
174 North Wabash Ave.
CHICAGO

Wholesale dealers in
CUT FLOWERS since 1881

EXTRA FANCY
ROSES
—AND—
CARNATIONS

In Heavy Supply for Easter

You Get the Best Stock in the Chicago Market at the prices quoted when you place your orders here

Satisfied customers everywhere speak highly of Reinberg's Roses and Carnations. Give your customers the best. Place your order here. If there is something you need in Cut Flowers that you do not find in the price list, just ask for it and we will include it in your shipment if it is obtainable in this market.

Buy Direct from the Grower — **EASTER PRICE LIST** — **Subject to Change Without Notice**

	Per 100
MRS. CHAS. RUSSELL	
Specials	$35.00 to $40.00
Select	25.00 to 30.00
Medium	18.00 to 20.00
Short	12.00 to 15.00
COLUMBIA	
Specials	35.00 to 40.00
Select	25.00 to 30.00
Medium	18.00 to 20.00
Short	12.00 to 15.00
MILADY	
Specials	$30.00 to $35.00
Select	20.00 to 25.00
Medium	15.00 to 20.00
Short	8.00 to 12.00

		Per 100
Champ Weiland	Specials	25.00
Killarney	Select	18.00 to 20.00
Killarney Brilliant	Medium	15.00
White Killarney	Short	8.00 to 12.00
My Maryland		

	Per 100
SUNBURST, OPHELIA	
Special	$30.00 to $35.00
Select	20.00 to 25.00
Medium	15.00 to 20.00
Short	12.00
PREMIER	
Specials	35.00 to 40.00
Select	25.00 to 30.00
Medium	18.00 to 20.00
Short	12.00 to 15.00
ROSES, OUR SELECTION	10.00
Carnations	8.00 to 12.00
Jonquils	8.00 to 10.00
Sweet Peas	3.00 to 5.00
Lilies	35.00
Adiantum	2.00
Asparagus, per bunch	50c
Boxwood, per bunch	35c
Ferns, per 1,000	$4.00
Galax, bronze and green, per 1,000	$2.00
Leucothoe Sprays	1.00
Smilax, per doz. strings	$3.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

Roses and Carnations.

All the old standard and best new carnations.

EASTER PRICE LIST—Subject to Change Without Notice.

PREMIER	Per 100
Special	$35.00
Select	25.00
Medium	20.00
Short	15.00

RUSSELL	Per 100
Special	$35.00
Select	25.00
Medium	20.00
Short	15.00

COLUMBIA	Per 100
Special	$30.00
Select	20.00
Medium	15.00
Short	10.00

OPHELIA	Per 100
Special	$20.00
Select	15.00
Medium	10.00
Short	8.00

SUNBURST	Per 100
Special	$20.00
Select	18.00
Medium	15.00
Short	10.00

White—KILLARNEY—Pink	Per 100
Select	$12.00
Medium	10.00
Short	8.00

ROSES, OUR SELECTION	$ 8.00

CARNATIONS	Per 100
Fancy	$10.00
Good	8.00
Splits	6.00

MISCELLANEOUS

Calla Lilies, per doz.	$3.00 to $4.00
Ferns, per 1000	5.00
Galax, per 1000	2.00
Sprengeri, per bunch	.50

WIETOR BROTHERS

162 N. Wabash Ave., L. D. Phone Randolph 2081 **CHICAGO**

Extra Fancy Roses, Carnations, Sweet Peas and all other Seasonable Cut Flowers in quantity to meet the demand.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

good seller this week. Green goods are none too plentiful especially ferns, which have advanced considerably in price the past week. Blooming plants in this vicinity are practically all disposed of and if the weather is at all favorable the local demand will clean up all the cut flower offerings.

Stock is in heavier supply at this writing, Wednesday noon, March 31, owing to the extremely warm weather and it looks as if there will be more than enough in some lines to go around. Roses appear as if they will clean up but considerable pushing will be needed to move all the carnations and cut lilies. The American Railway Express Company is giving the market pick-up service until 5 p. m. daily during the heaviest shipping period.

NOTES.

Many greenhouse establishments in this vicinity had a narrow escape from being wrecked by the tornado, which swept this district, March 28. First reports after the storm were to the effect that many ranges were completely destroyed, but after the rumors has been traced down, the greatest loss appears to be from hail and the heavy wind which broke or lifted out the glass as the storm swept by. Here and there, a gable was broken, and in some instances a part of the house bent in, but taking everything into consideration, the growers consider themselves extremely lucky to escape as easy as they did, which was certainly remarkable judging from the heavy damage to other property in the immediate vicinity. Wietor Bros., Peter Reinberg, Poehlmann Bros. Co., Wellworth Farm Greenhouses, C. V. Wolf, Riverbank Greenhouses and others report considerable breakage in glass. Otto Trebwaner, of the Calvert Floral Co., Lake Forest, reports the loss of one small house by the tornado.

Fred Lautenschlager, of Kroeschell Bros. Co., is back from a successful business trip in the east, which included a visit to the recent New York flower show, held in the Grand Central Palace.

Tonner

Wholesale Cut Flowers and Supplies

30 East Randolph Street

CHICAGO

Telephone Central 6284

You will need plenty of

HIGH GRADE FLOWERS FOR WEDDINGS

Let us have your orders.

Mention the American Florist when writing

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

The Best Roses and Carnations in The Chicago Market--Bar None.

Lilies, Sweet Peas, Tulips, Daisies, Orchids, Jonquils, Violets, Callas, Etc.

Your trade is entitled to the best—They get it when you place your order here.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

IN QUANTITY:

Roses and Carnations

All the varieties grown for this market---Best quality stock. Sweet Peas, Lilies, Daisies, Violets, Jonquils, Tulips, Valley, Ca'endulas, Snapdragons, Orchids and everything else seasonable. You will be more than satisfied with the stock that you receive at the prices you pay. when you buy your Cut Flowers here. **GREENS.**

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

ROSES

COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MINIATURE ROSES

Cecile Brunner

CARNATIONS

MISCELLANEOUS

Valley Cattleyas
Jonquils Lilies
Violets Sweet Peas
Mignonette
Darwin Tulips
Tulips Freesias
Calendulas
White and Yellow Daisies

GREENS

Plumosus Sprengeri
Galax, bronze. Galax, green
Ferns
Adiantum Smilax
Boxwood

Harry C. Rowe, who has been engaged in the retail business in the loop for 20 years; is now comfortably located in his new store at 4401 Sheridan Road, at the corner of Montrose, considered by many one of the best locations in the leading residential district. The interior is finished in ivory, the proprietor's favorite color, and when the place is lit up, it is one mass of beauty easily seen as there is a big window frontage both on Montrose and Sheridan road. The Broadway car crosses the boulevard at this corner and the motor busses stop right in front of his place while autos park on Montrose. His trade is following him from the loop, and one order filled last week was that of the Boyer funeral calling for a casket cover, of violets, lily of the valley and roses, besides several other designs. Heaton Nichols, Mr. Rowe's right-hand man, is again on duty after being confined to his home for several weeks with a touch of pneumonia.

The local department stores are having their usual sale of pot lilies this Easter, one firm saying in its advertisement, "of course, this stock will be sold at reduced prices." No prices are mentioned. Some day, the grower will wake up to the fact that he is not playing fair with his customers who patronize him all the year, by supplying outsiders with stock to sacrifice at low prices in compeition with the regulars. The retailers, as a whole, are against this sort of competition, which should not exist for the simple fact, that in some instances, it is sold at such a low price, that if he depended upon this outlet, for his regular weekly returns, he would be obliged to close up shop.

A. L. Vaughan & Co. are having their share of the Easter business with a heavy call for stock from out-of-town points, not mentioning a good local trade. This firm has a new location in sight for May 1 and will be on the job as usual right in the heart of the wholesale district. Mr. Vaughan's careful handling of his shipping trade in the past would permit him to do business from the top of the Masonic Temple if necessary for the average customer is not likely to leave a house when he is receiving satisfactory service such as here.

The American Bulb Co. made a generous contribution to the advertising campaign of the local florists in the form of a 5-column advertisement, 16½ inches high, exploiting Easter lilies, in the Chicago Sunday Tribune of March 28. Reprints of the advertisement were distributed free to the trade, who displayed them to good advantage in their store windows, etc.

Joe Einweck, of the Bassett & Washburn sales force, and Miss Anna Theiner, will be married, April 14. Mr. Einweck is well and favorably known to the local trade, and has the best wishes of his many friends in his intended dip into the sea of matrimony.

The Florists' Club will meet at the Hotel Randolph, next Thursday evening, April 8, at 8 p. m. E. D. Burton, of the American Greenhouse Manufacturing Co., will present his firm's two-reel movie, entitled, "Wonderland under Glass."

The E. C. Amling Co. is having a strong demand for Darwin tulips, which it is handling in quantity. John Michelsen has no complaint whatever to make in regard to the early Easter demand.

Poehlmann Bros. Co. cleaned out completely in pot lilies for Easter this season, and managed to make deliveries to all the out-of-town customers, notwithstanding the express strike.

Peter Reinberg is having a heavy out-of-town call for stock this Easter, according to Herbert Hansen, who says that all the regular, besides many new customers, have been heard from.

The A. L. Randall Co.'s cut flower department is busy as can be at this writing, the out-of-town Easter demand being strong. Some fine cut lilies were seen at this establishment.

Chas. McCauley, of the Riverbank Greenhouses, Geneva, says that he never saw the Fox river so rough as last Sunday, March 28, when the tornado swept this district.

The Foley Greenhouse Manufacturing Co. is completing an addition to the range of St. Mary's Training School near Des Plaines. J. Mueller will have charge.

The Chicago Flower Growers' Association is busy with shipping orders at this writing, and everything points to a big Easter demand at this establishment.

The J. A. Budlong Co. is pleased with the Easter demand so far, especially from out-of-town, where the call for stock is heavy.

Kennicott Bros. Co. is again receiving regular shipments of adiantum, which is a big item in its green goods department.

Zech & Mann report the early Easter demand as very satisfactory, with a strong call for fancy lilies and sweet peas.

At Vaughan's Randolph street store, all lines are in good demand, with lawn supplies and nursery stocks in the lead.

A. T. Pyfer, of A. T. Pyfer & Co., is looking for a cleanp in cut flowers for Easter at fair prices.

According to some of the local growers, a good portion of their lilies were too early this Easter.

G. B. Dawes, of Elgin, is reported to have suffered some loss by the tornado, March 28.

Wietor Bros. report a brisk Easter demand, with a splendid call for roses and carnations.

O. A. and L. A. Tonner are moving a good supply of fancy sweet peas this week.

Visitors: J. F. Ammann, Edwardsville; Philip J. Breitmeyer, Detroit, Mich.; P. W. Peterson, Joliet.

ST. LOUIS, MO.—The Acme Flower Shop has been opened in the new Arcade building by Mrs. Elizabeth Kester Turk and Mrs. Jeanette E. Stewart. They are doing a nice business.

LARGE SUPPLY **Easter Lilies**

$25.00, $30.00 and $35.00 per 100.

Fancy Butterfly Sweet Peas, $3.00, $4.00 and $5.00 per 100. Common, $1.50 to $2.50 per 100.

BEST QUALITY TO BE HAD

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Ward, Welland, Brilliant, Double White and Pink Killarney, Sunburst, Hearst, Nesbit and Brunner.

NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

IN GOOD SUPPLY

DARWIN TULIPS--TULIPS--JONQUILS

Choice stock of Valley, Sweet Peas, Callas, Daisies, Freesias, Rubrums, Easter Lilies, Calendulas, Mignonette, Stocks, Violets, Lupines, Pansies and all other Seasonable Stock.

Don't Forget Us on GREENS, as We Have Mexican Ivy, Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

WE ARE CLOSED ALL DAY SUNDAY.

Toronto, Ont.

RECORD EASTER BUSINESS IN SIGHT.

Trade was never better at this season, and with stock of excellent quality and in good supply, it is a pleasure to do business. The past week has been one of sunshine, which brought joy to the grower; all flowers excepting violets benefited thereby. Roses are in fine shape. Dunlop, Russell Premier, Columbia, Ophelia and American Beauty are all of excellent quality. Carnations are greatly benefited, especially in their keeping qualities. Snapdragons, sweet peas, stocks, pansies, clarkias, calendulas and mignonette are all good, and will be in plentiful supply for the day of flowers. The market is well supplied with flowering plants. Lilies, of which there is a large supply, azaleas, roses, hydrangeas, rhododendrons, primulas and numerous varieties of bulbous stock give the largest variety we have had for some years. From observation there is not

A. T. PYFER & COMPANY

WHOLESALE FLORISTS

164 N. Wabash Ave., L. D. Phone, Central 3373 Formerly at 30 E. Randolph St., Chicago

E. F. WINTERSON CO. 166 N. Wabash Ave. L. D. Phone, Central 6004 Established 1892 Chicago

Daily Shipments of the finest stock in Roses, Carnations and Violets. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

For Florists' Supplies, Baskets, Chiffons and Spring Novelties

PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., Pittsburgh, Pa.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

likely to be a shortage of flowers in this section. At Dunlop & Sons, Richmond Hill, it was a grand sight to see that excellent new rose, Frank W. Dunlop. The sunshine has given the foliage a beautiful red tint, and with many blooms as good as those shown at New York, you could not help but praise this wonderful variety. The houses in general looked equally good. The last house just completed, of Lord and Burnham type, seems as substantial as a sky scraper, and as light as the outside atmosphere. Carnations and the lilies were in good shape, showing the benefit of growing stock in a modern range.

NOTES.

The retail florists club has invited the growers to meet with them, April 19, at the club rooms, 12 Adelaide street, West, for a friendly discussion on co-operation, and for further advancement of the trade in general. Geo. Asmus, of Chicago; J. E. Cooper, of Brampton; W. E. Groves, of Hamilton, and W. J. Gammage, of London, have been invited as speakers. Supper will be served at 8 p. m., and a large attendance is expected.

Miller & Sons, of Lawder avenue, have been cutting Premier, and as grown by this firm, it certainly is a grand rose. They get good depth of color and fullness to their flowers, which sell them on sight. Russell and Columbia also do well here. Carnations are good, but lilies have turned out poorly, which is blamed on the bulbs.

The Dale estate of Brampton, will have their usual good cut, although the orders are coming in so fast they expect that most lines will be scarce. They have a large cut of American Beauties coming in, which will help out considerably. The orchid range also promises a large cut. Lilies are of fine quality, as also are sweet peas.

Carl Groba, of Mimico, is well in front with his usual supply of pot stock. Roses, azaleas, lilies, rhododendrons, spiraeas and bulbous stock are grown here in large quantities, all of which find ready sale.

W. E. Calvert, of Brampton, our violet specialist, is at present sending in good violets, and expects to have them in large supply for Easter, providing the weather does not get too warm.

LINDLEY BOXES
ARNOLD BOXES

Comprising the largest assortment of Florist Boxes obtainable. The Arnold Florist Box stock has been purchased by the Lindley Company, Write us for prices.

GEO. L. HOOPIS, New York Representative, 601 W. 144th St.
A. V. Z. JENNINGS, Chicago Representative, 20 E. Jackson Blvd.

Lindley Flower Box Company, Quality Box Makers, Marion, Indiana

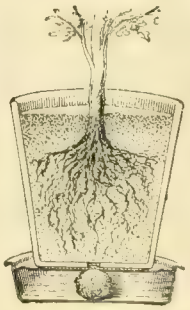
GOLDFISH 1,500,000 (Fancy and Plain)

Ready for market at rock-bottom prices. Ship anywhere in U. S. or Canada. Write for our illustrated catalogue.

Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.

FLORISTS'
Cards, Envelopes, Labels, Tags.
Add 10% to our 1920 catalogue prices.
THE JOHN HENRY CO.
LANSING, MICHIGAN

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a

Little Wonder Plant Irrigator

They keep your plants watered just right.
Wholesale price, $25.00 per 100.
If your supply house does not carry them send us their name with your order.
Sample by mail, 35c.

The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO

R. Jennings, of Brampton, is strong on sweet peas and carnations. He is one of the best shippers in the Dominion and stock always seems in good shape.

Visitors: J. E. McClure, Chatham, Ont.; Emery B. Hamilton, London, Ont.; Chas. Scrim, Ottawa, Ont.

H. G. D.

NEW HAVEN, CONN. — The New Haven County Horticultural Society is planning for the largest rose show in its history this spring.

FRAMINGHAM, MASS.—Following his recovery from a severe illness, William R. Nicholson, has gone to Pinehurst, N. C., for a vacation.

JUNCTION CITY, KAN.—Robina, Lucy and H. H. Keeshan have leased the business of the Junction City Floral Co. and will conduct it under the old name.

TORONTO, ONT.—Peter Duff, former gardener for Sir Henry Pellatt, died recently.

NAUGATUCK, CONN.—Frank E. Miller, for many years well known as a florist in this vicinity, died suddenly March 15, age 79 years.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.

CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

EASTER PRICE LIST.

	Dozen	
Roses, Beauty	$ 3.00 @	$10.00
	Per 100	
" Mrs. Chas. Russell.	10.00 @	60.00
" Columbia	10.00 @	60.00
" Premier	10.00 @	60.00
" Hoosier Beauty	8.00 @	35.00
" Killarney Brilliant.	8.00 @	35.00
" Killarney	8.00 @	35.00
" White Killarney	8.00 @	35.00
" Richmond	8.00 @	35.00
" My Maryland	8.00 @	35.00
" Mrs. Geo. Shawyer.	8.00 @	35.00
" Milady	10.00 @	50.00
" Mrs. Aaron Ward	8.00 @	25.00
" Sunburst	8.00 @	35.00
" Ophelia	8.00 @	35.00
" Dble. W. Killarney.	8.00 @	35.00
" Champ Weiland	8.00 @	35.00
" Stanley	8.00 @	35.00
" Bayard Thayer	10.00 @	60.00
" Cecile Brunner	5.00 @	6.00
" George Elgar	5.00 @	6.00
" Baby Doll	5.00 @	6.00
" Nesbit		6.00
" Our selection	10.00 @	12.00
Carnations	6.00 @	15.00
Cattleyas per doz.	12.00 @	15.00
Mignonette	6.00 @	10.00
Snapdragons per doz.		1.00
Freesia	3.00 @	6.00
Tulips	6.00 @	15.00
Daisies	2.00 @	4.00
Valley	6.00 @	8.00
Calendulas	4.00 @	10.00
Gardenias per doz.	6.00 @	9.00
Lilies per doz.		3.00
Jonquils	6.00 @	10.00
Callas	25.00 @	35.00
Sweet Peas per 100	3.00 @	5.00
Violets	1.00 @	2.00
Ferns per 1,000		4.50
Galax per 1,000	1.50 @	2.00
Leucothoe	1.00 @	1.25
Plumosus Strings each	.60 @	.75
Sprengeri, Plumosus, Sprays		3.00
Mexican Ivy	.75 @	1.00
Boxwood, 35c per lb., per case		9.00

ZECH & MANN

WHOLESALE FLORISTS

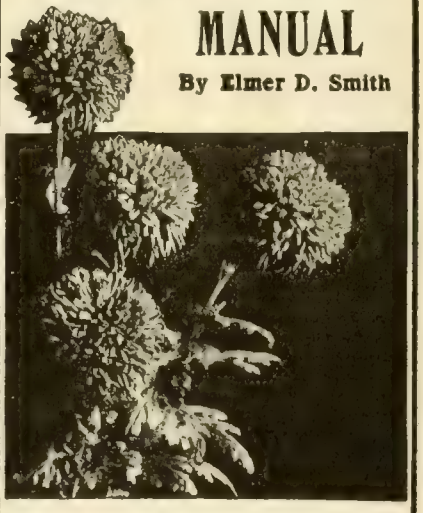
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 No. Clark Street, CHICAGO

Beauties in Quantity

Our supply is sufficient to take care of all of the orders.

We can furnish Beauties of the best quality, large flowers of a good color. **No order too small or large.**

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

LIGHT DEMAND PRECEDES EASTER.

Mild weather and the usual apathy of the Lenten season, together with a low death rate, combined to make rather unsatisfactory conditions the past week. Cut flowers of every variety were in full supply, particularly sweet peas, which were seen in large lots that required a lot of pushing to move them. The end of the week saw large shipments of outdoor southern daffodils, which are jobbed off to the street men at from $5 to $10 per thousand, depending on quality and demand. There is a good supply of carnations of fine grade, which manages to clean up at prices a shade better than those of the week previous. Roses in all grades and varieties hung fire, but for the most part, brought fair prices. Lily of the valley is now one of the staple flowers. There is not, however, the normal, before the war demand, and it will take some time to restore it to public favor. There is snapdragon of good quality that finds favor with many. Violets are in excess of the demand, while cattleyas are shortening up. Take it all in all, the market has improved over that of last week and conditions can be said to be fairly satisfactory.

March 29.—Shipments of roses were larger than the market required. Carnations and sweet peas, however, sold up clean. Easter lilies are holding at 20 to 25 cents, with callas at 16 to 20, and select stock at 25 cents. The weather, cloudy and warm, is bad for holding cut flowers.

NEW ROSES.

Stephen Mortensen, the rose specialist of Southampton, Pa., has had splendid success with Premier, it being the best paying variety on his list the past winter. He finds it to come back quickly after a crop has been taken, although it does not make strong shoots from the bottom as is the case with a number of other sorts. Columbia has also done very well. Killarney, both white and pink, have always been bread winners and great favorites, and he is now debating whether to let the last of these go or not. Edward Towill has a sport of Columbia, which appears to be quite an improvement over the parent plant. The flowers are more refined, the outside petals being smooth and well formed, making altogether a more perfectly formed bud. The crinkled appearance of the bud of the Columbia before it opens has been its only fault. The difference in the vases of the old and improved sort are very noticeable.

NOTES.

Habermehls are preparing for a busy Easter. John Wilson, a graduate of the Habermehl school, and recently in charge of the Ira G. Marvin store, Wilkes-Barre, Pa., is now with his old alma mater. He has artistic ability, combined with an active disposition that makes him a valuable man. Wm. Graham, another artist of renown, is also with the Bellevue-Strafford store.

The sympathy of the trade goes out to Edward Reiger in the death of his wife, which occurred last week. Mr. Reiger, who has been in the retail business for a number of years on 20th street above Spruce, at once sold his store to M. J. Callahan, who will conduct it as a branch of his West Philadelphia establishment.

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Mar. 31. Per 100

Roses, American Beauty	25.00@	150.00
" Shawyer, Russell	12.50@	25.00
" Killarney	10.00@	25.00
" Milady	12.00@	30.00
" Radiance	16.00@	40.00
" White Killarney	10.00@	25.00
" Killarney Brilliant	16.00@	25.00
" Ward	6.00@	16.50
" Hadley	12.00@	35.00
" Ophelia	15.00@	30.00
" Premier	12.50@	30.00
" Columbia	16.00@	25.00
" Maryland	16.00@	25.00
" Hoosier Beauty	15.00@	35.00
" Stanley	16.00@	25.00
Cattleyas, per doz.	9.00@	15.00
Sweet Peas	1.00@	3.00
Carnations	4.00@	10.00
Longiflorum Lilies	20.00@	25.00
Violets, a hundred	1.00@	1.25
Marguerites	4.00-6.00@	8.00
Calendulas, per doz., .75@1.00		
Callas	16.50@	25.00
Snapdragons, per doz., 3.00@4.00		
Adiantum		2.00
Asparagus Strings, per doz	9.00@	12.00
Asparagus bunches, each		.50
Jonquils	2.00@	6.00
Freesia	4.00@	10.00
Anemonies, per doz.		1.00
French Iris, per spray		.50
Pansies	2.00@	3.00
Myosotis, a bunch	.35@	1.00
Lily of the Valley	8.00@	12.00

BUFFALO, Mar. 31. Per 100

Roses, Beauty, Special	60.00@	75.00
" Fancy	30.00@	40.00
" Extra	20.00@	25.00
" 1st	8.00@	12.00
" Killarney	6.00@	15.00
" My Maryland	6.00@	20.00
" White Killarney	6.00@	15.00
" Sunburst	6.00@	20.00
" Ward	6.00@	8.00
" Columbia	10.00@	25.00
" Ophelia	8.00@	20.00
Russell	12.00@	20.00
" Shawyer	8.00@	15.00
" Bon Silene	4.00@	6.00
Cattleyas	75.00@	100.00
Dasies	1.00@	3.00
Valley	10.00@	12.00
Violets	.75@	1.00
Calla Lilies	15.00@	35.00
Japan Lilies	8.00@	10.00
Easter Lilies	20.00@	30.00
Paper Whites	4.00@	6.00
Carnations	4.00@	6.00
Mignonette	6.00@	10.00
Snapdragons	8.00@	15.00
Sweet Peas	.75@	3.00
Asparagus Sprengeri	.35@	.50
Ferns, per 1000		3.50
Calendulas	3.00@	6.00
Smilax, doz.		4.00
Golden Spur	4.00@	5.00
Freesia	3.00@	4.00
Von Sion	4.00@	6.00

A. E. Wohlert and Louis Burk represented this city at the Boston orchid show last week. Mr. Burk was particularly pleased with the quantity and quality of the orchids, and Mr. Wohlert with the Kurume azaleas, of which he has quite a stock of his own importation, but which have not as yet flowered with him.

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

BERGER BROS.

Roses, Carnations, Violets, Freesia.

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

CINCINNATI, Mar. 31. Per 100

Roses, Premier	8.00@	35.00
" Columbia	6.00@	35.00
" Butterfly	6.00@	35.00
" White Killarney	6.00@	25.00
" Pink Killarney	6.00@	25.00
" Sunburst	6.00@	25.00
" Mrs. Aaron Ward	6.00@	25.00
" Ophelia	6.00@	25.00
" Baby Doll		3.00
Carnations	6.00@	10.00
Calendulas	1.00	.00
Sweet Peas	1.00@	2.00
Freesia	3.00@	4.00
Violets (California)	.50@	.75
Ferns, per 1,000		3.50
Leucothoe, per 1,000		6.00
Galax, per 1,000		1.50
Daffodils	4.00@	6.00
Mexican Ivy, per 1,000		6.00
Smilax, per string	.15@	.20
Dutch Hyacinths	4.00@	10.00
Plumosus (south) per bch.		.25
Tulips	3.00@	6.00
Lily of the Valley		8.00
Easter Lilies	20.00@	25.00
Snapdragons	4.00@	8.00

The Easter rush has caused addition to delivery equipment, the Robert Craig Co., having purchased a Pierce Arrow truck, and Alfred M. Campbell, two Ford trucks. New Fords and autos of other makes are now quite common, scarcely a week passing when some of the trade are not seen on the street in a new car.

In the stores, all is hustle and bustle, the first loads of the Easter plant stock being received and staged. The growers have made a wonderful cleanup, there being nothing now to offer but

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

MAGNOLIA LEAVES
Prepared Magnolias, Brown, Green or Purple.
Per box, about 800 leaves.....$1.50
10 boxes or more @..... 1.40
Red Magnolias, per box..... 2.25
Get our list of other Supplies, it's free.
Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

marguerites and Easter lilies. First selections of the latter in pots have sold for 25 cents per flower.

Wm. K. Harris' Palm Sunday exhibition was up to its usual standard and was visited by thousands of people. The long shed, lined on both sides with orders going out early Monday, and the view into the many houses makes a beautiful display that is a great treat to the delighted visitors.

Excellent Ward carnations are a feature of the Edward Reid stock. Mr. Reid said that everybody should be happy this Easter, as there would be a splendid business, and an abundance of flowers.

Alfred M. Campbell's stock was as good as any ever seen in this market, it being perfect in every respect. He did an immense shipping trade in cut lilies.

Leo Niessen, in speaking of the Easter prospects, predicts plenty of business and a lot of flowers, and then expressed the wish that it was all over.

The Robert Craig Co. had a splendid crop of lilies. They have had a splendid business, selling out of almost everything by the first of the week.

Berger Bros. are strong on Easter lilies, carnations and sweet peas. Mr. Berger predicts a good Easter business for all.

The Jos. Heacock Co. is still cutting large quantities of fine sweet peas. Callas and calendulas are also features.

K.

SPOKANE, WASH.—The State Floral Co., has bought another new store and will add a line of seed to its flower business.

SWANSEA, ONT.—Norman V. Howard has opened a flower shop at 9 Morningside avenue, suceeeding Howard Bros.

MONTREAL, QUE.—The flower shop at 644 St. Catherine street, has been purchased by C. A. Smith.

WALKERVILLE, ONT.—John Bailey has been appointed chairman of the park commission of this city.

SPRINGFIELD, MASS. — The Adams Greenhouses have been leased by Nelson F. Higgins.

Wholesale Flower Markets

PITTSBURGH, Mar. 31.	Per 100
Roses, Beauty, spl., per doz.	12.00
" " fcy., per doz.	7.50
" " ex., per doz.	6.00
" " No. 1, per doz.	3.00
" Hadley	15.00@ 50.00
" Killarney	12.00@ 30.00
" Maryland	12.00@ 30.00
" Sunburst	12.00@ 30.00
" Mrs. Aaron Ward	10.00@ 25.00
" Russell	15.00@ 50.00
" Columbia	15.00@ 30.00
" Ophelia	12.00@ 30.00
" Hilda	10.00@ 25.00
" Premier	15.00@ 50.00
Lily of the Valley	10.00
Easter Lilies	35.00
Carnations	12.00
Cattleyas, each	1.50
Ferns, per 1,000	4.00
Sweet Peas	2.00@ 5.00
Daisies	4.00@ 8.00
Galax, per 1,000	2.00
Plumosus, per bunch	.40
Sprengeri, per bunch	.50
Smilax, per doz.	4.00
Calendulas	2.00@ 6.00
Tulips	8.00@ 10.00
Mignonette	8.00
Snapdragons, per doz.	1.50@ 3.00
Calla Lilies, per doz., 3.00@5.00	
Jonquils	8.00@ 10.00

ST. LOUIS, Mar. 31.	Per 100
Roses, Hadley	6.00@ 15.00
" Premier	6.00@ 25.00
" Killarney	5.00@ 10.00
" White Killarney	4.00@ 12.50
" Hoosier Beauty	6.00@ 15.00
" Russell	6.00@ 35.00
" Ward	4.00@ 6.00
" Sunburst	6.00@ 15.00
Ferns, per 1000	4.00
Carnations	3.00@ 5.00
Carnations, Laddie	15.00
Carnations, Specials	.50@ 1.50
Sweet Peas	3.00@ 4.00
Calendulas	3.00@ 4.00
Callas	12.50@ 25.00
Mignonette	10.00
Violets	.50
Galax, per 1,000	.50
Leucothoe, per 1,000	7.50
Boxwood, per lb.	.25
Lily of the Valley	8.00
Freesia	2.00@ 4.00
Jonquils	3.00@ 4.00

MILWAUKEE, Mar. 31.	Per 100
Roses, Kill'n'y, W. Kill'n'y	8.00@ 25.00
" Ward	6.00@ 15.00
" Premier	12.00@ 40.00
" Ophelia	12.00@ 30.00
" Columbia	12.00@ 40.00
" Hoosier Beauty	8.00@ 25.00
Carnations, assorted	6.00@ 10.00
Cattleyas, per doz.	6.00@ 10.00
Paper Whites	8.00@ 10.00
Violets	1.00@ 2.00
Callas, per doz.	3.00@ 4.00
Sweet Peas	1.50@ 4.00
Lilies	25.00@ 35.00
Snapdragon, per doz.	1.00@ 2.00
Freesia	4.00@ 6.00

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.
Mention the American Florist when writing

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PHILADELPHIA, Mar. 31.	Per 100
Roses, Beauty, special	50.00@ 75.00
" " fancy	25.00@ 35.00
" Mrs. Chas. Russell	8.00@ 50.00
" Killarney	2.00@ 8.00
" Hadley	8.00@ 25.00
" Sunburst	8.00 20.00
" Wards	6.00@ 10.00
" Ophelia	6.00@ 15.00
" Columbia	12.00@ 35.00
" Premier	10.00@ 30.00
Cattleyas	.25@ .75
Lilac, bunch	1.50@ 2.50
Narcissus	4.00@ 6.00
Mignonette	4.00@ 8.00
Gardenias, doz., .35@ .75	
Cypripediums	25.00@ 40.00
Carnations	4.00@ 8.00
Carnation Laddie	10.00@ 12.00
Snapdragons, per doz.	1.50@ 2.00
Callas	12.00@ 15.00
Easter Lilies	25.00@ 30.00
Violets	.50@ 1.00
Calendulas	1.50@ 4.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus Strings	.50@ .75
Sweet Peas	.50@ 3.00
Lily of the Valley	6.00@ 8.00

New York.

EXCELLENT STOCK MEETS FAIR DEMAND.

There was a fair business during the past week, but nothing above the ordinary. Real spring weather came in with the week, and has been sending to market an excellent quality of stock. In roses, the Premiers, Columbias and others of the newer varieties have shown good points, but special stock, including American Beauties, has been rather slow. Carnations made a good start in price the first of the week, but fell off to some extent before the end. There is, and has been, an abundant supply of bulbous stock; the Darwin tulips, in particular, are showing up in fine shape. Several wholesale stores have received considerable quantities of tulips in pans from the growers, and it now appears that there will be an abundance, if not a superabundance, of that kind of stock for Easter. Cinerarias seem to have been more generally grown since the azaleas were embargoed, and are now coming in. The mild temperature and bright sunshine of the past week brought all stocks on fast, and there is not likely to be any scarcity either in plants or cut flowers. Although the general stock of carnations ranged from $4 to $8 per 100 during the past week, Laddie wholesaled for $15.

March 29.—A heavy and cool rain that came on this morning has dulled market activities, but cool weather may be better for the Easter trade in cut flowers, as the stock received a great start with the warm weather of the past week.

NOTES.

A long time ago, one had reasons to believe that about all the ideas in vandalism had been exploited, but a new one has been thought out by a bunch of scoundrels in this city. It is to race through the streets in the dead of night in an automobile, firing with a rifle, equipped with a silencer, at plate glass windows. Thousands of dollars worth of glass has been ruined. The windows of Wm. H. Lang's retail store, at 412 Columbus avenue, has recently been shot up on three different occasions.

John Fitzsimmons, senior member of the firm of Fitzsimmons & Rooney, 161 Court street, Brooklyn, died recently, age 90 years. He had been in business in that city since 1867, and at the present location since 1869. He was a good citizen and highly respected. He is survived by one daughter, Mrs. Rooney, wife of the partner in the firm.

Thus far, the outlook for Easter business is good, and the retailers are already stocking up with plants. At the store of David Clarke's Sons many good features have been noticed. It was stated that the past week had been a busy one, and that Easter orders were coming in.

William Kessler, 113 West 28th street, has received an exceptionally fine stock of cyclamens from the range of C. F. Curtis, Plantsville, Conn. They are in seven and nine-inch pots. It is the finest stock we have noted in this city.

Malandre Brothers always carry a fine stock, and although their Easter quota is not yet in, at this writing, they have many good features in orchids, acacias, azaleas and other plants.

The new firm that now conducts the store known as the Astoria Florist, are exhibiting fine specimens of hand painted designs of wedding and table decorations as publicity features.

The next meeting of the florists' club will be held on the night of April 12. Reports from the recent flower show and various other interesting features, are expected.

A writer in "London Answers" argues that plants reason. Now let's hear what they think of some of the people that are supposed to care for them.

Andrew Angelis has bought the retail business formerly conducted by Louis C. Pajan at 2424 Eighth avenue.

A. F. F.

Nashville, Tenn.

GOOD STOCK IN ABUNDANT SUPPLY

Favorable weather conditions have helped the production of flowers and there seems to be no scarcity in any line. In reality, there is a great abundance. Roses have taken on a better growth and carnations are now arriving in great perfection, justifying to a large extent the price of $4 per dozen. For the most part they are of extremely large size and a dozen of them make a handsome bunch. Outdoor daffodils are blooming in great profusion and hundreds of them are seen in private gardens. Many of these are disposed of at 10 cents a dozen. There will be a great abundance of flowers for Easter and pot plants will also play an important part. The market house dealers, favored by the fine weather, now have their stock blossomed with full vigor and color and they will be on hand for the occasion in full force with plants for everybody. Prices are being well maintained with no indication of going lower and there seems no danger of a letup in the demand. With the market house florists, cinerarias appear to be quite a feature and these sell readily at good figures. There are also offered geraniums, calendulas, heliotrope and similar stock. It is also encouraging to note the excellent lots of Easter lilies that will be available. Trade in general has been good for some time and the florists have laid in supplies of handsome baskets and novelties. Pot hyacinths are now very attractive offerings, especially white, and the price, $5, seems to meet with approval.

M. C. D.

SPRINGFIELD, O. — The Springfield Floral & Fern Co. has been incorporated by W. S. Mackenzie, L. B. Niles, Ralph Mills, Mrs. Mary Mackenzie and Mrs. Mary S. Niles. An addition to the range on North Limestone street will be built.

PROVIDENCE, R. I.—The range formerly conducted by Johnston Bros., on Hope street, has been leased by John Lindblom, who will grow stock for the local trade.

WASHINGTON, D. C.—Brooke Grubb, for several years in the employ of the Gude Bros. Co., is undergoing a tryout at Tampa, Fla., for a position on the Washington team in the American league.

Lilies, Sweet Peas, Roses, Carnations, Violets.

Joseph S. Fenrich, 51 West 28th Street, NEW YORK
Telephones: 420-421-422 Watkins.

Mention the American Florist when writing

FUTTERMAN BROS.

Wholesale Florists, 102 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

Mention the American Florist when writing

C. Lecakes & Co.

Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Leucothoe Sprays, and Moss, Our Specialties.
116 W. 28th St., New York
Telephone Watkins 2315
No connection with any other concern.
Prompt and careful attention to Mail, Telegraph and Telephone Orders.

Traveling Wholesale Florist
INC.
133 W. 28th St., NEW YORK.
Telephones 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

Mention the American Florist when writing

Joseph A. Millang

WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Watkins

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone: 759 Watkins

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 8532-8533 Watkins 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
34 West 28th St., NEW YORK CITY
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments Solicited.

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
133 West 28th St., NEW YORK
Established 1887
All consignments receive our special attention.

Wholesale Flower Markets

NEW YORK, Mar. 31. Per 100

Roses, Beauty, Specials	50.00@ 75.00
" " extra and fancy	30.00@ 40.00
" Hoosier Beauty	8.00@ 15.00
" Hadley	4.00@ 50.00
" Francis Scott Key	8.00@ 50.00
" Columbia	4.00@ 40.00
" Prima Donna	4.00@ 40.00
" Dble Wht. Killarney	6.00@ 20.00
" White Killarney	2.00@ 10.00
" Aaron Ward	4.00@ 12.00
" Ophelia	3.00@ 15.00
" Sunburst	3.00@ 12.00
" J. L. Mock	4.00@ 20.00
" Mrs. Chas. Russell	4.00@ 40.00
" Premier	4.00@ 50.00
Cattleya orchids, special	125.00@150.00
Carnations	3.00@ 6.00
Adiantum Croweanum and Hybridum	1.00@ 1.50
Asp. Plumosus, doz. bchs.	3.00@ 5.00
Smilax, doz. strings	1.50@ 2.00
Lilies, white	15.00@ 20.00
Gardenias	5.00@ 8.00
Calls, per doz.	2.00@ 4.00
Paper White Narcissus, doz	.50@ .60
Lilies, Rubrums	10.00@ 12.00
Sweet Peas	.50@ 3.00
Lily of the Valley	1.50@ 6.00
Violets	.75@ 1.00
Calendulas	.40@ .50
Yellow Narcissus, per doz.	.40@ .50
Mignonette, per doz.	.50@ 2.00
Freesia	.50@ 2.00
Tulips, per doz.	.25@ .35
Flamingo	2.50@ 3.50
Darwin Tulips, doz.	1.50
Acacia, per bunch	2.50@ 3.50
Giant Daffodils, per doz.	.80@ 1.00
Snapdragons, per doz.	.50@ 2.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
115 West 28th Street, New York

Telephones {4422 / 4423} Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE {2335 / 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
101 West 28th Street, NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST
ELEVEN STORES

Main Store— Lewis Ave. Cor. Hancock St.

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

Danker FLORIST

The Best Service

MEMBER

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St. cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

HARTFORD, CONN.

George G. McClunie

165 MAIN STREET

Right in the Hospital District—Hartford, Charter Oak, Williams, Insane, St. Francis and Memorial Hospitals within two blocks of Flower Shop.

Member of Florists' Telegraph Delivery.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

NOTICE OF REMOVAL

HARRY C. ROWE, Florist

20 years in the Loop

ANNOUNCES HAVING REMOVED TO—

4401 SHERIDAN ROAD

Corner of Montrose

and earnestly solicits the continuous confidence of his patrons and friends. We are still as near as your phone. All orders promptly delivered as usual to any part of the city.

TELEPHONE
EDGEWATER 2424

STORE NOW OPEN PLEASE CALL AND SEE US

Five Stores in Northern Ohio

CLEVELAND [TWO STORES] - - - 13336 EUCLID AVE. 144 PUBLIC SQ.
YOUNGSTOWN - - 33 East Federal St.
WARREN - - - - 215 East Market St.
AKRON - - - - 109 South Main St.

THE PARK FLORAL COMPANY

MEMBERS FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Rochester, N. Y.

J. B. KELLER SONS,

FLORISTS

25 Clinton Avenue N

Rochester ph. 506. Long Dist. Bell ph. 2189

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Washington, D. C.

Louise Flower Shop

Connecticut Ave at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

E. W. PEARSON

38 State St., Newburyport, Mass.

Covers All New England Points

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Mention the American Florist when writing

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST

2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.

Wire, Write or Phone West 822

Member of Florists' Telegraph Delivery.

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square and North Broadway

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

A. LANGE

77-79 E. Madison St., CHICAGO

Telegraph, Mail and Telephone Orders given most prompt and careful attention and filled with the best stock in the market.

YOUR PATRONAGE SOLICITED.

Chicago

H. N. BRUNS

3040 West Madison St., Chicago

Telegraph, Telephone and Mail Orders Given Prompt and Careful Attention

FROM NEW YORK EXCEPT AS NOTED.

April 1.

Anglo-Chilean, I. M. M. Lines (Rotterdam-Antwerp).

April 2.

Regina, I. M. M. Lines (Liverpool).
FROM BOSTON, Venusia, I. M. M. Lines (London).
Stavangerjford, Norwegian-America Line (Norway).
Tongrier, Belgian Line (Rouen).

April 3.

Regina, I. M. M. Lines (Liverpool).
St. Paul, I. M. M. Lines (Southampton).
Defiance, I. M. M. Lines (London).
Lapland, I. M. M. Lines (Antwerp).
Wampum, I. M. M. Lines (Glasgow).
LaLorraine, French Line (Havre).

April 5.

FROM PHILADELPHIA, Andalusia, I. M. M. Lines (ILiverpool).
FROM BOSTON, West Togus, I. M. M. Lines (London).
FROM PHILADELPHIA, Mahopac, I. M. M. Lines (London).
FROM BALTIMORE, Maryland, I. M. M. Lines (London).
FROM PHILADELPHIA, West Cherow, I. M. M. Lines (Antwerp).

April 6.

FROM PORTLAND, ME., Welshman, I. M. M. Lines (Avonmouth).
Navarino, Cunard-Anchor Line (Liverpool).

CHICAGO Mangel

The Palmer House Florist

17 E. MONROE ST.

Member of Florists' Telegraph Delivery.

C. Frauenfelder FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK

CHICAGO

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, Sheboygan, Wisconsin.

Member of Florists' Telegraph Delivery.

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Best Flowers
Best Service
ROSES Fleischman
Chicago's Leading Florist
Railway Exchange Bldg.

KANSAS CITY, MISSOURI.
ROCK'S FLOWERS
Members Florists' Telegraph Delivery Ass'n

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Mention the American Florist when writing

Omaha, Neb.
Hess & Swoboda
FLORISTS
1415 Farnum St. PHONES: 1501 and L1582
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.

Mention the American Florist when writing

For St. Louis.
WIRE
Grimm & Gorly

Mention the American Florist when writing

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none to small.
Member of Florists' Telegraph Delivery.

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist
1519 Farnam St., Omaha, Neb.
Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exchg. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, W. Madison
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—The Parks Floral Co.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith
Harrisburg, Pa.—Charles L. Schmidt.
Hartford, Conn.—Geo G. McClunie.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Fl. Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
Newark, N. J.—Washington Florist.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—A. B. Cazan.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Matthewson.
Sheridan, Wyo.—Sheridan Greenhouse Co.
South Boston, Va.—Geo. W. Norwood.
St. Louis, Mo.—F. H. Weber.
St. Louis Mo.—Grimm & Gorly.
St. Paul Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.

St. Paul, Minn.
Holm & Olson
20-22-24 W. Fifth St.
We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.
HOLLYWOOD GARDENS
Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Mention the American Florist when writing

Kansas City, Mo.
W. J. Barnes FLORIST, K.C.MO.
Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890.

Mention the American Florist when writing

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

Mention the American Florist when writing

SHERIDAN, WYO.
SHERIDAN GREENHOUSE CO.
Plants and Flowers

WICHITA, Kansas Shipments for Kansas and Oklahoma.
W. H. CULP & COMPANY
Quality Flowers
Personal Service
Members F. T. D. A.

Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York

Member of Florists' Telegraph Delivery.

DARDS

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction
Nearly 50 Years.

Let Us Fill Your Steamer Orders. Regular European Sailings Now Established.

Mention the American Florist when writing

BUNYARD, NEW YORK,

413 Madison Ave.
Bellevue Avenue, NEWPORT, R.I
Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ESTABLISHED 1847

F. T. D.

Thos. F. Galvin INC.

THE NAME PROTECTS YOU

Steamers are Again Sailing on Schedule
Deliveries made on board

BOSTON
1 PARK STREET
799 BOYLSTON STREET

NEW YORK
561 FIFTH AVENUE

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

"SAY IT WITH FLOWERS"

Mr. Schling Flowers

Schling Service
Nothing Better

785 Fifth Avenue
NEW YORK CITY

Mention the American Florist when writing

Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

New York.

The Aphrodite Co.

THE ARTISTIC FLORISTS
Floral Decorations for All Occasions.
2703 Broadway, Phone Academy 2479

Mention the American Florist when writing

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.

BROADWAY FLORIST

2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

New York.

A. B. CAZAN

FLOWERS OF QUALITY
2751 Broadway
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Mention the American Florist when writing

New York.

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Newark, N. J.

Begerow's

MEMBER F T D

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West
Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing

Alpha Floral Company

CHICAGO

146 S. WABASH AVE.

No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.

Send your telegraph orders to us for delivery in Chicago and vicinity.

Member of F. T. D.

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist
Connecticut Avenue and L Street

Mention the American Florist when writing

Washington, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Rockford, Ill.

H. W. BUCKBEE.

LITTLEFIELD, Florist
WORCESTER, MASS.

Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO
Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building,
4 South Jefferson Street. Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

Wilkes-Barre and near-by Pennsylvania Towns

Member F. T. D.
14 N. Main St. **A. W. BEVANS**

Mention the American Florist when writing

Los Angeles, Calif.

O. C. SAAKE

FLORIST

We Solicit Telegraph Orders.
Regular Trade Discount.

215 W. FOURTH STREET

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

——FLOWERS——

Mail and Telegraph orders carefully filled.

138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.

437-39-41 Milwaukee St

Members Florists' Telegraph Delivery Association.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell

FLORIST

Established over 30 years.

1122 Grand Avenue.

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists. Grand Rapids

CHICAGO — DETROIT

Central Floral Co.

132 N. State St., CHICAGO
35 Broadway, DETROIT

Best service in both cities and adjoining territory.

Member of Florists' Telegraph Delivery.

ROANOKE, VA.

FALLON, Florist.

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

930 PROSPECT AVE., Erie Building. CLEVELAND

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

QUALITY and PROMPTNESS

New Orleans, La.

Members F. T. D.

— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark.

Telephone Market 494

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on short notice.

Member of Florists' Telegraph Delivery.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

——FflorIST——

710 Nostrand Avenue
Cor. Prospect Place, BROOKLYN, N. Y.
Brooklyn Representative of National Floral Corporation.

TERRE HAUTE, IND.

THINK OF **HEINL'S**

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

SEED POTATOES were $4.05 a bushel at Chicago, March 31.

A. T. FERRELL and wife, of Saginaw, Mich., are at Asheville, N. C.

CALIFORNIA seed growers were greatly encouraged by recent copious rains.

VISITED BOSTON: C. W. Scott, of the Yokohama Nursery Co., New York, and Hamakichi Suzuki, of the same firm, Yokohama, Japan.

ED. LEONARD, of the S. F. Leonard Seed Co., Chicago, and wife, made a honeymoon visit to Mr. and Mrs. Louis B. Reuter, New Orleans, La.

LOS ANGELES, CALIF.—O. H. Drew, formerly of Hibernia, N. Y., has returned to the city after a successful season's trapping in the mountains.

GENERAL dock strike at Rotterdam has prevented all horticultural shipments from there since February 16. Shipments are being diverted to Antwerp.

ONION SETS in the Chicago district are about the same as last week, $3.00 to $3.50. There is still a good demand from the south, due it is said, to the late season.

GUADALOUPE, CALIF.—Spaulding Lawrence has resigned his position with the government seed reporting service and is now with the L. D. Waller Seed Co., of this city.

THE Missouri seed law, applying to grass seeds in all packages of 10 pounds and over, as to purity, with weed seeds percentages to be shown on labels, is now in force.

VISITED CHICAGO: Alfred J. Brown and T. Herschel Brown, of the A. J. Brown Seed Co., Grand Rapids, Mich.; W. W. Freeborn, representing the H. G. Hastings Co., Atlanta, Ga.

COLUMBUS, O.—Mail order business is somewhat ahead of that of 1919 at the establishment of the Livingston Seed Co. Store sales are showing up well under the influence of sunshiny days.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, March 31, were as follows: Timothy, $10.00 to $12.25 per 100 pounds; red clover, $45.00 to $53.00 per 100 pounds.

SHENANDOAH, IA.—March business with the Henry Field Seed Co. is about as usual with a slight gain over last year. For the week ending March 20, there were 17,920 retail mail order sales totaling $112,692.

MADISON, Wis. — The catalogue business of the L. L. Olds Seed Co., is running more than 100 per cent. better than in March, last year. There is a very strong demand for farm seeds, especially clover, in spite of the prevailing high price. Garden seeds are running about 20 to 25 per cent better than last year. The market gardening trade, which fell off very materially the past two years, is now returning.

Clover Seed Export Embargo in France.

A cablegram from Commercial Attache Adams at Paris, March 23, 1920, states that a decree of February 26, published in the Journal Officiel March 23, prohibits the exportation or re-exportation of clover seed except under license from the Ministry of Finance. The decree went into effect March 23.

Secretary Meredith on Free Seeds.

Secretary of Agriculture Meredith has struck a knockout blow at the seed graft by sending a letter to the Senate committee advocating refusal of the appropriation. He said: "In its inception, this activity was constructive and experimental, but for the last 35 or 40 years we have been distributing old, standard and thoroughly tested varieties of seeds. The need for seed distribution has ceased."

Clovers Advanced—Grasses Lower.

With the first sign of the approaching spring demand, according to government reports, prices of red clover advanced from 50 cents to $2.00 per 100 pounds, and alsike, 50 cents to $1.00 during the week ending March 20. Stocks of red clover at the larger markets are fairly well maintained by continued imports, but they are limited and would be greatly reduced, if not exhausted, by a good demand of only a few weeks.

Grasses generally are lower and inactive.

Templin-Crockett-Bradley Co.

The Templin-Crockett-Bradley Co., Cleveland, O., say the severe cold weather of early March was reflected in sales slightly under normal for the first two weeks. The increase of the past few days, indicates that the 1919 record mark will be passed before the season closes. Sales for the 22nd were about 50 per cent greater than the largest single day in the history of the business.

Last summer, this firm built a one story addition in the rear of the four story building, affording about 40 per cent more space for the filling of orders and handling of stock in the shrubbery department. Foundations strong enough to carry three more stories have been laid, so that eventually the old and new buildings will have the appearance of a single unit. in 1916, the first unit, two stories high and 60x140 feet, of reinforced concrete construction, were built. At that time, it was thought by the members of the firm that this unit would care for about three to five years needs. But in 1918 it became necessary to add two more stories. It seemed as though this would take care of several years' growth, but the closing of the war brought such an increase to the business of the shrubbery department that the one story addition mentioned above became a necessity.

ROCKFORD, ILL.—One seed firm here had 21,000 unfilled orders, March 26.

JOHN LEWIS CHILDS, Floral Park, N. Y., reports business 25 to 30 per cent ahead of last year.

CLEVELAND, O.—The fine weather the past week, crowded the Kendel, Johnson and other retail seed stores with buyers.

NEW YORK.—Weeber & Don blame the late spring for the deferred counter trade, and they say market gardeners are buying reluctantly. Their mail order business, however, is quite satisfactory.

SIOUX CITY, IA.—The business of February and the first half of March, according to the Sioux City Seed Co., was behind that of last year, but the latter part of March showed material improvement.

EVANSVILLE, IND.—Guy M. Purcell, vice-president and general manager of W. H. Small & Co., will make a trip to New Mexico this month to look after his interests in a coal mine in that state. Chester Cox, also with this firm, is a candidate for the republican nomination for county clerk of Vanderburg county.—W. B. C.

CINCINNATI, O.—The J. M. McCullough's Sons Co. claims the backward weather has prevented farmers from buying, many having delayed their purchases until they actually needed the seed, because of the high prices. The past few days of warm weather has crowded the retail department with buyers. There has been unusual demand for spraying materials, probably due to the promising outlook for the fruit crop.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA

We are headquarters for the **BEST OF EVERYTHING** in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Mention the American Florist when writing

Dutch Bulb Decision.

Judge Shenk, of the superior court of Los Angeles county, Calif., has decided the case brought by R. E. Hoyt, assignee of claim of Van Zonneveld Bros. & Phillipo against S. Murata & Co., Los Angeles, Calif., and in favor of defendant, the defendant being represented in said case by F. L. Stobbs and Hyman Schwartz. The suit was brought to record the amount alleged to be due upon the shipment of bulbs ordered by the defendant from the plaintiffs, December 30, 1916, and other orders subsequent to that date. The order was given upon condition that the shipments be specially boxed and marked. When they arrived at Los Angeles, they were not marked as per the order; neither were they insured in conformity with the orders given, as is customary in such cases. The goods arrived in Los Angeles in a spoiled condition, and S. Murata & Co. refused to accept the shipment on that account, and for the other reasons given. The following is a copy of the decision handed down by Judge Shenk:

"That the merchandise was not delivered to the defendant; that the merchandise was not marked in accordance with the instructions of the defendant; that the merchandise was not insured as is customary and in accordance with the agreement between plaintiff's assignor and the defendant; that the title to the merchandise remained in the plaintiff's assignor because the same was shipped to the plaintiff's agent and not to the defendant; that the defendant was not liable or indebted therefor unless he accepted the merchandise; that the plaintiff take nothing by the said cause of action, and the defendant is entitled to have judgment in his favor for costs."

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution March 20, 1920, as given by the Government Market Reporter of March 27, 1920:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$14.25	$28.00	$18.00	$57.50
Baltimore	13.50	29.00	18.00	57.00
Richmond	14.00	29.00	19.50	58.50
Buffalo	13.50	28.00	20.00	57.50
Toledo	13.45	31.00	20.00	58.50
Louisville	13.25	29.50	19.00	56.00
Chicago	13.25	29.50	17.00	56.50
Minneapolis	13.25	31.00	22.00	58.00
St. Louis	13.50	33.00	20.00	56.00
Kansas City	13.00	30.00	19.00	56.00
Denver	14.00	30.25	22.00	.....
Salt Lake City	14.00	32.00	21.00	59.00
Seattle	18.00	35.00	25.00	60.00
Memphis	14.00	30.00	22.50	59.00
Average for the United States same date 1919	$10.80	$23.00	$14.00	$43.50

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) **CHICAGO**

Salvia or Scarlet Sage

We have just completed harvesting our own Bloomsdale Farm Grown, crop 1919, Salvia or Scarlet Sage. We offer you this exceptionally good strain, and high vitality seed, of the following varieties:

Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30.00 per lb.; 5 lbs. and over, $25.00 per lb.

Net, 60 days, 2% off 10, f. o. b. Bristol, Pa., if unsold on receipt of order, as we did not have a large crop.

D. Landreth Seed Company, Business Established 1784 **Bristol, Pa.**

Bolgiano's "Big Crop" Seeds

"Tested and Trusted" Over a Century.

Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLGIANO & SON, Baltimore, Md.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, **FREMONT, NEB.** Growing Station, **ROCKY FORD, COLO.**

Yokohama Nursery Co.

LTD.

Woolworth Building,

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

WANTED

Fresh A-1

Asparagus Plumosus Nanus Seed

State quantity, price and what delivery.

ROYAL FERN CO.
Altamonte Springs, - Florida

BULBS

LILIUM GIGANTEUM, also **HARDIES,** shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).
T. R. BEGONIA BULBS, immediate shipment.
For Fall Shipment.
LILIUM GIGANTEUM, FREESIAS and **CALLAS,**
FRENCH and **DUTCH BULBS, Etc.**
Immediate Shipment.
BAMBOO STAKES, RAFFIA, Etc.
Write for prices, stating your requirements.
McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

For SEEDS

Flower, Vegetable and Farm
Send your inquiries to
HURST & SON
152 Houndsditch
LONDON, - - ENGLAND
The Premier British Wholesale and Exporting Seed House.
75 YEARS UNRIVALLED REPUTATION

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

TOMATO SEED

Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

Michell's Primula Seed

PRIMULA CHINENSIS

	½ tr. pkt.	Tr. pkt.
Michell's Prize Mixture. An even blending of all colors	$0.60	$1.00
Alba Magnifica. White	.60	1.00
Chiswick Red. Bright red	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens. Crimson	.60	1.00
Rosy Morn. Pink	.60	1.00

PRIMULA OBCONICA GIGANTEA
A great improvement over the old type; flowers much larger

	Tr. pkt.		Tr. pkt.
Lilacina, pale lilac	$0.50	**Rosea,** pink	$0.50
Kermesina, deep crimson	.50	**Alba,** white	.50
		Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Catalog.
HENRY F. MICHELL CO., 518 Market Street, PHILADELPHIA, PA.

Mention the American Florist when writing

THE HOUSE OF KELWAY

Has a Reputation of 70 Years Behind It as a Guarantee.
For three generations we have been growers and selectors of pedigree stocks of
BRITISH SEEDS
Get our prices for booking forward orders (**delivery after 1920 harvest**), not tomorrow, but **NOW.**
Specialties: Garden Seeds and Farm Root Seeds.
KELWAY & SON, Wholesale Seed Growers, **Langport, England**

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY
ONION - CARROT - BEET - RADISH - PARSNIP
CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO — CABLE ADDRESS "McGILL-SEED" SAN FRANCISCO — CALIFORNIA

Mention the American Florist when writing

I. N. Simon & Son

Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS
Angers, - - France.
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Mention the American Florist when writing

An experence of half a century in producing high grade
GARDEN SEEDS
at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.
S. D. WOODRUFF & SONS
Orange, Conn., and New York City

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

Spring Bulbs

For Your Counter Trade and for Your Greenhouses.

GLADIOLUS

The finest bulbs produced the past summer.

We are large growers and in addition to the following can offer many other named kinds. Write us.

	Per 1000
AMERICA, First size	$27.00
AMERICA, Medium size	24.00
Mrs. Francis King, First	25.00
Mrs. Francis King, Medium	22.00
Chicago White, First size	33.00
Chicago White, Medium size	30.00
Halley, First size	35.00
Panama, Medium size	45.00
Peace, First size	45.00
Mrs. Frank Pendleton, First	47.00
Schwaben, First size	$60.00
Schwaben, Medium size	55.00
Primulinus Sunbeam, First	60.00
War, First size	60.00
Baron Hulot, First size	60.00
Chicago Red, First size	50.00
White and Light, Mixed, Firsts	22.00
Standard Mixed, First size	20.00
Standard Mixed, Medium	16.00
Rainbow Mixed.	35.00

Write for special prices on planting stock in black bulblets and first two sizes of white bulblets, etc.

CALADIUMS

With sound center shoots.

Sizes	Doz.	100	1000
5 to 7 in. circum	$1.00	$ 7.50	$ 70.00
7 to 9 in. circum	1.25	9.00	85.00
9 to 11 in. circum	2.35	15.00	140.00
11 to 12 in. circum. (scarce)	4.25	30.00	.....
12 in. and upwards, very large (scarce)	each, 40c		

Lilium Giganteum

From Ice Storage.

7- 9 in. (300 to case)	Per Case
8- 9 in. (260 to case)	
8-10 in. (225 to case)	
9-10 in. (200 to case)	$52.00

TUBEROSES

Well cured Bulbs. Free from rot.

	100	1000
Dwarf Excelsior Pearl, second size, 3-4 inch	$3.25	$27.50
Dwarf Excelsior Pearl, First size, 4-6 inch	4.50	40.00
Variegated Leaved, single	4.00	35.00
Albino, early single white	4.00	35.00
Armstrong's Ever Blooming	4.00	35.00
Mexican	3.00	25.00

CALADIUM.

CANNAS

Stored in our special moist cellars, not dried and stunted.

	100	1000
Florence Vaughan, Yellow spotted, 5 ft	$ 4.00	$35.00
Firebird, Scarlet, 4 ft	10.00	
Gustav Gompper, Yellow, 3½ ft	5.00	40.00
Hungaria, best Pink, 3½ ft	7.50	70.00
King Humbert, Scarlet, 4 ft. (3,000 for $125.00.)	5.50	50.00
Long Branch, bright Crimson, 5 ft	8.00	75.00
Louisiana	4.00	35.00
Mad. Crozy, Vermilion, 3½ ft	4.00	35.00
Meteor, brilliant Crimson, 4 ft	6.50	55.00
Orange Bedder, Orange color, 4 ft	6.00	50.00
Yellow Humbert, rich Yellow, 4 ft	6.00	50.00
Queen Charlotte, Orange, 4 ft	5.00	40.00
The Express, Crimson Scarlet, 2½ ft	6.00	55.00
Mrs. A. Conard, Salmon Pink, 4 ft	12.00	100.00
Venus, Rosy Pink, 4 ft	4.00	35.00
Wintzer's Colossal, Scarlet, 5 ft	4.00	35.00
Wyoming, Orange, 7 ft	4.00	35.00

WRITE FOR OUR "SPRING BOOK FOR FLORISTS"

TUBEROSE.

NEW YORK **Vaughan's Seed Store** CHICAGO

CANNAS

2 to 3 Eye Roots

	Doz.	100	1000
YELLOW FLOWERED VARIETIES			
AUSTRIA Lemon Chrome, spotted red, green foliage, 5 feet	$0.50	$3.00	$25.00
YELLOW KING HUMBERT Golden Yellow, spotted red, green foliage, 4½ feet	.70	4.50	40.00
FLORENCE VAUGHAN Yellow, spotted red, green foliage, 5 feet	.50	3.00	25.00
RICHARD WALLACE Light Yellow, green foliage, 4¼ feet	.60	3.50	30.00
CRIMSON AND SCARLET FLOWERED VARIETIES			
A. BOUVIER Rich Velvety Red, green foliage, 5 feet	$0.50	$3.00	$25.00
BLACK PRINCE Velvety Maroon, green foliage, 4½ feet	.60	3.50	30.00
CHAS. HENDERSON Deep Crimson, green foliage, 4½ feet	.50	3.00	25.00
EXPRESS Scarlet Crimson, green foliage, 2½ feet	.60	3.50	35.00
LOUISIANA Bright Scarlet, green foliage, 7 feet	.65	4.00	35.00
PILLAR OF FIRE Brilliant Red, green foliage, 6 feet	.50	3.00	25.00
WINTZER'S COLOSSAL Bright Scarlet, green foliage, 5 feet	.70	4.50	40.00
PINK FLOWERED VARIETIES			
MRS. ALFRED CONARD We have the Genuine Variety. Beware of Cheap Substitutes			
Salmon Pink, green foliage, 4 feet	$1.15	$8.00	$75.00
BRONZE LEAF VARIETIES			
DAVID HARUM Red, dark bronze foliage, 3½ feet	$0.60	$3.50	$30.00
KING HUMBERT Scarlet, bronze foliage, 4½ ft.	.75	5.00	45.00

CALADIUM ESCULENTUM	Doz.	100
5 to 7 inch	$1.10	$7.00
7 to 9 inch	1.35	9.00
9 to 11 inch	2.25	15.00
12 inch and up	5.00	35.00

TUBEROSES DWARF PEARL	100	1000
First size, 4 to 6 in.	$4.50	$40.00
Mammoth, 6 to 8 in.	6.00	55.00

A. HENDERSON & CO.
166 N. Wabash Ave., CHICAGO

THE DEMAND FOR
Finest Quality French Bulbs
has never been greater.

Place your order with us now so as to secure prompt delivery; nothing can be gained by waiting.

We have our own nurseries and we produce more bulbs than any other exporter in France.

Why not give us a trial?

For further information write

DREVON-TEGELAAR & CO.
1133 Broadway, NEW YORK
Nurseries: Ollioules, Var. France.

BULBS HOLLAND BULBS

R. A. VANDERSCHOOT
Wholesale Bulb Grower
HILLEGOM, HOLLAND

Our 80 Years' Experience Is Valuable to You. Utilize It

299 Broadway
BULBS **NEW YORK** BULBS

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO.
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

BURPEE'S SEEDS
Philadelphia
Wholesale Price List for Florists and Market Gardeners.

Primula Obconica Gigantea Rosea
Dwarf habit, light and dark shades of pink. Select strain. All fresh seed.
Sample of flower produced, sent on request.
Packet of 1500 seeds for $1.50. Cash.
Ernest Oechslin
Madison and Gale Sts., River Forest, Ill.

Mention the American Florist when writing

SEEDS
Flower, Vegetable and Farm.
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

If You Need

FRENCH BULBS

for your fall planting, why don't you buy them from a **French Firm?**

A. & L. Bremond Freres

SONS OF LOUIS BREMOND.

Wholesale Bulb Growers. **OLLIOULES (Var.), FRANCE**

Are the oldest and most reliable French Firm in this line.

Ask them for their quotations, either by mail or cable.

A. B. C. Code—5th Edition. Cable Address: Albremond, Ollioules.

Lily of the Valley Pips

Delphinium Newport Rose
Dracaena Indivisa
Salvia Zurich
Smilax Seeds
Grass Seed Mixtures of all kinds.

Send for our catalogue.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOG ENVELOPES — RETURN ENVELOPES

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

FOR FALL 1920

ORDER NOW AND BE SURE

Florists' XXX Forcing Grade, 2 Year Field Grown Roses

We will be in position to supply more and better roses for Florists' Pot Plant Forcing than ever before. Top notch stock can be expected from our blocks this year.

BABY RAMBLER CLASS

Erna Teschendorf, Orleans, Jessie and **Crimson Baby,** $45.00 per 100; $400.00 per 1000.

HYBRID PERPETUALS

Magna Charta, Ulrich Brunner, Frau Karl Druschki, Mme. Gabriel Luizet and **Capt. Hayward,** $45.00 per 100; $400.00 per 1000.

RAMBLER OR CLIMBING ROSES

Crimson Rambler, Dorothy Perkins, Excelsa and **White Dorothy,** $35.00 per 100; $300.00 per 1000. For staked and ripened plants.

Owing to the unusual demand for Baby Ramblers, we are forced to ask that each order of roses shall include at least 50% Hybrid Perpetuals or Climbing Roses, where 250 or more are taken.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

DELTA, COLO.—H. S. Chase is operating in onions and doubling his money. Japanese gardeners here are producing 500 sacks to the acre.

AN effort is being made throughout Ohio to organize vegetable growers into county bodies, and through representation, greatly strengthen the Ohio Vegetable Growers' Association, which is affiliated with the Vegetable Growers' Association of America.

Prices of Indoor Fruits and Vegetables.

Chicago, March 30.—Cucumbers, 2-dozen box, $5.00 to $6.25; celery, Florida, crate $3.50 to $4.50; leaf lettuce, per tomato box, 15 to 20 cents; radishes, per dozen bunches, $1.00 to $1.10; tomatoes, per crate, six baskets, $4.00 to $5.50.

New York, March 29.—Celery, per crate, $3.00 to $4.50; cucumbers, per dozen, $1.00 to $2.25; mushrooms, 75 cents to $2.25 per three-pound basket; tomatoes, per pound, 25 to 50 cents; lettuce, per dozen, 12 to 30 cents; radishes, per 100 bunches, $3.00 to $6.00.

Dried Mushroom Exports From Poland.

One of the few articles now available for exportation from Poland to the United States, reports Harry A. McBride, consul at Warsaw, is dried mushrooms. It is estimated that before the war about $4,000,000 worth of dried mushrooms were shipped annually to the United States from territory now within Polish frontiers. It is understood that there is a considerable demand in the United States for this article, which is rather difficult to obtain in Poland at the present time because of the fact that the pre-war organization for collecting and shipping mushrooms has been almost entirely neglected during the last five years. The consulate, however, is in receipt of a communication stating that the writer's concern is in a position to supply the article in considerable quantities at the following terms: White mushrooms, without roots, 140 Polish marks per kilo (2.2 pounds), white mushrooms, mixed with roots, 95 Polish marks per kilo (2.2 pounds). The prices are quoted f. o. b. Krakow, and at present the rate of exchange, which fluctuates greatly, is about 120 Polish marks per dollar. The writer of the letter requests that American importers interested in this matter correspond direct with him, giving full conditions and terms of payment; and he further reports that, as he is obliged to pay for his supply in advance, payments should be made promptly.

Geraniums Rooted Cuttings.

Everything sold until latter part of March.

S. A. Nutt and Buchner.....$20.00 per 1000
Ricard and Poitevine..... 25.00 per 1000
Orders for Ricard alone, at.. 30.00 per 1000

ALBERT M. HERR, LANCASTER, PA

Special Stock Selections

READY NOW

	Per 100
Asparagus Plumosus, 2¼ in., $5.00 per 100; 3 in., $10 00 per 100; 4 in., $18.00 per 100.	
Achyranthus Herbsti (bright red)	$ 5.00
Bougainvillea, Glabra Sanderiana, 2½ in., $7.50 per 100; 3 in	25.00
Begonia Chatelaine	8.00
Begonia Otto Hacker	10.00
Begonia Pres. Carnot	10.00
Caladium, fancy leaved, splendid bulbs	16.00
Dracaena Indivisa, heavy, 2½ in. ready for 3 in.	7.00
Ferns, Fern dish sorts, bushy.	6.00
Ferns, Nephrolepis Verona, 2½ in.	7.00
Fuchsia, Mrs. E. G. Hill, best double white	6.00
Heliotrope, best purple sorts	5.00
Hydrangea, fine, 2½ in, **Mme. E. Mouillere, Mme. Chautard, Viscomptesse de Vibraye, Mme. Maurice Hamar**	7.00
Bouquet Rose, Ramis Pictis and Otaksa	6.00
Impatiens Sultana Hybrids, fine range of color, in mixed hybrids from cuttings	6.00
Pelargonium, Mrs. Loyal (Pansy Geranium)	10.00
Salvia America, the best one of all, true from cuttings	5.00

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

When Buying **HOLLAND BULBS**

for next season **BUY THE BEST.** Order from

Segers Brothers, Ltd., WHOLESALE BULB GROWERS **Lisse, Holland**

WRITE OUR

Mr. A. Schravendeel, 116 Broad St., New York, for prices.

Mention the American Florist when writing

Fine Plumosus

	2-in., $3 00 per 100.	Per 100
Primula Malacoides, fine for making up pans.		$3.00
Primula, Yellow, in fine bloom, 2½-in.		3.00
Nice Geraniums, white, salmon, pink and Nutt		4.00
Snapdragon, Florists' Mixture, cut back plants, many in bud		5.00

Cash, please.

M. & S. L. DYSINGER, 404 E. Erie St., **Albion, Mich.**

Mention the American Florist when writing

Geraniums Standard Sorts, labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings. From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA.
From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

WM. K. HARRIS

55th St. and Springfield Ave.,
WEST PHILADELPHIA, PA.

Extra fine lot of

EASTER PLANTS

including **Azaleas, Easter Lilies, Roses, Hydrangeas, Genistas, Ferns, Rubbers, Pandanus, Etc.**

Price list sent on application.

Packing charged at cost. All goods travel at purchaser's risk and expense.

Chrysanthemums

THE BEST

In Novelties and Standard Kinds.
Catalogue on application.

Elmer D. Smith & Co.
ADRIAN, MICH.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Robert Craig Co...
High Class **PALMS**
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

Lily of the Valley Pips

EXTRA SELECTED GERMAN TYPE

Just a few cases left, which we offer at reduced price to clean up.

2,500 pips to the case, per 1000, $30.

DUTCH BULBS

Write us for our special prices.

VanMeeuwen & Tegelaar
1133 Broadway, NEW YORK
Nurseries: Lisse, Holland.

Mention the American Florist when writing

POP-CORN

SOMETHING NEW
A Sweet Pop-Corn

This new Golden Bantam pop-corn was originated by W. B. Perry, of Cresco, Iowa, by crossing the best variety of White Rice pop corn with the Golden Bantam sweet corn. In this cross we have the finest variety of pop-corn known. It has the sweet, rich flavor of the Golden Bantam sweet corn and the extra fine popping qualities of the White Rice. It is exceedingly tender, sweet and rich flavored. It is early and a great yielder. Golden Bantam pop-corn is offered now for the first time at the following price:

1 oz., 20c; ¼ lb., 75c; 1 lb., $3.00, by mail.

FOR LARGER LOTS WRITE FOR PRICES. 1 oz. will plant a row 20 rods long and produce 1 bushel of corn; 4 lbs. will plant 1 acre.

Order Early—Stock Limited.

W. B. PERRY, Cresco, Ia.

Mention the American Florist when writing

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers
32 Broadway, New York

Mention the American Florist when writing

If you are interested in
POINSETTIAS
and four and five inch
BOSTON FERNS
for immediate delivery, write
GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

A. F. LONGREN

4249 W. Monroe Street
CHICAGO, ILLINOIS

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

ALEX M. COCKER, principal of James Cocker & Sons, well known rose growers of Springhill, Aberdeen, Scotland, died February 19, age 60 years.

Am. Ass'n of Nurserymen Trade-Mark.

The trade-mark of the American Association of Nurseymen, shown in the illustration herewith, has been filed in Washington for protection against

Trade-Mark of Am. Ass'n of Nurserymen.
Attractive Design in Black and Red.

infringement, and can be used only by members of the organization. The design is attractive in red and black, and is the composite of many hundreds of ideas suggested. It clearly presents the aims of the association as indicated by the phrase, "Trustworthy Trees and Plants," the protection of buyers being assured by "stock that is trustworthy, grown and sold by 400 members of the organization standing for a fair deal, a condition of membership zealously guarded by a vigilance committee."

"FULL OF LIFE"
3 buds and up
GRAPE CUTTINGS
Length, 9 to 11 inch; caliper, 3-16 to 5-16 inch; grade, No. 1—Quality, clean, sprayed, vigorous wood. How cut? By hand, by experts, who have spent years at the work. Price list free.
CHARLES NASH
Nursery, Three Rivers, Mich.
Mention the American Florist when writing

The Barnes Bros. Nursery Co., YALESVILLE, CONN.
Offer the following strictly first-class stock:

PRIVET, bushy stock

		Per 1000
California Privet,	5000, 18 to 24 in. @	$18.00
" "	25,000, 2 to 3 ft. @	22.50
" "	14,000, 3 to 4 ft. @	30.00
Amoor River Privet,	100, 1 to 1½ ft. @ each,	.04
" " "	450, 1½ to 2 ft. @ "	.07½
" " "	1000, 2 to 3 ft. @ "	.10
" " "	1000, 3 to 4 ft. @ "	.12

CLIMBING ROSES, 3 branches and up, 30 in.

	No. 1 at 20c	No. 2 at 15c		No. 1 at 20c	No. 2 at 15c
Bordeau	95		Seven Sisters	125	20
Dorothy Perkins		480	Silver Moon	50	
Gardenia	70		White Dorothy Perkins	3000	1240
Hiawatha	1700	410	Wichuriana		40
Lady Gay	1000	700	W. C. Eagen	345	40
Queen of the Prairie	100	110			

References or cash with order. Can ship at once. Order quick.

CANNA
KING HUMBERT
DORMANT ROOTS
Per 1000, $50.00; 3000 for $125.00
CHICAGO VAUGHAN'S SEED STORE, NEW YORK

Garden Bordered With Box-Barberry.
Electros of this illustration with each order of 1000 if requested.

Box-Barberry
Well rooted, dormant, summer frame cuttings, ready to set direct into the nursery without further expense.
$65.00 per 1000.
Many leading catalog firms will list Box-Barberry next season.
Introducers
THE ELM CITY NURSERY CO.
WOODMONT NURSERIES, Inc.
New Haven, - - Conn.
Send for Trade Bulletin.

Ampelopsis Veitchii
From 2¼ inch pots, $8.00 per 100; $75.00 per 1000.
JACKSON & PERKINS COMPANY, Newark, New York

SNOW QUEEN CANNA
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for
SWASTIKA BRAND CANNAS.
The CONARD & JONES CO. WEST GROVE PENN'A.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

Ready Reference Section.

12 CENTS, NET, PER LINE.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

Alyssum, Double Giant, 2-in., $2.00 per 100; $18.00 per 1,000. Byer Bros., Chambersburg, Pa.

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii, 2¼-in., $8 per 100, $75 per 1,000. Jackson & Perkins Co., Newark, New York.

ASPARAGUS.

Asparagus Sprengeri, 2½-in., 4 cts each. ODOR GREENHOUSES, Iola, Kan.

Asparagus Sprengeri, 2½-in., $4 per 100. Byer Bros., Chambersburg, Pa.

ASTERS.

Queen of the Market, Rose Pink, Red, Scarlet, Flesh, White, Lavender, Dark Blue, strong transplanted, $3.00 per 100. Cash please. HILLVIEW GREENHOUSE CO., La Crosse, Wis. Also see our ads under Calendulas, Snapdragons and Chrysanthemums.

BEGONIAS.

Begonias. Luminosa, Prima Donna and Erfordii, strong, transplanted seedlings, ready for 3-in., $2.50 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Begonias. Single tuberous rooted, separate colors; $15.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

BULBS.

Dutch Bulbs. Single and double tulips, hyacinths. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. T. R. Begonia. Single mixed and in separate colors. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers St., New York.

Bulbs. Single and double hyacinths. Darwin and single tulips. For prices see display advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Tulips and Lilium Giganteum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

CALADIUMS.

Caladiums. With sound center shoots. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CALENDULAS.

Orange King strong plants in 2-in. square paper pots, $3.00 per 100. Cash please. HILLVIEW GREENHOUSE CO., La Crosse, Wis. Also see our ads under Chrysanthemums, Asters and Snapdragons.

Calendula Orange King, 2-in., $2.50 per 100. Byer Bros., Chambersburg, Pa.

CANNAS.

Cannas. Good strong divisions.

	Per 100
King Humbert	$5.00
Crimson Bedder	4.00

THE REESER PLANT COMPANY
Springfield, Ohio.

Cannas. Large flowering in the "better" varieties. Fine 2 to 3 eye, plump, dormant roots, true to name. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Cannas. Stored in our special moist cellars; not dried and stunted, but all first-class stock. For list of varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cannas. Select 2 to 3 eyes. The very finest stock. For varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

CARNATIONS.

ROOTED CARNATION CUTTINGS.

Fine Healthy Stock.

Grown Right!

Packed Right!

Priced Right!

Sure to Please You.

Ready Now.

	100	1000
White:		
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
White Wonder	5.00	45.00
Pink:		
Pink Enchantress	4.50	40.00
Miss Theo	5.00	45.00
Enchantress Supreme	6.50	60.00
Rose Pink Enchantress	4.50	40.00
Ward	5.00	50.00
Alice	5.00	45.00
Roper	4.50	40.00
Rosette	5.00	45.00
Red:		
Aviator	4.50	40.00
Thenanthos	4.50	40.00
Herald	5.00	45.00
Merry Christmas	5.00	45.00

Buy the Best! It Pays!

Order Promptly

Big Demand

M. C. GUNTERBERG,
Wholesale Florist
159 N. State St. Chicago.

CARNATIONS.

ROOTED CARNATION CUTTINGS

Large supply of fine, well-rooted, healthy and strong carnation cuttings in the following varieties, ready for immediate delivery:

	100	1,000
Rose Pink Enchantress	$4.50	$40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.50	40.00
C. W. Ward	4.50	40.00
Aviator	4.50	40.00
Thenanthos	4.50	40.00

PETER REINBERG,
Wholesale Florist
30 E. Randolph St. Chicago

NOW READY
ROOTED CUTTINGS. FIRST CLASS STOCK

	Per 100	Per 1000
Peerless Pink	$4.00	$35.00
Winsor Cerise	4.00	35.00
Belle Washburn	4.50	40.00
Crystal White	4.50	40.00
Merry Christmas	4.50	40.00
Cottage Maid	4.50	40.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.00	30.00
Matchless	4.00	35.00
Miss Theo	4.00	35.00

J. A. BUDLONG,
184 North Wabash Ave., Chicago.

ROOTED CARNATION CUTTINGS

	100	1,000
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
Enchantress	4.50	40.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
30 E. Randolph St. Chicago.

Rooted Pink Enchantress carnation cuttings, $4.50 per 100; $40.00 per 1,000. JOHN RINDFLEISCH, Beloit, Wis.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemums, R. C., now ready. Extra choice. About 500 of each, $3.00 per 100. White Eaton, Yellow Eaton, Smith's Advance, Yellow Jones, Maud Dean, Golden Glow, Golden Queen, Unaka, Money Maker, Pink Chieftain, Roman Gold.

Pompons and Singles.

Actor, Golden Harvest, Diana, Niza, Ruffins, Buckingham, Garza, Our Brook, Aleen, Baby. About 500 of each, $3.00 per 100.

J. S. WILSON FLORAL CO.,
Des Moines, Iowa.

Special prices on Golden Glow, Golden Queen, Oconto, Dr. Enguehard, Mistletoe, Chrysolora, Mrs. Rob., Pac. Sup., Harvard, Thanksgiving Queen; clean healthy stock in 2-in. square paper pots, $3.75 per 100. Cash please. HILLVIEW GREENHOUSE CO., La Crosse, Wis. Also see our other ads under Asters, Calendulas and Snapdragons.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

COLEUS.

Coleus, R. C., $1.50 per 100. Byer Bros., Chambersburg, Pa.

CYCLAMEN.

Cyclamen. Strong, 2¼-inch for early March delivery, $10.00 per 100. Mixed; white; white with red eye. Note:—We do not guarantee these varieties absolutely true to color, but the above varieties will predominate. All very choice strains. J. E. MATTHEWSON, Sheboygan, Wis.

CYCLAMEN—Strong, transplanted seedlings for January and February delivery; all leading varieties. $6.50 per 100; $60.00 per 1,000. PETER PEARSON, 5732 Gunnison St., Chicago.

DAISIES.

HARDY DAISIES

Memorial, Shasta, Alaska and Mrs. Bell, 2½-in. pot bound ready for the field, will bloom this season. $5.00 per 100. AUGUSTUS CASPERS, Rochelle, Ill.

DRACAENAS.

Dracaenas. Massangeana, 7-in., $2.50, 6-in., $1.75 each; Fragrans, 6-in., $1.50 each; Terminalis, 4-in., doz., $6. 100, $45.00. Vaughan's Seed Store, Chicago and New York.

FERNS.

	100	10	Each
Hardy Ferns, wholesale			
Aspid. Pedatum, Maidenhair.	$9.00	$1.00	15c
Aspid. Goldiana, Gold. Fern	9.00	1.00	15c
Aspl. Thely, Silver Spleenw't	9.00	1.00	15c
Onoclea Sensibilis	8.00	1.00	15c
Onoclea Struthiopteris, Ostrich	10.00	1.20	15c
Osmunda Cinnamonea and Clayt.	12.00	1.40	15c

And 5 other varieties. Descriptive list mailed free. 100 Ferns, your selection, billed 100 rate. Goldiana, Ostrich and Cinnamon most popular.

LUDVIG MOSBAEK, Ferndale, Askov, Minn.

Sturdy, healthy fern runners, Roosevelt, Exaltata, Scotii, Superbissima and Boston. Our selection of varieties, $14.00 per 1,000. WALNUT HILLS FLORAL CO., Harrodsburg, Ky.

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Boston ferns out of the bench ready for 6 and 8-inch pots. Come and see the stock and for prices. J. H. FIESSER, North Bergen, N. J.

Ferns. Boston, 4 and 5-in., for immediate delivery. Write for prices. Geo. A. Kuhl, Pekin, Ill.

FICUS.

Ficus Elastica. Fine perfect plants. 5-in., each 75c, doz. $8; 6-in., each $1.00, doz., $10. Vaughan's Seed Store, Chicago and New York.

FUCHSIAS.

Fuchsias, Speciosa, White Beauty, Byron and Teneur. Nice well rooted 2-in. stock, $5.00 per 100; $60.00 per 1,000. WALNUT HILLS FLORAL CO., Harrodsburg, Ky.

GERANIUMS.

Geraniums. Rooted cuttings. S. A. Nutt and Buchner, $20 per 1,000; Ricard and Poitevine, $25 per 1,000. Albert M. Herr, Lancaster, Pa.

100,000 geraniums to offer this season. Strong 4-in. Nutt and Castellane, ready now, 17½ cents each. L. J. ROWE, Box 244, Titusville, Pa.

Geranium bargain. Best standard sorts, mixed, 2½-in., 5c; 3-in., 6½c; 3½-in., 8c each. AUGUSTUS CASPERS, Rochelle, Ill.

GLADIOLI.

Gladiolus bulbs. First-class stock from our Michigan farms. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

You Need R~om

All surplus plan stock should be sold now.

The plants need more room this warmer weather and will soon spoil if they don't get it.

Every plant has cost you money and you can readily sell the surplus by advertising NOW.

GRAPE CUTTINGS.

Grape Cuttings. Campbell's Early, 100 for 85c; Concord, 100 for 40c; Mooer's Early, 100 for 60c; Niagara, 100 for 75c; Worden, 100 for 65c. Discounts in large lots. 1000 lots 20%; 10,000 30%. Cash with order brings them promptly. CHARLES NASH, Nurseryman, Three Rivers, Mich.

IRISES.

Dormant stock of Iris; Black Prince, Celeste, Flavescens, Queen of May, Sans Souci, Siberian Blue, $2.50 per 100. Cash please. NEOSHO NURSERIES CO., Box A, Neosho, Mo.

LYCHNIS.

Lychnis Viscaria Splendens and Gaillardia Grand., $6 per 100 fg. stg. T. J. MURPHY, 409 Erie St., Painesville, O.

LILY OF THE VALLEY.

Lily of the Valley pips. Finest quality; ready for immediate delivery. Van Meeuwen & Tagelaar, 1133 Broadway, New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Lailio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PRIMULAS.

Primula Obconicas, Rosea, Apple Blossom, Kermesina. Good, strong stock from 2¼-in. pots at $6.00 per 100; $55.00 per 1000. J. H. FIESSER, North Bergen, N. J.

PRIVET.

Privet. Box-Barberry, well rooted summer frame cuttings, $65.00 per 1000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

Privet, bushy. Strictly first-class stock. For sizes and prices see display advertisement elsewhere in this issue. The Barnes Bros. Nursery Co., Yalesville, Conn.

ROSES.

50,000 GRAFTED

ROSE PREMIER

Here is your only opportunity to buy CHOICE GRAFTED PREMIER PLANTS

$35.00 per 100

$350.00 per 1000

Can make delivery at rate of 5000 weekly beginning at once.

Absolutely healthy A No. 1 stock.

Place your order at once for immediate or deferred shipment.

WEISS & MEYER CO.,
MAYWOOD, ILLINOIS.

ROSE PLANTS.

2½-in. Plants.

	100	1000
Russell	$17.00	$150.00
Ophelia	8.00	70.00
Sunburst	8.00	70.00
White Killarney	8.00	70.00
Bench Plants.		
Ophelia	12.00	100.00
Pink Killarney	10.00	90.00

Good Stock.

GEO. REINBERG.
30 East Randolph St. Chicago.

ROSE PLANTS

Rose plants in 2½-inch pots. Fine stock. Best in market.

	100	1,000
Richmond	$10.00	$ 90.00
Killarney Brilliant	11.00	100.00
Pink Killarney	10.00	90.00
Pink Ophelia	10.00	

WIETOR BROS.
30 E. Randolph St. Chicago
L. D. Phone Randolph 2081

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

ROSES.

ROSES READY FOR IMMEDIATE SHIPMENT

COLUMBIA, 2½-in. own root, $15 per 100; $125 per 1,000.

CHARLES H. TOTTY COMPANY.
Madison, New Jersey

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

List of 2¼ and 4-in. Roses ready, on request. Leedle Co., Expert Rose Growers, Springfield, O.

SEEDS.

GENUINE JERSEY SEED SWEET POTATOES.

For prompt shipment at any time before April 15th. Early Yellow Jersey and Yellow Nansemond, full bushel hamper, $2.00 Red Nansemond, $3.00 per hamper. All prices F .O. B. Pedricktown.

GEO. R. PEDRICK & SON.
Perdicktown, N. J.

TO THE SEED TRADE.

Early Gradus peas.....$20.00 per 100 lbs.
Thomas Taxton peas.... 20.00 per 100 lbs.
Prince Edward peas..... 20.00 per 100 lbs.
Black Valentine beans... 20.00 per 100 lbs.

F. O. B. cars.
SIMON POS, 31 Bergen St., Paterson, N. J.

Seed. Primula Obconica Gigantea Rosea. Dwarf habit, light and dark shades of pink. Select strain; fresh seeds. Packet of 1500 seeds, $1.50. Cash. Ernest Oechslin, River Forest, Ill.

Seeds. Specialists in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices, Kelway & Son, Langport, Eng.

Seeds. Michell's Flower. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorssinera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland .

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds, specialists: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30; 5 lbs. and over, $25 per lb. D. Landreth Seed Co., Bristol, Pa.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

SEEDS.

Seeds, Aster. For description, varieties and prices see display advertisement elsewhere in this issue. W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia. Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md. .

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

SEEDS.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax. Extra good, strong, well rooted plants. 2-in., $2.50 per 100. Elmer Rawlings, Allegany, N. Y.

SNAPDRAGONS.

Plant a bench of Snapdragons and have plenty of flowers all through the summer; big producers and profit makers. If that bench of carnations or roses is not doing well, pull up and plant snaps; will pay BIG. Cultural directions with every shipment. Silver Pink, Rose Pink, Enchantress Pink, Red, Lavender, White, Yellow; exceptionally fine plants, 2½-in., $4.50 per 100; worth much more. Cash please. HILLVIEW GREENHOUSE CO., La Crosse, Wis. Also see our ads under Asters, Chrysanthemums and Calendulas.

VEGETABLE PLANTS.

Seed sweet potatoes. Yellow Nansemond, Up Rivers and Big Stem Jerseys in heavy packed, full bushel hampers, $2.00 per hamper. Booking orders for plants. Send for price list. H. AUSTIN, Felton, Del.

Asparagus plants, 1 year old, 75 cts per 100. ODOR GREENHOUSES, Iola, Kan.

VIOLETS.

VIOLETS. Sweet Single, strong rooted plants, $10.00 per 1,000. Cash please. NEOSHO NURSERIES CO., Box A, Neosho, Mo.

MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging backets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich. ,

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works, Lowell, Mass.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 56th and Springfield Ave., W. Philadelphia, Pa.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Tobacco stems, $1.50 per 100 lbs. Special price on five bales or more. SCHENCK CIGAR CO., Maroa, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL.

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FERTILIZERS

For results use "Master Brand" prepared concentrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braum Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse glass, plants and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Louisville, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

For Sale—4-inch flower pots, standard, now $15.50 per 1000. ERIC BUCHHOLZ, Muncie, Ind.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Fenrich, Joseph H., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co. Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.

WHOLESALE CUT FLOWERS.

Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuhl, Geo. A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
Neidinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Williams, New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.

Bailey's New Standard Cyclopedia o Horticulture

Six Splendid Volumes

Price, $6.00 Per Volume

Carriage paid to any part of the United States

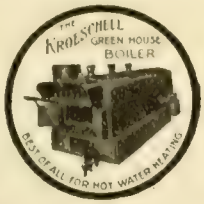
American Florist Co.
440 S. Dearborn St., CHICAGO

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

THE CUSTOMERS' INTEREST FIRST

This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all the Greenhouse Boiler business

NOT CAST IRON



NOT CAST IRON

A KROESCHELL

is the key to fuel economy.

Kroeschell Bros. Co. 452 W. Erie St. CHICAGO

THE KROESCHELL POLICY

We make every kind of boiler, but it is our policy to supply only the type of boiler best suited for the conditions. You get the highest boiler value.

NOT CAST IRON

NOT CAST IRON

Split Carnations

Easily Mended with **Pillsbury's Carnation Staples.**

"They are indispensable to the careful florist. Increase the value at least 50%." Fifth Ave. Floral Co.

1000, 35c; 3000 for $1.00, postpaid

I. L. Pillsbury, Galesburg, Ill.

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

GIBLIN & CO., UTICA, N. Y.

REED & KELLER

122 W. 25th St., NEW YORK

Florists' Supplies

We manufacture all our **Metal Designs, Baskets, Wire Work and Novelties,** and are dealers in **Glassware, Pottery, Decorative Greens and Florists' Requisites.**

The Regan Printing House

LARGE RUNS OF

CATALOGUES

OUR SPECIALTY

WRITE FOR PRICES

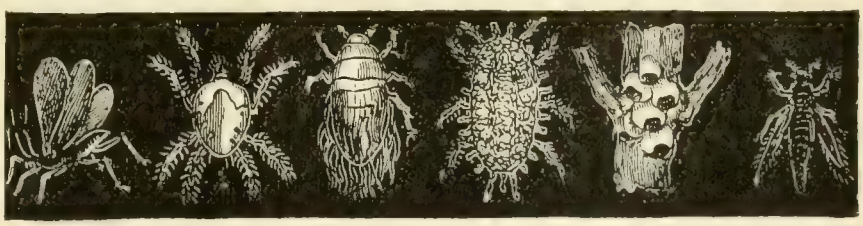
523 PLYMOUTH COURT, CHICAGO

Sold by the Seedsmen

Hammond's Thrip Juice No. 2

REGISTERED

A Contact Insecticide, Useful and Reliable, Used for 30 Years in Greenhouses, and on Plants, Grape Vines, Trees and Shrubs



Some common Sucking Insects, magnified.

HAMMOND'S PAINT & SLUG SHOT WORKS, Beacon, N. Y.

Mention the American Florist when writing

In the Erection of

FOLEY GREENHOUSES

Only the Best of Material Is Used.

in designing your house, we always consider the use for which the house is intended—thereby assuring you of proper design and bench arrangement—not forgetting the importance of an efficient heating system.

THE FOLEY GREENHOUSE MFG. CO.

Designer Builders Heating Engineers

Main Office and Factory 3100 S. Spaulding Ave.

Chicago, Ill.

Downtown Office State-Lake Bldg.

The first cost, the only cost, when using

ADVANCE

Sash Operating Device or Greenhouse Fittings.

Nothing to wear out or give you any trouble whatever. A fitting for every purpose.

Write today for a catalog.

ADVANCE CO., Richmond, Ind.

Mention the American Florist when writing

HALIFAX, N. S.—The Fraser Floral Co. is building one new Lord & Burnham house, 400x510 feet.

KINGSTON, ONT.—The range of O. C. Johnson has been sold and residences will be built on the property.

TORONTO, ONT.—J. Lawrie, for a number of years with W. J. Heath, 270 College street, has been made a partner in the business.

HAMILTON, ONT.—A meeting of the executive committee of the Canadian Horticultural Association will be held in this city, April 12-13.

NEWPORT, R. I.—The state legislature will be asked for an annual appropriation of $1,000 to advance the educational work of the Rhode Island Horticultural Society.

BRAMPTON, ONT.—The F. K. Prouse Co. is the name of a new florists' supply establishment here, under the management of F. K. Prouse, formerly with the Dale estate.

Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MFG. COMPANY

MADISON, N. J.

Mention the American Florist when writing

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscriptions, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A."

LOWDHAM, NOTTS, ENGLAND.

WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free From Bubbles—Uniform in Thickness.

PAINTS and PUTTY

Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.

It will pay you to get our estimates.

THE DWELLE-KAISER CO.

251 Elm St., - BUFFALO, N. Y.

Mention the American Florist when writing

John C. Moninger Co.

GREENHOUSES

Designers - Manufacturers - Builders

We sell the complete house or any part

908 Blackhawk St., CHICAGO, ILL.

Take No Chances—

ORDER NOW

Your Callahan Cut-to-Fit Greenhouse

Lumber is **not** more plentiful—Labor is **not** cheaper—Demand is **not** less.

The decisions you make today determine the progress you make tomorrow. If you have made up your mind to have that new Greenhouse this year—don't delay.

Write us fully and freely of your plans. We take a personal interest and pleasure in giving you a complete estimate on your requirements. Our catalog shows why the price is so reasonable.

Callahan Duo-Glazed Sash for your hotbeds really protect your plants. Booklet on request.

CALLAHAN DUO-GLAZED SASH CO.

3948 Fourth Street, DAYTON, OHIO

Permanite in stock for immediate shipment.

CALLAHAN Cut-to-Fit Greenhouses

Mention the American Florist when writing

QUALITY—SERVICE

"Blauvelt" Hero Pipeless Furnace System

Installed at half the cost of Steam or Hot Water.

70 degrees of heat guaranteed in zero weather.

Can be installed with or without PIT.

Saves 35% of your Coal Bill.

We have also Special Burners for Oil—and Grates for Soft Coal or Wood.

A perfect moist heating system. The ideal heat for growing all kinds of greenhouse products. In fact, it is the coming Greenhouse Heating System.

"Blauvelt"

Hero Pipeless Furnace Company

411 Sycamore St., PLAINFIELD, N. J.

Mention the American Florist when writing

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Ea.	Doz.	100
10	20 in.	$4.50	$49.50	$375.00
20	18 in.	3.30	36.00	293.00
30	16 in.	2.35	26.00	200.00
40	14 in.	1.90	21.50	170.00

No.	Diam.	Ea.	Doz.	100
50	12 in.	$1.30	$15.00	$115.00
60	10 in.	.90	9.90	77.50
70	8 in.	.75	8.00	61.00

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, **714-716 Chestnut St., Philadelphia, Pa.**

Mention the American Florist when writing

WIZARD BRAND
TRADE MARK

PULVERIZED SHEEP – PULVERIZED CATTLE
SHREDDED CATTLE
MANURE

PROTECTS YOUR CROP

It is direct heat dried and sterilized, weed seeds, grass seeds, fungus and disease germs destroyed in a direct heat rotary drying process that does not change or destroy any of the valuable elements in crude manure.

Air dried manures cannot be sterilized and usually carry excess moisture that actually makes them cost more per ton than WIZARD BRAND even at the same or a lower price.

Look for the WIZARD BRAND Trade Mark tagged or printed on every bag. If it is not there you are not getting WIZARD BRAND protection for your crop and pocket book.

Your dealer can get WIZARD BRAND for you if you insist or we will quote with freight rate on any quantity from a bag to a carload promptly.

THE PULVERIZED MANURE CO., No. 32 Union Stock Yards. **Chicago, Ill.**

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor

The Peters & Reed Pottery Co.
SO. ZANESVILLE, OHIO
"Moss Aztec" Ware
HORACE C. GRAY CO.
200 Fifth Avenue New York

Mention the American Florist when writing

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

Why?

A. H. HEWS & CO., INC.
Cambridge, Mass.

George Keller Pottery Co.

SUCCESSOR TO

GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Mention the American Florist when writing

Nebraska Red Pots

ARE RECOGNIZED EVERYWHERE FOR QUALITY

Your orders always receive prompt and careful attention. Made of high grade material by skilled workmen in a modern plant. Write for prices on your requirements.

Kahler Pottery Co., Louisville, Neb.

Mention the American Florist when writing

Wired Toothpicks

10,000, $2.50; 50,000, $11.00. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For Sale by Dealers.

Mention the American Florist when writing

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

Mention the American Florist when writing

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 40c; 25 yds. at 39½c; 50 yds. at 39c; 100 yds. at 38½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices.

Try it out now and be convinced.

TURNER BROS., Bladen, Neb.

Dreer's Peerless Glazing Points
For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid. Samples free.

HENRY A. DREER,
714 Chestnut Street,
Philadelphia.

Mention the American Florist when writing

SUPERIOR
RED POTS

Quality and prices right. ASK US.

FLORIST SPECIALTY CO.
IDAVILLE, INDIANA

Mention the American Florist when writing

Index to Advertisers.

Advance Co.....637
Allen J K.....617
Alpha Floral Co.....622
American Bulb Co... I
American Greenhouse Mfg Co.....IV
Amling E C Co.....613
Anderson S A.....618
Angermueller G H Co.....615
Aphine Mfg Co.....638
Aphrodite Co.....621
Astoria Florist.....621
Avenue Floral Co...623
Baer Julius.....623
Barnard W W Co...628
Barnes Bros Nurs Co 632
Barnes W J.....620
Bassett & Washburn 606
Baumer Aug.....623
Baur Window Glass Co.....IV
Bayersdorfer H & Co. 615
Begerow's.....622
Berger Bros.....614
Berning H G.....614
Blackistone Inc.....622
Bodger J & Sons Co. 625
Bolgiano J & Son....625
Bramley & Son.....622
Braslan Seed Growers Co.....624
Breitmeyer's J Sons 622
Bremond A & L Freres.....629
BrennerEdward.....617
Broadway Florist....621
Brown A J Seed Co..624
Brown Bag Filling Machine Co.....629
Bruns H N.....619
Bryan Alonzo J.....604
Buckbee H W.....622
Budlong Co J A.....611
Bunyard.....621
Burpee W A Co.....628
Byer Bros.....604
California Florists . 620
Callahan Duo-Glazed Sash Co.....638
Cazan A B.....621
Cent Flo
Central R & Equipment Co 613
Chicago Feed & Fertilizer Co.... 640
Chicago Flower Growers Assn.....609
Clark E B Seed Co..629
Clarke's Sons D.....621
Clay & Son.....640
Clipper Lawn Mower Co.....640
Coan J J.....617
Conard & Jones Co. 632
Cooke Geo H.....622
Cowee W J.....639
Coy H C Seed Co...626
Craig Robt Co.....631
Culp W H & Co. 620
Danker Fred A.... 618
Dards Chas.....621
Davey Tree Expert Co Inc.....605
Dietsch A & Co. ..IV
Dominion Floral Co 622
Dorner F & Sons Co 631
Dreer H A.....638 639
Drevon-Tegelaar Co.628
Dunlop John C.....622
Dwelle-Kaiser Co...638
Dysinger M & S L ..630
Ebel Charles.....619
Edwards Fold'g Box 639
Elm City Nurs Co...632
Erne & Co.....612
Evans A W B.....622
Excell Laboratories.111
Eyres H G.....618
Fallon Florist.....623
Fenrich Jos S.....616
Fleischman.....620
Florist Specialty Co 639
Foerster Co Jos.....608
Foley Greenhouse Mfg Co.....637
Ford M C.....617
Ford William P....617
Fox J M & Son Inc 623
Frauenfelder C.....619
Freeman Mrs J B .. 622
Frey C H.....620
Frey & Frey.....620
Friedman.....619
Froment H E.....617
Futterman Bros.....616
Galvin Thos F.....621
Gasser J M Co.....622
Giblin & Co.....637
Gnatt Ove Co The...604
Godineau R & M....626
Goldstein I.....617
Gorham Printery Inc V
Grakelow Chas H 623
GrandRapidsFlo Co.623
Grimm & Gorly.....620
Gude Bros.....623
Habermehl's Sons J 618
Hammond's Paint & Slug Shot Wks 637 640
Hardesty & Co.....622
Harris Wm K.....631
Hart Geo B.....617
Hart Henry.....621
Haven Seed Co.....626
Heinl John G & Son 623
Henderson A & Co. I 628
Henderson Lewis....620
Henry Co The John 612
Henshaw Floral Co 617
Hentz & Nash.....616
Hero Pipeless Furnace Co.....638
Herr Albert M.....630
Hess & Swoboda....620
Hession.....62
Hews & Co A H....639
Hill D Nursery Co..632
Hogewoning & Sons 631
Hollywood Gardens.620
Holm & Olson.....620
Holton & Hunkel Co.615
Hort Advertiser.....638
Hurff Edgar F.....629
Hurst & Son.....626
Ickes-Braun Mil Co IV
Idlewild Greenhs....623
Jackson & Perkins Co 632
Jahn Hugo.....623
Joy Floral Co.....619
Kahler Pottery Co. 639
Kasting W F Co.... I
Keller Pott'y Co Geo 639
Keller Sons J B.....618
Kelway & Son.....626
Kennicott Bros Co 606
Kervan Co The..... 617
Kessler Wm.....617
Kottmiller A.. 621
Kroeschell Bros Co 637
Kruchten John.....613
Kuhl Geo A.....631
Landreth Seed Co ..625
Lang Flo & Nurs Co.620
Lange A.....619
Lecakes C & Co. 616
Lindley Flower Box Co.....612
Littlefield Florist....622
Longren A F.....631
Louise Flower Shop.618
McCallum Co.....615
McClunie Geo G....618
McGill R & Co....626
McHutchinson & Co.626
Mackie William.....617
Malandre Bros 621
Mangel.....619
Matthews the Flo'st.622
Matthewson J F.....619
Meconi Paul.....617
Metaire Ridge Nurs 622
Meyer John C Florist Thread Works.... 612
Michigan Cut Flower Exchange.....613
Michell Henry F Co..626
Millang Jos A.....616
Miller Floral Co.....623
Miller & Musser... 613
Mitchell John R... 604
Moninger J C Co... 638
Murray Samuel.....623
Nash Charles.....632
Neidinger Jos G Co. 615
Newell A.....623
N Y Cut Flower Ex. 617
N Y Floral Co.....619
Niessen Leo Co.....614
Oechslin Ernest 628
Oriental Goldfish & Supply Co.....612
Papadem J G Co....621
Park Floral Co.... 618
Park Floral Co.....623
Peacock E R Co.....625
Pearson E W.... 618
Pedrick G R & Son..628
Penn the Florist.....622
Perry W B.....631
Peters & Reed Potty.639
Philips Bros 618 619
Pierce F O Co. IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....624
Pikes Peak Flo Co 623
Pillsbury I L.....637
Pittsb'rghCutFlo o 612
Podesta & Baldocchi.622
Poehlmann Bros Co. II
Pollworth C C Co.. 615
Polykranas Geo J....617
Potter Floral Co 623
Proto-Feed & Guano Co.....640
Pulverized Manure Co The.....639
Pyfer A T & Co.....611
Raedlein Basket Co 613
Randall A L Co.....613
Randall's Flo Shop..622
Randolph & McClements.....618
Rawlings Elmer....630
Ready Reference....633
Reed & Keller ..637
Regan Ptg House ..637
Reid Edw.....614
Reinberg Geo.....613
Reinberg Peter.....607
Rice Bros.....615
Rice Jerome B Seed Co.....625
Robinson J C Seed Co.628
Rock Wm L Flo Co..620
Rodgers J W.....622
Rohnert Waldo.. 626
Rosaia Bros 623
Rosery Floral Co....623
Routzahn Seed Co.. 629
Rowe Harry.....618
Royal Fern Co 626
Rusch G & Co.....615
Saake O C.....623
Salzer Seed Co J A..620
Sceery Edw.....623
Schiller the Florist 619
Schillo A Lum Co...IV
Schlatter W & Son..640
Schling Max 621
Schmidt Chas L.....618
Sege's Bros Ltd.....630
Shaffer Geo.....622
Sharp Partridge & Co.640
Sheppard H W.....622
Sheridan Grhs Co....620
Sheridan Walter F...617
Siebrecht Geo C.....617
Simon & Son I N....626
Situations & Wants.603
Skidelsky S S & Co.. I
Smith A W & Co....618
Smith & Co E D 631
Smith & Fetters Co.623
Smith Henry.....623
Stecher Litho Co....631
Storrs & Harrison 629 630
Stumpp G E M.....621
Thorburn J M & Co. 629
Tonner O A & L A..608
Totty Chas H.....631
Traendly & Schenck 617
Traveling Wholesale Florist.....616
Trepel Joseph.....618
Turner Bros.....639
United Cut Flo Co..61
Vanderschoot R A..
Van Meeuven & Tegelaar.....631
Vaughan A L Co....609
Vaughan's Seed Store ..... I 627 632
Vick's Sons Jas.... 629
Vincent R Jr & Sons Co..... I
Walker F Co.....623
Weber F H..... 623
Weiland & Risch...613
Weir Jas.....618
Western Seed & Irrigation Co.....625
Wietor Bros.....608
Williams Mrs E A. 618
Winterson Co E F..612
Wittbold G Co 619
Wolfskill Bros & Morris Goldenson.620
Wonder Plant Irrigator Co.....612
Woodruff S D & Sons.626
Yokohama Nurs Co.625
Young A L & Co... 616
Young John & Co...617
Zech & Mann...610 613

GREENHOUSE GLASS

BEST BRANDS

SHARP, PARTRIDGE & CO.

2263 LUMBER STREET, CHICAGO, ILL.

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.

809 Exchange Avenue, U. S. Yards, Chicago

Mention the American Florist when writing

"Master Soil Builders"

Send for prices on **Master Brand Vine and Plant Manure**—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.

4121 South La Salle Street, CHICAGO

Mention the American Florist when writing

Before

No loss if you mend your split carnations with

Superior Carnation STAPLES

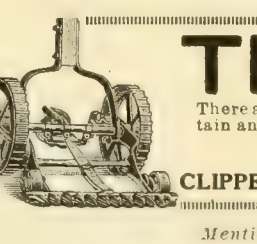
35c per 1000; 3,000 for $1.00 Postpaid

Wm. Schlatter & Son

422 Main Street SPRINGFIELD, MASS.

After

Mention the American Florist when writing



SLUG SHOT

Used from Ocean to Ocean for 35 Years

Sold by Seed Dealers of America

Saves Currants, Potatoes, Cabbage, Melons, Flowers, Trees and Shrubs from Insects. Put up in popular packages at popular prices. Write for free pamphlet on Bugs and Blights, etc., to B. HAMMOND, Beacon, New York.

Mention the American Florist when writing

THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plantain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER COMPANY Dixon, Illinois

Mention the American Florist when writing

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER

TRADE MARK

EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas"

Vol. LIV. **CHICAGO AND NEW YORK, APRIL 10, 1920.** **No. 1662**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company.

Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treas. The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA

Next annual convention and exhibition, Washington, D. C., November 1920. OFFICERS: THOMAS W. HEAD, Lake Forest, Ill., President; Z. D BLACKISTONE, Washington, D. C., Vice-President; C. W. JOHNSON, 2242 W 109th Street, Chicago Secretary; CHAS. H. TOTTY, Madison, N. J., Treas

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Washington, D. C., January, 1921. OFFICERS: C. W. JOHNSON, Chicago, President; D.G GRILLBORTZER, Washington, D. C., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa President; F. L. ATKINS, Rutherford, N. J., Vice President; E. A. WHITE, Cornell University Ithaca, N. Y., Secretary; HARRY O. MAY, Summit N. J., Treasurer.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibi ion Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

THE EASTER BUSINESS.

All Previous Records Passed.

Even the blizzard of April 3-4, which swept the central west, in many cities recorded as the worst weather for the season in many years, apparently had little effect on the Easter demand, reports from many points showing substantial gains over the corresponding period of 1919, and in many instances, where more favorable conditions prevailed, record sales were reported. In general, while prices were as a rule higher than in previous years, quality was such that complaints were rare, or where the purse was limited, a splendid showing of plants in large variety, offered a most satisfactory substitute. Of course, plant sales predominated, with lilies taking precedence, the supply in nearly all cases being of generous proportions, with quality all that could be desired. The other Easter favorites found ready buyers, and rambler roses, hydrangeas, azaleas, where available, genistas, and in fact, anything in good flower, cleaned up fast. In cut flowers, violets and sweet peas were most sought, the former in some cases offered in limited supply. Roses and carnations appeared to drag. The following condensed reports indicate that the Easter trade this year showed an excellent increase in volume over that of a year ago, most gratifying under the adverse weather conditions prevailing in some parts of the country:

NEW YORK.—With fair weather on Easter Sunday, and favorable conditions preceding, there was a fine stock of plants, and while prices were high, there were few complaints, so that all in all it may be said that the trade of this city enjoyed good business. With some stores it was stated that large plants moved in preference to the smaller offerings. Never in many years was there such a large supply of Easter lilies of fine quality, favored by the good growing weather of the two weeks previous. There were also some excellent azaleas, acacias in both large and medium sizes, good rose plants in variety, bougainvilleas, hydrangeas, etc. To meet more moderate purses, an excellent showing of single hyacinths and tulips found favor. While plant sales took preference, cut flowers, which were available at reasonable figures, with the exception of orchids and violets, were not overlooked.

PHILADELPHIA, PA.—Easter business in this city proved of record-breaking proportions, both in volume and number of sales. While prices showed an advance over last year, the buying spirit was strong, and there were few complaints, with plants of the higher grade moving freely as first choice. A limited supply of rambler roses, caused these to be the first item to close out, and there were not enough azaleas to go around. Lilies were plentiful and held their usual place, although other plant offerings had a splendid sale. Easter novelties and basket arrangements were probably never shown to better advantage and added in their proportion to making this probably the best Easter business ever experienced by the trade in this city.

SEATTLE, WASH.—While rainy weather prevailed at Easter, and resulted in disappointment in some instances, business was much ahead of the volume recorded a year ago. Although the week opened with a slow demand, the close was surprisingly strong, resulting in a cleanup in nearly all lines, with buyers well pleased at the high quality in all offerings. Affected by the weather conditions, pot plants held an undisputed lead, with corsages next in favor, taking precedence over cut flowers. The supply of Easter lilies was most plentiful, but they held their usual popu-

larity without difficulty and in nearly all cases, prices were well maintained. Coming next in popular favor were hydrangeas and basket arrangements, the latter offered in pleasing variety. In general, the quality of stock, both cut flower and plant, graded higher than in former years.

DENVER, COLO.—While this city suffered from the effects of the severe snowstorm in common with other cities in the middle west, the Easter trade held a fair average, and, according to reports from leading stores, sales equaled last year's volume. With unsatisfactory weather prevailing Friday and Saturday, late business was to a certain extent curtailed and deliveries made more difficult. In lilies, there was a good supply; in fact, more than the demand could absorb, and some were left over. Orchids and sweet peas were scarce, while roses, violets, carnations and snapdragons were plentiful and there was a good showing of bulbous flowers. Hydrangeas, rose bushes and combination plant baskets found ready buyers.

LOS ANGELES, CALIF.—An Easter demand of excellent proportions is reported by both wholesalers and retailers in this city and vicinity, added to which to swell the general volume, has been a strong demand for funeral work, many orders being of large proportions. All lilies that were received in this market found ready buyers at high prices, there being a noticeable shortage in cut stock of this flower. Roses were good, with receipts about balancing the call. Callas also sold well. Carnations of good grade were in limited supply and moved fast. Baskets made of grass were a popular feature and there were good calls for tulips and irises. All local flower shops report good business.

WASHINGTON, D. C.—While prices compared favorably with last year's level, the increase in volume of Easter business in this city, estimated at 10 per cent. met with satisfaction. The supply in both cut flowers and plants was generous and made it possible to meet the choice of the customer in nearly all cases. While there was a heavy call for cut stock, sweet peas easily took the lead, one firm alone disposing of more than 150,000 of these flowers. In the plant offerings, lilies of course, were most salable, but all other good stock moved freely. To properly handle the unprecedented demand that came to some of the shops, it was necessary for them to keep open all night.

ST. PAUL, MINN. — Unaffected by what was probably the most unsatisfactory weather in 30 years at this season, the Easter trade in this city was 30 per cent better than a year ago, a remarkable record considering the fact that prices were on about the same level as in 1919. The supply in all lines was excellent, and in the plant section, there seemed to be little preference, all items moving freely. In cut flowers, violets and sweet peas easily took the lead, American Beauty roses falling far to the rear in popularity. All things considered, the business was most satisfactory, despite adverse conditions and delivery difficulties.

EVANSVILLE, IND.—The Easter trade in this city, from all reports, was most satisfactory. With roses the only item in short supply, the offerings in both cut flowers and plants were ample to meet all needs. Easter lilies took the lead and the stock was unusually fine. Daffodils in pots and pans failed to attract much attention. Carnations were poor sellers, roses, lilies and corsages taking the lead in the cut flower section. Prices were much better than a year ago, and the sales volume also showed a great increase. Added to the generally satisfactory condition, the call for funeral work continues strong.

LAWRENCE, KAN.—A heavy fall of snow, which began on Saturday and continued through the night with a drop of temperature to 18 degrees, which remained unchanged until April 5, resulted in a decrease of 25 per cent in this year's Easter business compared with the volume in 1919. Prices, however, were better than a year ago

Geranium in 4-in. Pot.

and the supply of plants and cut flowers was ample to meet all requirements. Flowering plants of all kinds, barring bulbous varieties, met with a good demand. In cut flowers, sales were also satisfactory.

PROVIDENCE, R. I.—The Easter demand in this city was one of the best in years, showing an increase in volume of approximately 25 per cent compared with last year and better prices were received in all lines. Easter lilies, as usual, had a heavy call, but with the plant supply in general just about equal to the demand, there were ready buyers for all offerings of flowering varieties. In cut flowers, violets were the leader in favor, and as a result the limited supply was depleted early. Carnations proved the slow item. Quality in general was all that could be desired.

CINCINNATI, O.—Stock of splendid quality, much better than was offered at Christmas, brought higher prices than at Easter, 1919, and showed an increase in volume of business of about 50 per cent, compared with that period. The plant supply was about equal to the demand, with most sales at from $3 to $7.50. In cut flowers, roses and sweet peas easily took the lead. From all reports, it was a most satisfactory Easter in all lines, with remarkably few complaints as to prices or quality.

SALT LAKE CITY, UTAH.—Local retailers experienced the worst Easter in their history as to weather. Snow was a daily occurrence, and deliveries were marred by engine trouble. The Miller Floral Co. had three autos tied up, and the machine of the Lambourne Floral Co. had to be pulled out twice, according to Paul Richmond. All of the stores cleaned up nicely, however, the demand centering on plants.

BLOOMINGTON, ILL.—From all indications, Easter business among the retailers in this city showed a gain of 25 per cent over the corresponding period of 1919. In cut flowers and flowering plants there was a generous supply of good quality, which moved freely at prices slightly higher than last year. In the latter, lilies were easily the favorites, and the supply was abundant. Carnations failed to meet with much popularity and the movement of bulbous flowers and sweet peas was also light.

TORONTO, ONT.—With Easter business showing an increase over the corresponding period of 1919 of about 35 per cent and higher prices received than in former years, the flower stores in this city have little cause for complaint. The only shortage in stock reported was in lily plants. Cut flowers in all varieties were plentiful, with violets and sweet peas in the lead in popularity. In plants, lilies as usual, sold out first. There was little call for palms and ferns. Corsages were very popular. Roses in the higher grades moved slowly. Taken as a whole, however, there was little of anything left on the counters when the rush was over.

Wichita Floral Co., Wichita Falls, Tex.

The floral department and greenhouses of the Witchita Nursery and Floral Co., Wichita Falls, Tex., which will now be conducted under the name of the Wichita Floral Co., have been purchased by Robert, M. R. and Forrest, Bebb, of the Muskogee Carnation Co., Muskogee, Okla., and Edwin A. Bebb, of Chicago, the latter acting in the capacity of manager. The firm has secured a splendid downtown location at 1706 Ninth street, and was well prepared to serve its many customers at Easter in one of the most attractive and up-to-date flower shops in northern Texas, with every facility for prompt and careful attention to F. T. D. orders.

Three members of the new company, Robert M. R. and Forrest, are graduates of the four-year course in floriculture at the University of Illinois, Urbana, under Professor H. B. Dorner, while Edwin A. Bebb is well known from his connection with the Mt. Greenwood Cemetery Association, Chicago, under the direction of W. N. Rudd and Charles W. Johnson. All have the best wishes of a host of friends in the trade for the fullest measure of success in their new location, a thriving, progressive city.

PROVIDENCE, R. I.—The Rhode Island Horticultural Society has affiliated with the American Sweet Pea Society.

WORCESTER, MASS.—The annual banquet of the Worcester County Horticultural Society will be held in April, the date to be announced later.

MT. VERNON, ILL.—F. R. Heiderman, well known florist of this city, died recently. The store will be closed for the present but may re-open later.

STORE OF THE COLONIAL FLORIST, NEW YORK.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Easter in New York Stores.

Taking a broad view, it can be said that the New York retailers had good Easter business. It is doubtful if on any previous Easter, conditions were more favorable, the date, fair and cool weather preceding which brought in a fine stock of plants, made conditions as near ideal as can ever be expected. Plants necessarily were high, but it made no noticable difference in the sales. Some retailers stated that large plants went better than small ones. As to the plant stock in general, lilies were much in evidence; in fact, we venture to state that not for a number of years has there been so many good lilies. Considering the favorable weather conditions, the early date of Easter was probably fortunate for the growers of pot lilies. As it was, many came in flower that were not expected to two weeks previously. In other plants, though the growers have been somewhat handicapped by the quarantine, they made a splendid showing. That was noticeable in the azaleas. It seems that importations being now cut off, the growers were more careful with their stock in summer. Both large and medium-sized acacias were noteworthy. The various types of pot roses made a good showing. Dorothy Perkins and a sprinkling of Crimson Ramblers were all noteworthy. There was a most excellent stock of bougainvilleas and hydrangeas, the latter in white, pink and blue. In smaller and cheaper stock, there was an abundant supply, and down to single hyacinths in four-inch pots, there was something to suit the most economical buyers. Many pans of tulips and hyacinths, tastefully decorated, found favor. As a matter of course, the retailers pushed their plants, but cut flowers were not neglected, as the wholesale prices on cut stock were not unreasonable. Orchids were not plentiful and went high. The wholesale prices on violets were also boosted, as they usually are at a holiday. A. F. F.

Easter in Chicago Stores.

The Easter business was very heavy this year with a strong demand for both cut flowers and plants. The sales for April 1 were good, but the cold weather the following day, put a damper on the buying, which was anything but encouraging to the dealers. Saturday was an ideal one for the shopper, and trade was so brisk that it was impossible to handle the crowd, even with an added store force. There probably never was such a large supply of cut flowers and plants sold in any one day before in the retail stores in this city as there was April 3, which practically everyone will agree to. Lilies, hyacinths, tulips, jonquils, cinerarias, rambler roses, rhododendrons, hydrangeas and a few azaleas and lilac were the principal offerings in the plant line and cleaned up completely in all items. In cut flowers, roses had a good call and cleaned up nicely at high prices. Carnations were plentiful, but sold well, and there was a strong demand for sweet peas, orchids, lily of the valley, violets and gardenias. Spring flowers were good sellers, and miscellaneous stock met with a ready sale. The retailer did not have any trouble securing what cut flowers he needed at reasonable prices, and barring the blizzard, which made deliveries hard on Easter Sunday, the sales for this occasion were the best on record. F. T. D. orders were plentiful. The loss of sales on Sunday due to the blizzard was greater than at first expected, consequently some stock was left which otherwise would have cleaned up. One loop dealer says that the storm cost him $1000 in sales compared with last year, while others report losses ranging from $200 to $500 and more.

The Alpha Floral Company had a big Easter business at its South Wabash avenue store, and cleaned up completely in plants and cut flowers. Andrew Chronis says that the only drawback to his best Easter ever was the blizzard on Sunday which made deliveries difficult.

Fleischman made a splendid showing of flowering plants, including fancy azaleas, which cleaned up at an early hour. The demand for cut flowers was heavy, and the regular store force, headed by Manager Mallison, and assisted by I. Rosnosky, Dick Parker and Ed Palmer, had more than they could do to handle the rush.

Friedman did a very satisfactory Easter business, according to Tom Fogarty, who was pleased with the total sales at this Michigan avenue

establishment. Corsages were in strong demand here, but both cut flowers and plants had a good call.

Harry C. Rowe was more than pleased with business at his new store at 4401 Sheridan Road, cleaning up completely in all lines, especially pot plants, which sold exceptionally well.

Schiller's had a wonderful Easter business at both of their stores with the total sales Saturday, April 3, establishing a new record. This firm reports that there were twice as many customers in their two stores on that day than the heaviest day ever experienced before, consequently the sales more than offset those that were lost on Sunday, owing to the heavy blizzard.

The George Wittbold Co. did a fine Easter business, which was much better than expected, considering the threatening weather on Friday. The sales on Saturday were the biggest in the history of the firm, with pot lilies cleaning up early. This firm had about $1,000 worth of funeral work for the Bowman funeral, which kept the entire force working almost all night.

Ronsley never did a better Easter business than this year, cleaning up early in all lines. A big funeral order last week helped considerably in making the total sales remarkably heavy. Saturday was the best day he ever experienced.

A. Lange did a remarkable business, and cleaned up completely in plants and cut flowers, the force having all it could do to handle the rush of customers on Saturday, when more people were served than in any other one day. Manager Nielsen and the proprietor's son, Homer, had everything in tip-top shape to handle the rush, which made the selling easy, owing to the fine display and arrangement of the stock.

Mangel had a splendid trade in his Palmer House store and cleaned up entirely in plants. His place was completely filled with customers on Saturday, which kept the force taxed to the limit to handle the many people who kept pouring in until late at night.

The Central Floral Co. did all the business it could conveniently handle at its North State street store, which was completely filled with customers all day Saturday, when large quantities of both cut flowers and plants were sold.

Miss Edna Frauenfelder says that business was exceptionally good at Frauenfelder's store on West Madison street, everything in the plant line being disposed of by 5 o'clock Saturday afternoon. Cut flowers were also in strong demand, and the total sales made a new record this Easter.

H. N. Bruns was well satisfied with his Easter business, which was the best ever at his West Madison street store. Pot lilies and bulbous stock were the best sellers, and cleaned up at an early hour. The sales Saturday were surprisingly heavy.

George Wienhoeber never did a better Easter business than he did this year. His sales were good on Thursday, but those of Saturday were the largest in the history, when it was almost impossible to handle the crowd that kept pouring in the entire day. A grand clean-up was experienced.

EASTER PLANT GROWERS AT BOSTON.

Genistas, Rambler Roses and Hydrangeas at Edgar Bros., Waverly, Mass.

Philadelphia Retailers' Easter Business.

The Philadelphia retail stores, without exception, reported a splendid business. In spite of the higher prices, the great majority, particularly all the larger shops, were crowded to the doors with the standard Easter flowering plants in various sizes, together with well arranged plant baskets and boxes, most of which were featured with ribbons and otherwise decorated.

J. J. Habermehl's Sons' three stores contained a wonderful array of decorated and well filled baskets. They were high class in every respect. These are filled at their Diamond street greenhouses, where in addition to stock of their own growing, they assemble selections from the best growers. Their store on the 22nd street front, and show house in the rear, was filled with beautiful stock, which Manager Bell said was having a splendid sale. Their Bellevue-Stratford and Ritz-Carlton shops were extremely busy the entire week.

Charles H. Grakelow's business greatly exceeded that of any previous Easter. Handsomely arranged plant baskets, choice azaleas, hydrangeas, rambler roses and pans of bulbous stock were features in his handsomely arranged store.

H. H. Battles, Pennock Bros. and Charles Henry Fox had their beautiful stores filled with specimen plants and arranged baskets, the best the market afforded. All reported a very large and satisfactory business, even at the higher prices. George Craig, Robert Crawford, the Mullers, Chas. Stahl, Nelson T. Geiger, The London Flower Shop, Rupert Keinle and M. Heron, of the central city retailers, all had a record trade while from Ross's comes the report of splendid business.

The uptown retailers all made fine displays which brought them phenomenal business. Columbia and Montgomery avenues, North Broad street, Kensington and Frankford avenue stores were all well stocked and without exception reported splendid business.

There is no question but what it was the best Easter business experienced by the trade in this city.

K.

EASTER PLANT GROWERS OF BOSTON.

Easter Hydrangeas at Thos. Roland's, Nahant, Mass.

Next Week in the Flower Shop.

This is the season when the shop, both inside and out, can be made most inviting with well arranged displays of blooming plants and cut flowers. There are so many in the trade who do not appreciate the importance of making a bid for business, or calling the attention of the public to their wares, by especially featuring the various seasonable plants and flowers as they come into season. It adds very little to the expense to display and keep the new and choice things to the front as they appear. Every live florist is on the lookout for such stock, and should make the most of it in attracting new business.

People who have no intention of purchasing, can be induced to buy flowers if they are attractively placed before them. This is seen in all the large cities, where on bright or good shopping days, the street men, when flowers are plentiful, handle them in large quantities. Men with stands, turn over their capital several times a day; even the boys with trays containing violets,, pansies, roses, etc., who have no fixed location, take in from $50 to $75 a day. The great majority of the sales are made to people who had no thought of requiring flowers, but were induced to buy because they looked so fresh and inviting. This proves that people will buy flowers if they are brought favorably to their attention.

This is the secret of successful merchandising of flowers, the bringing of the people and the flowers together, for which every avenue of publicity should be brought into play. The corner stone of the business is the store; if this, in its varied, seasonable and well displayed stock and up-to-the-minute service, is up to standard at all times, success is assured.

As the curb man makes his bid to the throngs of the streets, so also should the storekeeper, whose fixed location gives him a greater opportunity. His store front, in its advertising advantages, is as good as preferred locations in the newspaper columns, and in its every point of vantage, from pavement to roof-top, should be kept up to the highest efficiency. Every window ledge, space over the brick and under the show window on the pavement, should be at all times filled with boxes of seasonable plants. Pansies and daisies are now at their best, and a liberal display of these will encourage their use and popularity as home adornments.

Well arranged, small vase baskets of sweet peas or other short stemmed flowers, in good color contrasts, well displayed in the window, are sure to find buyers, as they are so ready to be carried along. People are in a hurry most of the time, and it is often the readiness of the article displayed in addition to its beauty that induces purchases.

This is the wedding season, and the featuring of the various accessories, such as the kneeling stool, shepherd's crooks, bridal hats filled with flowers, a bride's shower bunch and other details that suggest the wedding, will make an attractive and seasonable window decoration that is likely to induce business of this kind. The annual forget-me-nots are now at their best. Plants of these will be found good sellers in low pans and baskets.

Now is the time to start the window-box campaign for the summer. The store man who has not the facilities for handling or filling these boxes, can find growers who will be glad to fill and deliver all work of this character. There is not one-tenth of this outside house ornamentation in any of the large cities, or in any community for that matter, that is possible, if the business was properly worked up. The newspapers would help through their reading columns if "The City Beautiful," was played strong, and the material and photos were furnished them. In some cities this is done by civic societies, who offer prizes for the best window or porch boxes, best kept lawns, gardens, etc., all of which improvement work should be given ardent support by the local craft.

EASTER PLANT GROWERS OF BOSTON
Tausendschon Roses at Thos. Roland's, Nahant, Mass.

Easter Plant Growers of Boston.

In the course of a tour of inspection of the principal growing establishments of Boston, Mass., and vicinity a few days before Easter, the first call made by the writer was at the range of Wallrath Bros., Waverly. There was every evidence that a skilled grower was at the helm here, the Easter specialties being of excellent quality and finish. Bulbous stock was a feature. Choice hyacinths in 8, 10 and 12-inch pans were seen in large quantities; a large shed filled with these in a variety of colors was a gorgeous sight. Darwin tulips, 9 to 18 to a pan, were also a quantity product. As an Easter special, these tulips unquestionably have a place. They grow from 18 to 24 inches in height, but with their abundant foliage and handsome large flowers that hold their bud form, present a very salable combination. Marguerite daisies are also done exceptionally well. Five and six-inch pots, with a half-dozen or more leading shoots, contained 50 to 75 large open flowers. They were certainly top notchers. Dwarf ramblers, very well flowered, varieties Ellen Poulsen and Mrs. Cutbush, and a good sized block of Magna Charta, full of bud and bloom were features. The roses had been pruned nearly to the pot, producing a number of short stout breaks, which made a bushy short plant that looked like a quick seller. Cyclamens are a specialty here, the selected stock bringing as high as $12 per plant, wholesale, last Christmas. At present,

EASTER PLANT GROWERS OF BOSTON.
Show House of Easter Lilies and Hydrangeas of Wm. W. Edgar Co., Waverly, Mass.

much of the young stock is coming on in flats, all raised on three-inch pots above the table, so as to insure perfect drainage. The shift from the flats is into 3½-inch pots, which for some has already been made. Large flowered French hydrangeas, very classy, were another choice item. A cheese cloth that slides along on a wire support near the glass has been used to protect them at times from a too intense sun.

Edgar Bros., Waverly, specialize in rambler roses, Easter lilies, hydrangeas and genistas. Quality is the rule here, every plant having room enough to give it a fine finish. The houses are high and very light, the advantage of which is shown in the great quantity of bloom on the roses, hydrangeas and genistas. The Easter lilies were of good height and well clothed with foliage. A block of Tausendschon roses, in six-inch pots were particularly bushy and well flowered. The French hydrangea, Trophee, a bright pink, showing a nearly white center in each floret, is said to have a firmer and more lasting flower than some others of this type.

Easter lilies are a specialty with the Wm. W. Edgar Co., also at Waverly. Sixteen thousand pots are grown for Easter, and 10,000 for Memorial day. The Easter crop was in fine shape. Herman Baarsch, the manager here, in speaking of the reason for short growth in giganteum lilies, stated that tall, airy houses kept the atmosphere too dry and they made a short plant. Lower houses, close and moist, induced a taller growth. The temperature should never go below 60° after the foliage had started. Darwin tulips, in pans, were also seen here in quantity. They certainly make a very showy Easter offering. Several houses of dwarf rambler roses were splendidly flowered. The varieties were Teschendorff, Jessie, Mrs. Cutbush and Baby Rambler. A house of cyclamens in their early stage looked well, but Mr. Baarsch said: "You never can tell. More men fail than win with cyclamens. However, many a cloudy morning turned out to be a bright and sunny day. If you do not succeed the first, or even the second time, then try once more." A quantity stock was flowering begonias, 5,000 Cincinnati, 12,000 Melior and a block of Mrs. Peterson, all in two-inch pots, were breaking nicely. The show house of Easter lilies and hydrangeas in which their retail business is done looked very attractive. There was not a foot of spare room in the many houses, with enough young stock in sight to again fill up the empty space of the Easter plants.

The premier and most noted holiday plant grower of the country is Thomas Roland, of Nahant, whose large establishment, particularly at holiday seasons, always contains the highest class of stock for the retail store. Easter specialties are Tausendschon roses, fine, shapely plants, well budded, and of splendid shades of color, white and pink heather, very well flowered, a fine block of French hydrangeas, Mme. Chautard, Trophee and Mme. Mouillere with well colored large heads of bloom. All were just right in point of time. A house of marguerites in six and eight-inch pots, and another of Easter lilies were well done. Genistas were also a feature. Begonias and cyclamens, which are specialties here, the young stock of which were coming along in good shape, filled two houses. The most forward cyclamens are now in fours. They are planted from their seedling boxes into larger flats, which are raised above the table on three-inch pots to allow a good circulation of air. The largest of these, as they grow, are selected for the four-inch pots. In speaking of raised narrow shelves, Mr. Roland says they should never be used, except in cases of emergency to make additional room at such times as Easter and Christmas. Stock on the tables underneath is bound to suffer from the shade cast by the plants above, and those on the shelf, from want of water, as they dry out so quickly.

A. M. Davenport, Watertown, grows a variety of retail florists' stock. A block of Tausendschon roses in six-inch pots, only one year from the cutting bed, were well flowered and very salable in this size. A house of Calceolarias Stewartii, Golden Gem and Golden Bedder, all in six-inch pots, looks very promising. There were several houses of small ferns for fern dishes. Cyclamens were coming along in quantity, and Begonia Rex was also a feature.

K.

PLANT NOTES.

Cyclamens.

The plants of cyclamen grown from seed sown last fall will now be nice, stocky little plants if properly grown and should be large enough to transplant to 2½ or 3-inch pots. The soil should be live fibrous loam with about one-third leaf mold, and in mixing a liberal sprinkling of sand should be included. In potting, the small bulb should be so placed that the soil just covers it; many leave the bulb out of the soil, but best results are obtained with the young stock to leave the bulb in the soil. Later, after the bulb has grown large and mature, this is not so necessary. The plants should be placed in a cool house and if possible near the glass and where they can have all the ventilation possible. Just as soon as safe they should be removed to frames outside and plunged in the soil even with the rim of the pot. The cyclamen will not tolerate poor drainage and if anything happens to block the drainage the plant quickly sickens. This sometimes happens where the pots are sunk in the soil and is often caused by angle worms. Where these are seen or the appearance of lumps on the top of the soil denotes their presence, they should be removed at once. In the final potting, be sure and place plenty of crocks in the bottom of the pot.

Salvias.

There are few more popular plants for bedding purposes than the salvia and when properly grown they are a great ornament to a garden either as beds by themselves or as an edging for cannas or other tall plants, the dwarf varieties being especially adapted to this purpose. To make a showing in mid-summer the plants should be started early either by cuttings or seeds so that the plants at this time should be large enough for a 3-inch pot and should have been pinched back at least once and beginning to branch. These can be potted into 4-inch pots in April and will be showing bud by the time for planting them outside in June. Such plants of course cannot be sold as cheaply as the late-sown seedlings that are grown closely together, and allowed to run up to a single stem, but it will not take so many of the former plants to fill the same space and the bed will be in flower through the summer and fall while with the latter too often there is no bloom until just before frost, and when the first frosts are early the plants are not in bloom but a few weeks. The early plants are much more satisfactory to the customer and will cost but little more owing to the larger space which they will cover during the season.

Geraniums.

At the approach of spring, the geraniums and other bedding stock will make rapid growth and from those which are large enough, a top cutting may be taken now. While these cuttings will not make good-sized plants for bedding out, yet they can be grown on for stock plants for another year. It is time now to take account of the stock on hand and look over the amount that has been required in the past, and if it is found that there will be a probable shortage of any varieties procure them at once. They can be obtained at this time, either small plants or rooted cuttings, at low prices. Many growers lose every year by putting off their buying too late when the prices have advanced to such a figure that there is no profit in handling them. It is seldom that one who has much bedding to do, has geraniums enough, especially of S. A. Nutt or Alphonse Ricard, and this is the time to procure the stock, and if a grower has any room to spare it is good business to stock up with these varieties, for there is a guaranteed sale for all well grown plants in May. The plants that are now in 3-inch pots will require going over often and spacing out, that well-grown stocky plants may be had. If crowded now, tall, weak, spindly plants are too often the result, and when grown in this way, are not fit to make a good showing in the bed when planted.

Bedding Plants.

The plants for bedding out in the spring will take not only much of the plantsman's time, but will keep demanding more room, for the growth from now on will be rapid, and unless constantly watched and cared for, the plants will quickly get crowded and much of the stock injured. The final shift of the geraniums in the northern section of the country may be delayed until the first of April, but the plants should not be allowed to get badly potbound, and they should be given plenty of growing room. The propogating bed should be full of cuttings of the more rapid growing plants and the seedlings will have to be potted as soon as of proper size. The cannas and other bulbs that have been started should be potted and given good location for growing on. Now is the time to take account of stock and see of what kinds there is going to be a shortage and of what there will probably be an oversupply and obtain the first and dispose of the second. This is the time to buy, for the stocks are large and shipments can be guaranteed, and the prices are low compared to what they will be a month hence. The amount of stock that annually goes to waste is large and a little foresight will prevent much of it. Every summer some growers throw away thousands of plants that have cost

much in labor and should have made returns. Auction sales in some sections are the means of disposing of much of this stock, but this is generally at low prices. This stock can most all of it be disposed of by a little judicious advertising and letting the other fellows know where it can be obtained. An attendant at any plant sale in early spring will find many growers looking for all kinds of stock. It is often quite difficult to know just how much of each kind of bedding stock is wanted, but as soon as an oversupply is noted let the other growers know where they can obtain it, and place a price on it that will guarantee a sale. It is much better to move it at some price than to throw it away. The wide-awake, up-to-date growers clean up their stock every year.

National Publicity for Flowers.

With Easter behind us, we may now look forward to another important flower day, Mothers' day, May 9. Our campaign advertising programme has provided for liberal space in the magazines for advertisements covering this day. Florists who use the advertising columns of their local newspapers, and who have not availed themselves of the special electrotype issued for this day by our promation bureau, should at least use the slogan, "Say it with Flowers," prominently in their announcements, for such use, in good measure, links up with the national advertising. The more the slogan is used, the better it is for our industry.

It has been erroneously reported that our promotion bureau is to be removed to a western office. The bureau probably has been confused with our department, which has all along handled our dealers' helps, and which is to be transferred to Chicago. The amount of business tranacted by this department becoming too great for the small staff maintained in our promotion bureau, and an extension of our service being considered advisable, our committee at its last meeting decided to open what is to be known as "The Florists' Publicity Service Bureau of the S. A. F., which is to be conducted, under the management of H. V. Swenson, at 431 South Dearborn street, Chicago, and to which is to be transferred, as soon as possible, our stock of electrotypes, signs, stickers and other dealers' helps handled by the promotion bureau. The promotion bureau remains as part of the administration offices of the society, at 1170 Broadway, New York.

In everything but funds the organization of our publicity campaign is very complete. It is unfortunate that a better response is not made to our appeals for contributions to the fund. A big and profitable industry such as ours should be able to provide the $100,000 fund for one year's work that our committee so earnestly desires—less than an average $5 per head from those who are conducting florist establishments. A contribution should not be considered as in the category of many other contributions a business man is called upon to make, as for churches, institutions, local enterprises and functions. It is a contribution he owes to himself. It is an investment in the clearest sense of the term. It is an investment of a very small sum of money in a fund for advertising the florist business, the business from which all in the trade make their living, so that they can make more than a mere competence. It is a business proposition, the success of which has already been assured. Until this campaign started, the florist industry, unlike other industries no more important, was never advertised. It was not in the public eye, and suffered in consequence. The publicity we have secured in the last two years has worked wonders. Never were flowers in better demand than they are today, for people have been brought to look upon them as necessities in every home of refinement. Many now make the permanent decorations of their living rooms in neutral color so that flowers shall give the color note, changeable at will. Remembrance of anniversities by gifts of flowers was never so general as it is today. And what has caused all this? Simply the publicity which has been provided by our campaign. And you, Mr. Nonsubscriber, are asked to contribute a small share of the expense, yet hesitate to come across with your mite. You want to see the good work go on, without doubt. Then sit right down, no better time than now, write out your check for what you think you can afford, and send it in to the secretary. It is needed. JOHN YOUNG, Sec'y.

Orchid Import Restrictions Stand.

Chairman Marlatt, of the federal horticultural board, Washington, D. C., has supplied the following report as the result of the conference of February 10, 1920.

The federal horticultural board has decided that no modification of Quarantine No. 37, with regard to orchid importations, is warranted at this time. As a result of a general discussion of the orchid situation in connection with the Detroit meeting of the Society of American Florists in August, 1919, it was suggested by the chairman of the federal horticultural board that if those interested in orchids in the United States, both as to the importers and as to orchid growers or propagators, would endeavor to harmonize their interests, which seemed to be more or less conflicting, and present the board with a programme which these interests had agreed upon as most desirable and necessary for the development of orchid production in this country, the board would be very glad to consider their recommendations, and if such recommendations seemed to be reasonable and well founded, to put them into operation so far as might be practicable. An effort was made on the part of these interests to meet this requirement, but without much success. It seemed, nevertheless, desirable to give an opportunity for a full discussion of the subject, and, therefore, a conference was held at the department of agriculture, February 10, 1920.

This conference brought together the principal orchid importers and orchid growers of the United States, and the needs of this industry from the production and other standpoints were fully discussed. As a basis for this discussion, the principle which governed in the drafting and promulgation of Quarantine No. 37 was pointed out by the board, namely, that inasmuch as any importation of plants carries some risk of bringing in new and probably dangerous plant diseases and insects, such importations should be limited to those classes of nursery stock and other plants for propagation which are determined to be absolutely necessary to the horticultural, floricultural and forestry needs of the United States, and that on this principle the question of orchid importations would have to be decided on the determination of this factor of necessity.

The discussion which followed developed the cleavage already indicated, nor were these two conflicting interests able to come to any agreement. The orchid producers contended that the restrictions on the importation of orchids under Quarantine No. 37 were necessary and desirable and were not hurtful in any way to the development of the orchid industry in this country, but, on the other hand, would be distinctly helpful to such development, and, further, that the needs of the country could be met by home production from existing stocks and by importations already provided for in Quarantine No. 37 of the necessary propagating material not now available. On the other hand, the orchid importers, who have hitherto been bringing in wild orchids in considerable quantities from South America, the Philippines, or elsewhere, objected very strenuously to the restrictions on their business and the elimination of this source of profit, and contended that such importations were necessary at the present time for the maintenance and development of orchid production in America. No new and specific reasons for this contention, however, were advanced, and in the end there was a general agreement on the part of practically all of the persons who participated in the discussion that the production of orchids from seed, either of species or by hybridization, was entirely feasible and practicable, the group of importers, however, still contending that the importation of orchids should be continued pending adequate development of such home production.

It appeared, however, that the only thing to be considered by the board was the time factor, and from the information presented, it did not appeal to the board that this factor was of vital importance in view of the showing of large available stocks now in this country, together with the progress which had already been made in the growing of orchids from seed. It was believed that the future needs of the industry, therefore, could be met under existing conditions, and under the provisions of Quarantine No. 37 for the importation of any stocks necessary for the introduction of new varieties, and for the supplying of propagating material not now available in the United States.

After a full consideration of all the representations made at the conference, the board has decided that no new or valid reasons had been brought forward to warrant any modification at this time of Quarantine No. 37 with respect to orchid importations.

Boston Orchid Show.

A VISITOR'S COMMENTS.

The recent annual spring show and orchid exhibition of the Massachusetts Horticultural Society, at Horticultural hall, Boston, March 24-28, marked a distinct advance in the progress of floriculture in this country. It was attended by many of the most prominent members of the craft, both commercial and private growers, who were unanimous in their praise of the high quality of the various exhibits, particularly the orchids, which in their variety and excellence of arrangement, had never been equalled at any previous exhibition in the United States.

The magnificence of the Albert C. Burrage collection, and the great variety

of the orchids in this beautifully arranged display, will do much to increase the love for these flowers of the tropics, without which no private greenhouse collection is now complete. Commercial men could also see possibilities in the wonderfully flowered sprays of the cymbidiums and phalaenopsis, which as cut flowers should rank very high in the quality stock of the markets of all the large cities.

Flowers are most beautiful as seen growing in their natural surroundings, and exhibitors and managers of exhibitions are gradually planning and arranging interiors to simulate outdoor natural or garden effects. This was the central idea of the Burrage display; they were shown, the terrestrial or ground growing classes, in mossy banks, while the epiphytal, or air plants, were attached to tree trunks. The scene, as a whole, resembled a tropical orchid forest, and considering the limited space, was well carried out. The five fern topped tree trunks in the center of the hall, appeared too large for the space, but this was necessary to conceal the pots of the various plants with the bulky cork bark. It was thought by some that a better effect would have been produced with the trees at the sides, and the low beds in the center, but the idea was a forest, through which the visitors could walk and closely inspect the flowers. It was a long step forward in orchid display which will have its effect on future exhibitions.

The commercial exhibit of orchids of the Julius Roehrs Co. was very artistically grouped together. This large display was a feature of the main hall, which would have been enhanced with natural surroundings, had the space permitted. There were many beautiful specimen orchid plants staged in the small hall, which would have made a much more artistic showing with a more or less tropical setting or background. Such surroundings must be planned for, and set up by the management of the show, ready for the exhibits when they arrive.

The arrangement of R. & J. Farquhar & Co.'s exhibit, in garden effect, across the end of the large hall, was much admired. The center bed of Regale lilies, flanked on each side with the brilliant coloring of the Kaempferi azaleas, against a background of tall cedars, and finished in front with a wide grass border, was most complete, an ideal decorative exhibit.

The collection of Kurume azaleas, exhibited by C. S. Sargent, were, next to the orchids, the most striking feature of the show. These interesting and beautiful plants are a decided novelty. Many of them have a petaloid calyx and hose-in-hose flowers. In such flowers, the stamens of which there are always five, the pistil is perfect, and there is no malformation as in ordinary double flowers. This new azalea belongs to the same group as the well known Hinodigiri, amoena and obtusa, but its larger and different shaped flowers, together with the great range of colors, will make it most desirable as a garden shrub. Very few plants, with the exception of those exhibited, are now in the United States. They can be propogated from soft wood cuttings, and come freely from seed, but their increase in any quantity will necessarily be slow. These plants were purchased by E. H. Wilson for the Arnold Arboretum, at Kurume, a town on the island of Kyushu, Japan, in 1918.

The trade is certainly indebted to Thomas Roland for bringing out the commercial value of the acacias. His exhibit of two groups, containing a number of varieties of the longifolia type, pubescens, and the glaucous cupleaf Baileyana, was splendidly arranged and easily one of the features of the show. The grower who will make a specialty of these hardwooded plants, will surely find a remunerative market for both the finished specimens and cut sprays.

One of the most striking and valuable hardy flowering plants was Rhododendron Miss Louise Hunnewell. While it belongs to the rhododendron family, it is better known as Azalea mollis, and this new comer can truly be called a glorified mollis. The heads of bloom are much larger, and the 18 plants exhibited, all seedlings, presented slight variations of flower and color, but were all brilliant orange shades. The plants in tubs, stood four to five feet in height, and carried from 12 to 18 blooms. The variety is a cross between Azalea chinensis and A. japonica. It was raised by Superintendent T. D. Hatfield of the Walter Hunnewell estate. This was exhibited for the first time last year, and was awarded a gold medal by the society. As a decorative feature, and one to be highly commended, Mr. Hatfield had sown grass seed over the soil of the tubs, which green verdure gave a neat appearance to each plant.

The various groups of flowering plants, while containing many beautiful spicimens, lacked space to show them to advantage. In fact, the only criticism of this beautiful exhibition was that during the popular visiting hours of the day and evening the building was too crowded for comfort, the aisles being too narrow for convenient passing.

James Wheeler, in charge of allotting the space for the various exhibits, seemed able to find the proper space for the different classes, and the whole exhibition had a most finished appearance.

The leaflets describing the various species of orchids, and their history, together with a beautiful picture of a phalaenopsis, that were handed to each visitor as they entered the hall, were very acceptable souvenirs. These were presented by Albert C. Burrage. A history of the Kurume azaleas had been made the subject of a bulletin of the society, which was presented to all its members.

Th attendance was most satisfactory, breaking records of all previous shows, although the admission, $1.00, was twice that ever charged before.

VISITOR.

Florists' Club of Philadelphia.

The features of the April meeting of the florists' club were the address on advertising by Charles Bloomingdale, Jr. and the Illustrated News of Penn, the Florist, Boston, Mass. Mr. Bloomingdale's talk was very short but practical and to the point. He believes in constant plugging with new matter every day which people will unconsciously absorb until it will so become the custom to use flowers that their sale will be greatly increased. The advertising of Penn was wonderfully illustrated and well written. His series of publicity schemes that call to mind all current events make this matter timely and so attractive that it is sure to be read. This series, shown on 150 slides, embraces the entire season and contains ideas of much value to retail florists.

Be Sure of' Em.

Daughter—A certain young man sent me these flowers this morning.

Papa—Do not say "a certain young man," my dear. There is none of 'em certain till you've got 'em.

San Francisco.

GOOD SUPPLY OF EXCELLENT QUALITY.

Stock of very good quality and a satisfactory demand are features of the market. In roses, there are generous offerings of all standard varieties, all showing good condition. Carnations are plentiful and rather low in price, while sweet peas of good grade are scarce. The indoor stock seems to lack vitality, while the outdoor flowers are still behind requirements. Daffodils are seen in quantity, but will not be a factor much longer. Limited receipts of cattleyas move fast and the lily of the valley supply has diminished considerably, but as the demand is not strong, it is not greatly missed. Violets are plentiful and cheap and snapdragons, which are very popular, are coming forward more freely. Pot plants are beginning to occupy a prominent place in the store displays. Green receipts are generous.

NOTES.

Plans are progressing rapidly for the state's sixth annual wild flower and United States forestry exhibition, which will be held April 22-24 at the St. Francis hotel in this city. The trade will be well represented at the show. The directors are Luther Burbank, Santa Rosa; Dr. R. L. Wilbur, president of Leland Stanford University; Dr. David P. Barrows, president of the University of California; John McLaren, superintendent of Golden Gate park, Frank D. Pelicano, Lester L. Morse and George C. Roeding, among others.

The Richard Diener Co., of Kentfield, is experiencing a very heavy demand for their new hybrid gladioli. Richard Diener is one of the most prominent hybridists in this country, and he has produced many valuable novelties in plants, which will be put on the market in the near future.

S. Gaggero, of Colma, says that trade at the cemeteries has been very good all season. His stores there are in much favor with the buying public. He has recently completed two large greenhouses which will be used for growing stock for cemetery work.

Percy Ellings, of the Lynch Nursery Company, says business with them has been excellent this spring. Shipping trade has been all that could be expected. In the landscape department, he says they have been engaged continually.

Andrew Miluiovich, of The Conservatory, on Larkin street, says trade has been good with this firm since its opening. J. R. Sievers is the manager.

F. C. Jaeger & Son are showing a fine assortment of hybrid amaryllis in bloom. Many of them are of immense size and dazzling shades of crimson. They are proving a great attraction at their Powell street store.

Ernest Jacobson, of 509 Haight street, has been absent from his store for some time, owing to illness. His friends are hoping to see him around again soon.

The Hillsborough Nurseries report a strong demand for plants of all kinds, and report outdoor planting much heavier this year than for some time.

William H. Reese, of 1613 Ellis street, has a nicely arranged flower store and is meeting with much success in this neighborhood.

M. H. Ebel, of Sacramento, says there is every indication that trade there will be much in excess of former years.

Lazarian & Bartev are doing a nice trade at their store at 1237 Polk street. A thriving business in plants has been built up at this establishment.

Bab Pagano, of Avensino Bros. & Co., says his firm has met with much success since opening up their new store.

Podesta & Baldocchi are receiving large shipments of stock which are required for their trade.

J. A. Axell, at 463 Bush street, says the shipping demand is brisk.

JAMES T. LYNCH.

Nashville, Tenn.

EXCELLENT SUPPLY BRINGS GOOD PRICES.

No previous Easter welcomed more or better flowers than the one just passed. In view of the scarcity for many weeks previous, the supply and display was truly wonderful, and the weather for the most part was good. While Thursday came in with rain, which continued throughout the day, Friday dawned bright and beautiful, which enabled the florists to present splendid displays in the shops. The supply of Easter lilies was never surpassed in this city nor better displayed, being in greatest abundance this year and of splendid quality, a great contrast to last year. There were at least 10,000 of them on this market. The price continued high—$8 per dozen—but that had no effect on sales. In some few instances good blooms could be had at 50 cents each. The prominent flower stores all were well prepared with enormous stocks, and every small grower in the vicinity had a wagon in the market place. As a rule, few of the latter had lilies, their offerings consisting of geraniums, ferns, tulips, hyacinths, begonias, pansies, etc. The day was bright and pleasant and all did a good business and received good prices. Roses for the most part were inclined to be scarce and very high priced, ranging from $4 to $10 per dozen. Carnations, only offered by the most advanced growers, held their own at $4 per dozen. Snapdragons, sweet peas, pansies, violets and lily of the valley gave pleasing variety and there were many cinerarias in the market also.

NOTES.

The Joy Floral Co. had an enormous stock of lilies, roses, carnations and everything else desirable. After shipping a carload to its Chattanooga branch, which does nearly as large a business as the local store, they still had abundance of fine stock to meet all requirements. This firm's Columbia roses were exceptionally fine, and with the good foliage easily commanded $10 per dozen. They also had perfect snapdragons, which were quite a favorite, also mignonette, violets and lily of the valley. The decorated baskets here were things of beauty and brought prices ranging from $5 to $25, the latter selling briskly.

Geny Bros. had a perfect fairyland in their splendidly arranged store. Hundreds of Easter lilies, pot hyacinths and tulips, as well as beautiful baskets and birch boxes made up a wonderful collection. There were throngs of eager buyers and quick sales. Their roses were unusually fine, but the supply was limited and the same was true of carnations, but in fine pot stock there was practically a supply without limit.

The McIntyre Floral Co. was right to the front with magnificent cut stock of Easter lilies, decorated baskets and boxes and some of the most artistic combinations ever shown at their establishment. They had quantities of well-grown lily of the valley, but were not so well prepared with roses and carnations.

The Mt. Olivet Conservatories saved their stock for the cemetery trade and had excellent lilies, pot hyacinths and tulips in variety.

L. H. Haury Sons & Co. had a fine stock of desirable quantity. They had many customers who made liberal purchases.

M. C. D.

Salt Lake City, Utah.

WEATHER FAILS TO STOP BIG EASTER.

The market shows an entire cleanup in seasonable cut flowers. Easter lily plants sold out entirely and 1,000 more could have been disposed of in this city had they been available. The retail stores report one of the worst Easters in their history as far as weather was concerned. Notwithstanding the snow which fell, daily, sales were not affected to any great extent, and stripped of their large stock, the stores all look like the "western front."

NOTES.

The Miller Floral Co. worked under great disadvantage. Three of their auto delivery cars broke down during the stormy weather, but with the assistance of the Western Union and an army of boys, all orders were delivered on time.

At the Sanders Floral Co., Mrs. Unire B. Frontyes, formerly of Frontyes Floral Co., Payson, Utah, was rendering valuable assistance during the rush.

The Lambourne Floral Co. had to have its car pulled out of the mud on two different occasions.

The B. C. Morris Floral Co. report a heavy business and were prepared to meet all demands.

The Huddart Floral Co. had a very busy Easter and cleaned up nicely in all lines.

Bailey & Sons had a heavy run on plants, of which they had an abundant supply.

Visitor: L. F. Darnell, Detroit, Mich., representing the Florists' Telegraph Delivery Association.

P. R.

Seattle, Wash.

WEDDINGS FACTOR IN HOLDING AVERAGE.

An increasing number of weddings has figured in keeping up the general average of business of late, and the store decorations have also been increasing in volume. Local greenhouses are cutting freely enough to almost bring a halt to California shipments, with the exception of violets and asparagus. Shipping orders for other northwestern points have been filled on a number of spring lines, notably jonquils, tulips and hydrangeas. The local supply of the latter flower has been especially heavy, and the blooms are all of fine quality, so that this has been one of the popular sellers. Calceolaria has been a popular novelty in the pot plant list, and cinerarias are being offered in a wide variety of shades. Azaleas have been popular when offered in the larger sizes. The cut of carnations could still show a good sized increase, Laddie continues the popular seller, with other varieties cleaning up in good style. The supply of lily of the valley and orchids has been holding up to late averages while a big increase is seen in the cut of gardenias, so that some shipping business has been cared for of late. Columbia and Ophelia roses are free sellers, and lead the local deliveries, with Ward and Rose Premier in increasing supply. Spring roses are also coming to hand and are being shown in a variety of holders. Some of the finest sweet peas of the season have been arriving within the past week or so, and these have been combined with orchids in most of the corsages.

NOTES.

Rosaia Bros. showed a window of hydrangeas, primroses and azaleas the early part of Easter week, which attracted more than passing comment. The hydrangeas were of especially notable quality and size. A big crop of Ward roses is being grown at this firm's greenhouses and tulips have been making a fine showing as well. Bob Corrier, an old time employe of the firm is again on the floor, helping to take care of the retail trade.

March business was considerably in excess of that for the corresponding month of last year, reports Harry Crouch, of the Woodlawn Flower Shop. This firm is getting the greater share of its supply from the local growers, and finds this more than adequate.

The Burns Floral Company reports a fine demand of late for pot hydrangeas and calceolarias. A number of large weddings have been handled of late, and the corsages developed, were a source of comment in the social columns of the daily newspapers.

Fred H. Rowe, of McCoys, expects to be entirely settled in the new Second avenue home of this firm in another week, although the building was nearly enough completed by Easter to allow the establishment of a salesroom there for the holiday trade.

Felix Rosaia has been featuring ready-made corsages in one window during the shopping hours, and reports that this practice has paid well for the time and effort involved.

William Goldberry of Kenney's Home of Flowers spent a part of last week in Vancouver, B. C., on a combined business and pleasure trip.

H. M.

Columbus, O.

BRISK AND PROFITABLE TRADE.

Trade during the week previous to Easter was the best in the history of the industry in the Buckeye capital. On the whole, the demand was brisk and profitable and the downtown shops had difficulty getting sufficient extra help to take care of the rush. The week was marked by a scarcity of violets and sweet peas, with other flowers offered in sufficient abundance to take care of the demand. The call for plants was not quite as active as was anticipated, although the stores did not have much stock on hand when the day was over. Easter lilies, primroses, hydrangeas and jonquils were the most popular of the plants. There were also frequent calls for hyacinths. Easter lilies sold from $2 to $12, depending largely on the plant. Roses were in exceedingly good demand, and the quality was extra fine. Sweet peas sold at 75 cents to $1.50 per bunch, and violets at $2 per bunch. Jonquils brought about the same price as violets. Carnations were rather plentiful and retailed in the neighborhood of $3 per dozen. Total sales in money were much larger this year than in any previous season. Prices were generally good, and with the exception of plants, stock entirely cleaned up. The supply of cut flowers was about equal to requirements, excepting in the case of sweet peas and violets. Social functions during the week were slow because of the season, but florists are booking a number of events in April, and the wedding season is expected to open about May 1. Funeral work has been rather quiet, as has been the case for several weeks. The big feature of the business was the demand for corsages, and many of the downtown florists had orders that could not be filled.

J. W. L.

The Late Mrs. Laura Anthony Hammond.

Mrs. Laura Anthony Hammond, wife of Benjamin Hammond, well-known manufacturer of insecticides, etc., died at her home, Beacon, N. Y., April 1, of pneumonia and heart failure, after an illness of about three weeks. Mrs. Hammond frequently attended the gatherings of the Society of American Florists and the American Rose Society, with her husband, and was beloved by all who knew her. Burial was at Greenwood Union cemetery, Rye, N. Y., April 3.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

The Easter business....641
—All previous records passed....641
Wichita Floral Co....642
The retail trade (illus.)....643
—Easter in New York stores....643
—Easter in Chicago stores....643
—Philadelphia retailers' Easter business 644
—Next week in the flower shop....645
Easter plant growers of Boston (illus.)..645
Plant notes....646
—Cyclamens....646
—Salvias....646
—Geraniums....646
—Bedding plants....646
National publicity for flowers....646
Orchid import restrictions stand....647
Boston orchid show....647
Florists' Club of Philadelphia....648
San Francisco....648
Nashville....648
Salt Lake City....649
Seattle....649
Columbus....649
The late Mrs. Laura A. Hammond....649
Hail damage at Lincoln, Neb....650
Cottage Gardens Nurseries....650
Easter results....650
Coal situation....650
New York spring show....650
Ladies' Society of American Florists...650
Club meetings next week....650
Cincinnati....652
Chicago....654
Omaha....658
Detroit....659
Milwaukee....659
Wichita....660
Philadelphia....662
New York....664
The seed trade....672
—Cabbage seed prospects on Long Island.672
—Potato conditions....672
—Auction seed....673
—Grass and clover seed prices....673
—California rainfall....673
Market gardeners....678
—Prices of indoor fruits and vegetables.678
—Vegetable markets....678
The nursery trade....680
Albany....685
Providence....685
Rochester....686

ARBOR DAY in Illinois is April 30.

THE date of Easter in 1921 is March 27, eight days earlier than this year.

PROF. A. C. BEAL, of Cornell University, Ithaca, N. Y., will give an illustrated talk on "Gladioli" at the New Century Club, Philadelphia, Pa., under the auspices of the Pennsylvania Horticultural Society, April 13.

Hail Damage at Lincoln, Neb.

Damage totaling approximately $5,000 in loss of glass resulted from a severe hail storm which swept Lincoln, Neb., and vinicity on the night of March 24. Hiltner Bros.' establishment suffered the greatest damage, thousands of lights being broken, entailing severe injury to plants. At the Frey & Frey range, practically all glass on the south side of the houses was broken, the loss totalling nearly $1,500. The Eiche Floral Co., was more fortunate, the total damage being about $200. Other losses reported are Yule Bros., $600, and the greenhouse at the state farm, $300.

Cottage Gardens Nurseries.

An important collection agency says: "The equities of the Cottage Gardens Nurseries are fast vanishing by foreclosure suits."

Easter Results.

From all parts of the country have come reports of a greatly increased Easter business, both in plants and cut flowers. The plant growers, who had the courage in spite of higher costs of production, to continue or increase their usual line, made no mistake, and were amply rewarded. The progressive retailers, who, in spite of the greatly increased prices, catered to their patrons with an even larger and more varied stock, realized handsome profits, and added as well to their reputation. It was a great Easter and should give encouragement to all branches of the trade in the business of the coming spring months, which have opened so auspiciously.

Coal Situation.

Owing to the coal strike during the fall of 1919 and the continued poor car supply; also the unusually long winter season, the coal year ending March 31 terminates with a big demand for coal from all over the country. It finds the large coal docks along the great lakes and in the northwest, bare, where usually a good supply is carried over at this time of the season; it finds a great many of the steam plants running from hand to mouth; it finds the railroads still so short of coal that they are confiscating coal shipments daily; it finds an unusual demand for export. Coupling these demands with the persisting poor supply of cars at the mines, makes coal a scarce article today. Unless there is an increase in the supply of cars, and a general decrease in the demand for coal (which the writer does not look for) the new prices, effective April 1, running from 50 cents to 75 cents a ton over the government prices just expiring, will undoubtedly be unstable; in fact, we look for advances even above these new figures. Therefore, it looks as though prices for the next 90 days will range from 75 cents to $1.00 per ton higher than they were during February and March. What the situation will be after 90 days, is hard to foretell, but the wise buyer stocks his coal early, regardless of what the price may be. It is far better to be insured with a good supply of coal, than to be without coal in zero weather.

PAUL E. WEISS,
Treasurer Chicago Florists' Club.

New York Spring Show.

VISITOR OBJECTS TO SALES.

It has occurred to the writer and to many others whom he has approached on the subject that the effect of a beautiful exhibition such as the flower show was partially annulled by the efforts of some exhibitors to coin money from their exhibits. Not that an exhibition should not have for one of its indirect objects the stimulation of the sale of an article shown. We cannot expect human beings to forego the chance to boost their particular enterprises even in such an æsthetic effort as a show of flowers. But it does seem a pity that many exhibitors looked upon the opportunity to show the public what they could produce as a chance to take fat orders, to make of Grand Central Palace not a show place but a store or a stall for which they paid, considering the popularity of the place for that purpose, only a nominal rental.

Next time we may expect a hardware dealer, a shoe manufacturer, a clothier, to reserve the house for show purposes and, after asking us for $1 admission, fit us out with a new suit of clothes, or a fine pair of shoes, or induce us to invest in a kitchen cabinet.

I protest at paying for a show which is nothing better than a market place. —Rhododendron, in New York Sun, March 27.

Ladies' Society of American Florists.

The many friends of Mrs. E. M. Bullock, Elkhart, Ind., member of the above society and life member of the Society of American Florists, will be sorry to learn that she has been critically ill of Bright's disease and other complications since the middle of January. At the present time, she is able to sit up for only a few minutes at a time. Mrs. Bullock is well known to the florist trade from coast to coast, and many will be the wishes for her speedy recovery.

MRS. C. H. MAYNARD.
Marion, O.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, date and place of meeting.]

Baltimore, Md., April 12, 8 p. m.—Gardeners' and Florists' Club of Baltimore at Royal Arcanum hall, 18 Saratoga street. Robt. T. Peterson, secretary, 934 East Preston street, Baltimore.

Chicago, April 15.—Commercial Flower Growers of Chicago at Randolph hotel, North Wells and Randolph streets. Otto H. Amling, secretary, Maywood, Ill.

Cincinnati, O., April 12, 8 p. m.—Cincinnati Florists' Society at 532 Race street. Alex. Ostendarp, secretary, 14 East Third street, Cincinnati.

Detroit, Mich., April 14, 8 p. m.—Detroit Florists' Club at Hotel Statler. Harry Taylor, secretary, Detroit.

Hartford, Conn., April 13.—Hartford Florists' Club. George Marchant, secretary, 13 Huntington street, Hartford.

Knoxville, Tenn., April 13, 7:30 p. m.—Knoxville Florists' Society at store of member. Robt. E. Mapes, secretary, Box 116, Knoxville.

Lake Geneva, Wis., April 17.—Lake Geneva Gardeners' and Foremen's Associations at Horticltural hall. F. Brady, secretary, Lake Geneva.

Lancaster, Pa., April 15, 7:30 p. m.—Lancaster County Florists' Association at chamber of commerce rooms. Albert M. Herr, secretary, Lancaster.

Lenox, Mass., April 14, 7:30 p. m.—Lenox Horticultural Society at town hall. Henry Heeremans, secretary, Lenox.

Louisville, Ky., April 14, 8 p. m.—Kentucky Society of Florists at Y. M. H. A. hall. Joseph Abele, secretary, Louisville.

Madison, N. J., April 14, 8 p. m.—Morris County Gardeners' and Florists' Society at Masonic temple. Edward Reagan, secretary, Morristown.

New Orleans, La., April 11, 2 p. m.—Gardeners' Mutual Protective Association at 5001 N. Rampart street. John Parr, secretary, 4539 N. Rampart street, New Orleans.

New York, April 12, 8 p. m.—New York Florists' Club at Engineering building, 33 West 39th street. John Young, secretary, 1170 Broadway, New York.

New York, April 14, 8:30 p. m.—Greek-American Florists' Association, at 119 East 23rd street. C. P. Thomas, secretary, 58 West 28th street, New York.

Poughkeepsie, N. Y., April 14, 2 p. m.—Dutchess County Horticultural Society at Falkill building. Theo. H. DeGroff, secretary, Hyde Park, N. Y.

Seattle, Wash., April 13, 8 p. m.—Seattle Florists' Club at Henry building. Thos. Wylie, secretary, Holly street, Seattle.

Seattle, Wash., April 11.—Florists' and Gardeners' Union No. 16,667 at I. O. C. T. hall, Virginia and Bowen streets. E. Popp, secretary, Fort Steilacoom, Wash.

Springfield, O., April 12, 7:30 p. m.—Springfield Florists' Club at members' place of business. Arthur Leedle, secretary, Springfield.

St. Louis, Mo., April 12, 8 p. m.—Retail Florists' Association of St. Louis. No regular meeting place. Oscar Ruff, secretary, 3119 South Grand avenue, St. Louis.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Experienced decorator and designer as partner in retail store doing a thriving business; to invest $1,000. **Will D. Ahern,** Livingston, Mont.

Help Wanted—Good man for general greenhouse work. State wages wanted and experience.

GEO. BISCHOFF,
220 Chapin St., Ann Arbor, Mich.

Help Wanted—Capable and reliable man for general greenhouse and garden work.

M. & S. L. Dysinger,
Albion, Mich.

Help Wanted—Single man who understands growing of general stock on small wholesale place; must be industrious, and interested in work and results. Prefer permanent man who can take complete charge later on. Wages to start, $75.00 per month, with room and board. Address

GRAND VIEW GREENHOUSES
Hopkins, Minn.

Situation Wanted—As gardener and florist on private place by May 1. Life experience in all branches. Age 46; married; no children. Strong, in good health; German-American; present place three years but would like a change; good references. Write, please state wages and particulars.

Gardener,
2101 Grand Ave. Cedar Rapids, Ia.

For Sale—Greenhouses, 7000 square feet of glass; two stores; located at the entrance of the largest cemetery in Chicago. Address W. Burmeister, 1767 Cemetery Drive, Chicago.

For Sale—Greenhouse in good town about 80 miles west of Boise. It must be sold; only greenhouse in this town. **A. Gonderman,** 7th Street and 18th Avenue south, Nampa, Idaho.

FOR SALE

Large refrigerator and wall case at a bargain. Fixtures are now in Chicago. For further particulars address

Key 471, care American Florist.

For Sale

Complete set of store fixtures. $300 cash, takes the whole outfit.

Key 468, care American Florist.

FOR SALE

Must be sold to settle an estate; greenhouse in one of the fastest growing cities in the state of Ohio; adjoins the cemetery, with a frontage of 108 feet and a depth of 392 feet; new two-story cement office building; four large glass houses, glass all 18 inches square; 30 H. P. boiler; all guaranteed to be in first-class condition; the price is right.

SEILER REALTY COMPANY, Mansfield, O.

Help Wanted

Salesman and designer. State particulars and salary.

SAMUELSON
2134 Michigan Avenue, CHICAGO

HELP WANTED.

Few helpers in rose houses. $4.50 per day. When Sunday work is necessary we will pay an extra $6.00 Good chance for advancement.

Bassett & Washburn
178 N. Wabash Ave., CHICAGO

Help Wanted

Experienced greenhouseman, $30.00 per week.

JOE STREIT
1366 McClellan Ave., DETROIT, MICH.

FLORISTS WANTED

Experienced men for general greenhouse work; immediate employment at 60c per hour; eight-hour working day, double time for Sunday work. State fully name, address and telephone number in answering.

Key 474, care American Florist.

Situation Wanted

By practical landscape gardener, forester and horticultural draughtsman; long experience; can handle men, make own plans or work from those furnished; commercial or private; will go anywhere, but prefer south or west of Chicago.

Key 470, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

FOR SALE.

The Chance of a Lifetime

The highly prosperous retail business of the late

HENRY J. G. HILMERS
(KENWOOD FLORAL CO.)
1117 East Forty-Seventh St., Chicago.

Established 20 years. The property includes 5-year lease, well appointed store, with modern fixtures and supplies, three greenhouses and stock therein.

PAUL O. HILMERS, 1117 East Forty-Seventh St., Chicago

Sell Surplus Plants

Before They Spoil By Overcrowding

ADVERTISE THEM NOW

American Florist Co.
440 South Dearborn Street, CHICAGO

MEMORIAL DAY

NEXT

Order Your Prepared Foliages, Wreaths and Supplies Early.

MAGNOLIA LEAVES

NON-MOULDY. FLEXIBLE. UNIFORM SIZE.
Colors: Green, Brown, Purple.

Per carton	$ 1.60
10 carton lots	per carton, 1.50
25 lb. cartons	per carton, 6.00
100 lb. cases	20.00

CYCAS LEAVES

PLIABLE. NON-CURLING. QUALITY LEAVES at practically the same prices as inferior imitations.

Per 100		Per 100		Per 100	
8 to 12	$3.80	20 to 24	$ 6.75	32 to 36	$12.50
12 to 16	4.50	24 to 28	8.50	36 to 40	13 50
16 to 20	5.50	28 to 32	10.00	40 to 44	17.00

MAGNOLIA WREATHS

Made on mossed wire frames of freshly prepared leaves by expert designers.

Overall.	Per doz.	Overall.	Per doz.
18 inch	$12.00	24 inch	$24.00
20 inch	14.50	28 inch	30.00
22 inch	19.00		

RUSTIC WREATHS

Made up of special assortment of Magnolia leaves, prepared Evergreen, Astral Ferns, Cycas, Pine Cones, etc. A grave wreath that sell at sight.

Overall.	Per doz.
18 inch	$21.00
22 inch	26.00
28 inch	30.00

THE OVE GNATT CO., Inc.

Preservers of Natural Foliages

La Porte, Ind.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorators' Novelties.

Mention the American Florist when writing

Own Root Rose Stock

Immediate Delivery

Frank H. Dunlop

THE 1920 WONDER
$35.00 per 100. $300.00 per 1000.

AMERICAN BEAUTY
$22.00 per 100. $200.00 per 1000.

PREMIER
$20.00 per 100. $175.00 per 1000.

COLUMBIA
$17.50 per 100. $150.00 per 1000.

OPHELIA
$15.00 per 100. $125.00 per 1000.

Above are all ready from 2½ inch pots. Stock selling rapidly. Let us hear from you at once.

CHARLES H. TOTTY COMPANY, Madison, New Jersey

Cincinnati, O.

SPLENDID EASTER IN ALL LINES.

The bright, sunshiny weather of the days previous to Easter Sunday made the business of this holiday the best ever. Bulbous stock popped open, and large quantities arrived in unsatisfactory condition. Lilies, especially, were affected by the heat. Any one so fortunate as to need this condition to put his stock in shape for Easter delivery, was indeed a lucky personage. The commission men were rushed to death with belated demands for stock to meet an oversold condition. Cut lilies brought various prices ranging from $10 per 100 for flowers without stems, up to $25 for the best. Snapdragons were of very good quality and sold at prices ranging upward to $2 per dozen. Single daffodils sold well, considering that southern stock flooded the market. Sweet peas showed the effects of the hot weather, and while they lacked quality, they were eagerly sought. Two dollars per 100 was the prevailing price for good stock. Carnations held their own, but owing to the bulbous competition, did not go above a normal price of $10 per 100 for the best blooms. Orchids and lily of the valley were scarce articles, and out of town shipments arrived short, making for the retailers, a condition hard to overcome. Plants sold out in moderate priced grades; in fact, everything moved easily, the people willing to pay for anything that was reasonably priced, and in good condition. Pot lilies were very good sellers and moved out early. Genistas, pans of double yellow and pink tulips, rambler roses and the new French hydrangeas were among the most satisfactory plants offered on this market. K.

Spring Plants

IN ABUNDANCE

		100	1000
2 -in.	Ageratum, Light or Dark	$ 2.50	$ 22.50
2¼-in.	Calendulas, Orange King	3.00	25.00
2¼-in.	Centaureas, Dusty Miller	3.00	25.00
2 -in.	Coleus, Red or Yellow	3.25	30.00
2¼-in.	Fuchsias, 12 good varieties	3.00	25.00
4 -in.	Fuchsias, 12 good varieties	12.50	120.00
2 -in.	Geraniums, Ricard, Poitevine, Nutt, Buchner, etc.	4.25	40.00
3½-in.	Geraniums, Above kinds	10.50	100.00
2¼-in.	Heliotropes, Light or Dark Blue	4.50	40.00
4 -in.	Heliotropes	12.00	110.00
2½ in.	Larkspurs, Separate Colors	3.00	25.00
2¼-in.	Marguerites, White or Yellow	4.00	37.50
4 -in.	Marguerites	12.00	110.00
2¼-in.	Salvias, Scarlet Sages	5.00	45.00
3 -in.	Salvias	8.00	75.00
2¼-in.	Verbenas, Choicest mixed	2.75	25.00
2¼-in.	Vinca, Varieagata	5.00	45.00
4 -in.	Vinca, Varieagata	13.00	125.00

For prices on other stock send for Catalogue, now ready. Cabbage and Tomato plants in abundance, $5.00 per 1000.

ALONZO J. BRYAN,
Wholesale Florist
Washington, New Jersey

Mention the American Florist when writing

Rooted Cuttings

ALTERNANTHERA, red and yellow, per 1,000	$ 8.00
BRILLIANTISSIMA, per 1,000	10.00
CALENDULA, Orange King, 2-in., per 100	2.50
JERUSALEM CHERRY, fine seedlings, per 100	1.00
CUPHEA, Ageratum, Guernsey and Blue Star, per 100	.90
DAISIES, Mrs. Sanders, Boston Yellow, 2-in.	.04
Single White, 2-in.	.03
DAISY, R. C., Single White, Boston yellow, per 100	1.50
SANDERS, R. C., per 100	1.50
DUSTY MILLER, Gymnocarpa, 2-in., per 100	3.00
DUSTY MILLER, seedlings, per 100	1.00
FEVERFEW, R. C., per 100	1.50
FEVERFEW, 2-in., per 100	3.00
FUCHSIAS, R. C., 6 kinds, per 100	1.50
GENISTA	1.50
GERMAN IVY, R. C., per 100	1.50
PETUNIA, Dbl., R. C., per 100	1.50
SALVIA, America, per 100	1.75
SALVIA, R. C., Splendens and Bonfire, per 100	1.25

Cash.

BYER BROS., CHAMBERSBURG, PA.

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

BEGONIAS

Begonia Mrs. M. A. Patten, new dark pink, nice, bushy plants, well-flowered, 5-in., 75c each; 4-in., 50c each; 3½-in., 25c each. Rooted Cuttings, $5.00 per 100.

Smilax 2½-in., good plants, $3 00 per 100. Cash.

JOHN R. MITCHELL, Madison, N. J.

Mention the American Florist when writing

MAKE THE PUBLIC

Say it with Your Flowers ON MOTHERS' DAY

This broadside was mailed to every Florist. You have one. Refer to it and send in your order.

The Biggest MOTHERS' DAY Yet!

A united effort on the part of **EVERY** Florist will make this Mothers' Day the Biggest yet in both sales and profits. Link up with the S. A. F. National Publicity Campaign by using abundantly every Mothers' Day Help. Millions of people can be told to "Say It With Flowers" on Mothers' Day if every Florist will do his share in Boosting.

Be Progressive. Go AFTER Business on Mothers' Day with the Dealer Helps shown in cut above. You'll reap a goodly harvest of Big Business and Big Profits. Send in your order **NOW.** Don't Wait.

Use All These Helps Abundantly

FOLDERS
POSTERS
STICKERS
N. P. CUTS
MOVIE SLIDES

Refer to circular mailed you for full particulars. If you did not receive one write for one at once.

ORDER EARLY to insure prompt use.

Florists' Publicity Service Bureau

Of the S. A. F. & O. H.

HILMER V. SWENSON, Director

431 South Dearborn Street, CHICAGO, ILL.

A profit on the sale of these Helps goes to the S. A. F. Publicity Fund. Boost your own business and the S. A. F. Fund also.

BIG DROP IN PRICES

Large Quantity of Roses. Now Booking Orders—Let us Have Yours.

CURRENT PRICE LIST.

Buy Direct from the Grower

The express embargo due to the switchmen's strike is causing considerable delay in the receipt of Greens. We will do our best on Asparagus.

We Are Rose Specialists and Are Cutting from 245,000 Rose Plants.

RUSSELL and COLUMBIA.

Fancy long	per 100,	$25.00
Long medium	per 100,	20.00
Medium	per 100,	$12.00 to 16.00
Short	per 100,	6.00 to 10.00

ASSORTED ROSES, OUR SELECTION.

Including some **RUSSELLS** and **COLUMBIAS**,
lots of 200 or more ..... per 100, $6.00

OPHELIA, HOOSIER, WHITE KILLARNEY and SUNBURST.

Extra long	per 100,	$12.00 to $16.00
Medium	per 100,	8.00 to 10.00
Good short	per 100,	5.00 to 6.00

CARNATIONS

Per 100 ..... $4.00 to $6.00

Big supplies of spring flowers are now coming into this market and we will procure the best at lowest market prices.

NEW FANCY FERNS..... per 1000, $4.50 to $5.00

ADIANTUM	per 100, $2.00	**ASP. SPRAYS**	per 100, $3.00 to $4.00
GALAX, bronze	per 1000, 1.50	**SPRENGERI**	per 100, 3.00 to 4.00

All seasonable flowers not grown by us will be procured for our customers. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

NOTICE:—We close at 5 o'clock week days. Closed all day Sundays.

Chicago.

HEAVY EASTER DEMAND.

The demand for stock for Easter this year was exceptionally heavy, and while the market did not clean up as completely as the wholesalers would like, everything sold up well, considering the large quantities handled, with the exception of a few items. The shipping trade was particularly heavy, and the local demand, which started in rather late, was surprisingly brisk. Some of the stock reached the market the early part of last week in very poor condition, which had a tendency to weaken the prices on first-class flowers, which, however, brought good figures. Lilies were in great over-supply, and much poor stock was included in the offerings, the prices ranging from 10 cents to 35 cents each, according to quality, with very few obtainable at the low price mentioned. There was a good supply of lilies left over after Easter, but there probably never were so many cut lilies offered in the market as this year, notwithstanding all reports to the contrary. Roses were good property, and cleaned up quickly in all varieties at good prices, with Premier, Columbia and Mrs. Chas. Russell having the best call. American Beauty roses were none too plentiful, and the same holds true for Cecile Brunner, Elgar, Nesbit and Baby Doll. Sweet peas were in strong demand at good prices, and so were violets, both items cleaning up quickly at very satisfactory figures. Orchids brought high prices, and there were just about enough to go around. Gardenias cleaned up as usual. Lily of the valley had a good call, with fancy stock bringing $12.00 per 100. Tulips and jonquils moved fast at good prices, and so did freesia, which was in limited supply. Daisies, calendulas, snapdragons, callas, mignonette, stocks, sweet

WE DO

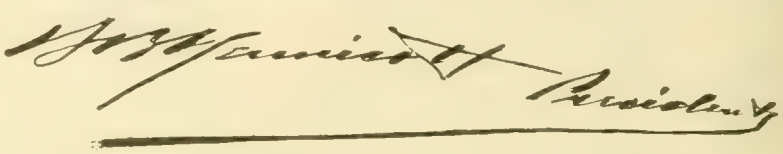
AS WE SAY

COMMISSION WHOLESALING makes the MARKET PRICE on CUT FLOWERS.

The Retail Dealer wants cut flowers at the LOWEST PRICE—the Consignor wants the HIGHEST PRICE. Between fulfilling the demands of both Grower and Retailer, the LEVEL of a price is reached—that's the Market Price—THE PRICE YOU PAY.

Commission Wholesaling, as we conduct it, extends unexcelled facilities in supplying the cut flower needs of the Retail Florist.

DON'T GROW THEM—BUY THEM.



Kennicott Bros. Co.

174 North Wabash Avenue

CHICAGO

YOUR

Protection

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

SPLENDID SUPPLY

ROSES AND CARNATIONS

Please Your Customers with Our Perfectly Grown Stock

Buy Direct from the Grower — CURRENT PRICE LIST — **Subject to Change Without Notice**

	Per 100
MRS. CHAS. RUSSELL	
Specials	$35.00
Select	$25.00 to 30.00
Medium	15.00 to 20.00
Short	6.00 to 12.00
COLUMBIA	
Specials	35.00
Select	25.00 to 30.00
Medium	15.00 to 20.00
Short	6.00 to 12.00
MILADY	
Specials	25.00
Select	15.00 to 20.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

		Per 100
Champ Weiland, Killarney, Killarney Brilliant, White Killarney, My Maryland	Specials	$25.00
	Select	$15.00 to 20.00
	Medium	10.00 to 12.00
	Short	6.00 to 8.00

	Per 100
SUNBURST, OPHELIA	
Special	$25.00
Select	$15.00 to 20.00
Medium	10.00 to 12.00
Short	6.00 to 8.00
PREMIER	
Specials	35.00
Select	25.00 to 30.00
Medium	15.00 to 20.00
Short	6.00 to 8.00
ROSES, OUR SELECTION	10.00
Carnations	4.00 to 6.00
Jonquils	6.00 to 8.00
Sweet Peas	3.00 to 4.00
Lilies	30.00
Adiantum	2.00
Asparagus, per bunch	50c
Boxwood, per bunch	35c
Ferns, per 1,000	$4.50
Galax, bronze and green, 1,000	$2.00
Leucothoe Sprays	1.00
Smilax, per doz. strings	$3.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY.

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 **CHICAGO**

ROSES--CARNATIONS--LILIES
SWEET PEAS--ORCHIDS--ETC.

Quantity and Quality Reign Supreme Here at Chicago's Leading House

alyssum, anemones, statice, pansies, forget-me-nots, narcissi and other miscellaneous stock had a good call, with some items cleaning up completely. Carnations were in exceptionally heavy supply, but much inferior stock was offered, consequently prices were not as high as expected. Fresh carnations brought good returns, but the poorer stock had to be sacrificed at low figures in order to move it. If one had to mention the different quotations made, and prices realized on carnations, he would have a pretty tough job of it, for taking everything into consideration, and the quotations that were published, the returns were in some instances very disappointing to the growers. Green goods were in heavy demand and cleaned up at high prices in all lines, including huckleberry from California and other greens from the south, never before offered in this market. The weather was against the local retailer last week, consequently he held off buying in most cases until Saturday, when it was ideal for shopping, and the stores cleaned up all the plants they had to offer, as well as the cut flowers in stock, and those brought in from the market late in the day. A heavy blizzard struck this vicinity

DON'T FORGET TO LOOK ON PAGE 653

Easter morning, which affected trade considerably, especially in the loop, where the dealers catch a lot of the eleventh-hour buyers. The department

Roses and Carnations.

All the old standard and best new carnations.

CURRENT PRICE LIST—Subject to Change Without Notice.

PREMIER	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	10.00

RUSSELL	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	10.00

COLUMBIA	Per 100
Special	$20.00
Select	15.00
Medium	12.00
Short	10.00

OPHELIA	Per 100
Special	$15.00
Select	12.00
Medium	10.00
Short	8.00

SUNBURST	Per 100
Special	$15.00
Select	12.00
Medium	10.00
Short	8.00

White—KILLARNEY—Pink	Per 100
Select	$ 8.00
Medium	6.00
Short	5.00

ROSES, OUR SELECTION	$ 6.00

CARNATIONS	Per 100
Fancy	$ 5.00
Good	4.00
Splits	2.00

MISCELLANEOUS	
Calla Lilies, per doz.	$ 2.00
Ferns, per 1000	5.00
Galax, per 1000	2.00
Sprengeri, per bunch	.50

WIETOR BROTHERS

162 N. Wabash Ave., L. D. Phone Randolph 2081 **CHICAGO**

The best Roses, Carnations, Sweet Peas, etc., are obtainable in quantity at the store of the

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

stores sold a large supply of stock this year, chiefly pot lilies, hyacinths, tulips and ramber roses at ridiculously low figures. Business, according to nearly everyone in the trade here, was much better than last year. Prices were not as high, but more stock was handled by far, and the sales naturally were more numerous. There is a good supply of stock in the market this week, but the demand for it is good, which points to a clean-up for Easter at all points. The express embargo is affecting shipping to some extent, consequently stock is accumulating and considerable pushing is needed to move it even at reduced prices. The blizzard proved to be more serious than at first expected, for very few buyers were seen in the market Monday.

One of the loop dealers estimates his loss owing to the blizzard on Sunday at $1,000, while others in different parts of the city report various losses, which otherwise would have enabled them to clean up everything salable.

NOTES.

W. S. Wells, of the Blue Maize Blossom Shop, Ann Arbor, Mich., was here buying stock this week for the junior prom to be held in the University of Michigan building April 9. The color scheme will be yellow and blue and in addition to the cut flowers that will be needed in the corsages and decorations he will use 125 cases of wild smilax and other greens. About 40 booths made of birch poles and trimmed with greens will each be decorated with a large basket of cut flowers. Mr. Wells says that his Easter business was exceptionally good and he filled over 200 telegraph orders.

Tonner

Wholesale Cut Flowers and Supplies

30 East Randolph Street

CHICAGO

Telephone Central 6284

Create Business

There is bound to be an effect from your efforts.

Use **TONNER'S** Flowers.

The Chicago Flower Growers' Association had a big Easter business with the total sales running ahead of the same period of 1919. The shipping trade was extremely heavy at this establishment.

The E. C. Amling Co. moved a large quantity of stock at Easter and no complaint is heard in regard to business at this establishment, the sales being away ahead of last year.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

EXTRA FANCY
Roses-Carnations
Sweet Peas-Lilies-Daisies-Violets-Callas
Tulips - Valley - Calendulas - Snapdragons
Orchids-Jonquils-Freesias-Etc. Greens

You will appreciate the service we are rendering, and will find it to your advantage to favor us with a share of your orders.

Mention the American Florist when writing

Poehlmann Bros. Co. never offered such a fine supply of orchids for Easter as this year, some of the Cattleya mossiæ measuring nearly 11 inches across. John Poehlmann appeared to be more than satisfied with the total cut flower sales which were far in excess of those of last year.

Miller & Musser beat the department stores at their own game by selling pot lilies at 25 cents per flower for Easter. This firm managed to pick up a bargain in this stock at the last minute and did not lose any time in moving them.

Percy Jones, Inc., disposed of all the stock it had to offer at Easter besides a large supply bought in the open market. This firm's sales should be the best ever judging from the business it did.

George Wienhoeber had a big decoration at the Dryden home at Evanston this week which kept his right hand assistant, Peter Miller, and several men busy for two days arranging it.

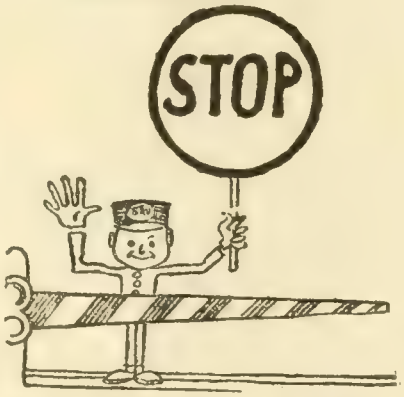
The Joseph Foerster Co's. entire force was busy as bees all last week filling Easter orders and stock at the establishment cleaned up nicely in all lines before the rush was over.

Lewis & Rocca did a very satisfactory business at their East Jackson boulevard store with plants having the best call although cut flowers were in good demand.

Erne & Company had their share of the Easter business and are well pleased with the result.

Max Awizzus has been on the sick list for a couple of weeks, but is improving nicely.

The White House Florist had a splendid Easter trade with a complete clean-up in plants.



HERE

is the right place in the Chicago Market to buy the Best Flowers for the Least Money.

A. T. Pyfer & Company

OUR MOTTO: "Nothing is too much trouble to please a customer."

L. D. Phone Central 3373

164 North Wabash Ave., CHICAGO

SPHAGNUM MOSS
For Florists.
For Nurserymen.

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph Street NEW YORK, 43 Barclay Street

VAUGHAN'S SEED STORE

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

ROSES
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MINIATURE ROSES
Cecile Brunner

CARNATIONS

MISCELLANEOUS
Valley Cattleyas
Jonquils Lilies
Violets Sweet Peas
Mignonette
Darwin Tulips
Tulips Freesias
Calendulas
White and Yellow Daisies
Snapdragons

GREENS
Plumosus Sprengeri
Galax, bronze. Galax, green
Ferns
Adiantum Smilax
Boxwood

W. N. Rudd's son-in-law, Dr. Speed, has been appointed delegate to the surgical congress to be held in Paris, and expects to sail in June, accompanied by Mrs. Speed. Mr. Rudd's elder daughter, Mrs. R. M. Arnold, and Miss Phyllis Rudd, returned from California last week.

Wm. Keller, for a number of years in charge of the packing department at Vaughan's greenhouses, Western Springs, died April 1, age 35 years, leaving three small children, orphans, Mrs. Keller having died some 18 months previous.

The retail stores in the outlying districts, which usually do a good Sunday business, had a considerable stock of plants and flowers left on their hands on account of the Easter Sunday storm, which held most of the people in doors.

George Asmus is confined to his home this week with a severe attack of rheumatism. He managed to be on the job all during the Easter rush but had to give in when the blizzard struck this city on Easter Sunday.

The E. F. Winterson Co. did all the Easter business it could handle and cleaned out everything it had to offer in cut flowers and plants. The supply department moved a large number of baskets last week.

Bassett & Washburn had a heavy cut of roses for Easter and cleaned up at an early hour each day in this line. Their shipping trade was exceptionally brisk and the city demand exceeded all expectations.

Zech & Mann had a big Easter business, with the total sales showing a big increase over those of last year. Their shipping trade was particularly heavy and the city demand was very satisfactory.

Vaughan's Seed Store is turning out a big line of fill-in orders from the trade over a wide range of the central states and west. Quick service was never more appreciated than this belated season.

Walter Tonner is now engaged in the landscape business for himself. He is a brother of Misses O. A. and L. A. Tonner, who conduct a wholesale house in the local cut flower market.

Wietor Bros. had a brisk call for roses and carnations for Easter and cleaned up nicely in both lines notwithstanding the heavy supply of stock in the last named item.

D. D. P. Roy, now at Moline, called on his friends here this week. He reports that the trade there enjoyed a brisk Easter business with the usual heavy call for pot lilies.

A. E. Turner, Mosinee, Wis., called on the wholesale trade here this week. He is supplying quite a number of the wholesale florists with ferns and is now in business for himself.

Kennicott Bros. Co's. sales were larger than last year and much stock was handled at this establishment. The out-of-town demand was heavy and the city trade was brisk.

A. L. Vaughan & Co's. sales for Easter were ahead of last year with those of March 31 establishing a new record. Large quantities of lilies were moved at this establishment.

Chas. Drissler, of Wietor Bros., has the sympathy of the trade in the loss of his father who died suddenly last week at the age of 80 years.

The J. A. Budlong Co's. sales this Easter were ahead of those of last year with a heavy call for stock from out-of-town points.

The Weiland-Risch Co. is cutting especially fine Mrs. Chas. Russell roses, which made a big hit with their customers at Easter.

A. T. Pyfer & Co. cleaned up nicely in all items for Easter especially roses and lilies of which they had a large supply.

The A. L. Randall Co. had a heavy demand for cut flowers for Easter from both the out-of-town sections and local points.

The John Kruchten Co. had a fine Easter business and took splendid care of all their regular customers.

Tonners' had a very satisfactory business in both their retail and wholesale departments for Easter.

It is rumored a new jobbing house will enter the wholesale field here in the near future.

A. F. Amling and wife are back from a pleasant visit to California.

Omaha, Neb.

BLIZZARD AFFECTS TRADE BUT LITTLE.

The pre-Easter period, rather than the day itself, brought a wonderful business to the florists of this city, for Sunday was marked by a blizzard which started the day previous and continued throughout the forenoon of April 4. Church services were interfered with somewhat, and business in the flower shops naturally suffered to some extent from this cause. The general volume of business considering the unfavorable conditions, was very good, however, hundreds of orders being booked well in advance with few cancellations. The late demand, of course, which is always somewhat of a factor, was lost due to the storm. Stock, nevertheless, was well cleaned up. Easter lilies sold out well, although many had been shipped in for the occasion. These, according to the local trade, were of inferior quality this year.

A. E. L.

OLNEY, ILL.—E. M. Hickman and R. D. Moore are now in charge of the business of the Olney Flower Co., having purchased the interest of Julius Bartz.

ST. LOUIS, MO.—Ostertag Bros., well known florists at 2318 Washington avenue, have been incorporated with a capital stock of $2,000 by Henry C. and Louis F. Schultz.

BEST QUALITY TO BE HAD IN

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Ward, Weiland, Brilliant,
Double White and Pink Killarney, Sunburst, Hearst, Nesbit and Brunner.
NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

IN GOOD SUPPLY
DARWIN TULIPS--TULIPS--JONQUILS

Choice stock of Valley, Sweet Peas, Callas, Daisies, Freesias,
Rubrums, Easter Lilies, Calendulas, Mignonette, Stocks,
Violets, Lupines, Pansies and all other Seasonable Stock.

Don't Forget Us on GREENS, as We Have Mexican Ivy, Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.
WE ARE CLOSED ALL DAY SUNDAY.

Detroit, Mich.

PICKLED STOCK BRINGS PROTEST.

The Easter trade in this vicinity, from the standpoint of retailer, wholesaler, and grower, was very satisfactory, as far as volume was concerned, but it came with a rush on Saturday, the previous days of the week failing to maintain the average of former years, when more advance orders were the rule. The retail stores were well prepared with a fine stock of seasonable plants, which included well grown bulbous stock. There were lilies, bougainvilleas, hydrangeas, roses, some azaleas, genistas and rhododendrons. Most of the plants were well grown and nicely timed as to blooming period as they were in full flower when required on Saturday. The stock of bulbous plants exceeded the other varieties and a greater range in prices and sizes adjusted them to the varied calls. Easter lilies were fine but the stock was far short of requirements as every dealer ran short of this item, notwithstanding the fact that prices were held high, mostly 75 cents and $1 per flower and bud. It was noted that the cut flower stock in this market, for this occasion was at least ninety per cent "pickled", and this applied to every item except lilies. Violets were ancient, ill-smelling and unsalable and thousands of sweet peas were spotted with age and water soaked, while roses were in a sorry condition, the majority of them appearing to have been cut 10 days or two weeks previous. Subject as we were to the censure of a disgruntled public that called us profiteers during the winter, because of high prices, they were again made victims of the nefarious "pickling process" of the growers, who apparently will never learn by such experience, which robs the trade of its dignity and delivers a body blow to the slogan, "Say it With Flowers." Retailers encouraged the buying of plants because they were well grown and would prove satisfactory, but it will be some time before the evil of this Easter will be forgotten by the retailers. The weather on Saturday was favorable to shopping, but Sunday was bitter cold and windy and entirely unsuited to the parade of corsage wearers, whose numbers were great as the call for these arrangements indicated.

NOTE.

The next meeting of the florists' club will be held Tuesday evening, April 13, when a publicity campaign will be inaugurated and J. F. Ammann will be the principal speaker. M. Bloy will also address the meeting on his trip through the "sunny south." Philip Breitmeyer will also have a message of importance to those who attend this meeting.

J. F. S.

Milwaukee, Wis.

BIG VOLUME OF EASTER BUSINESS.

The first large flower holiday of 1920, namely Easter, is gone, and as far as volume is concerned, business came up to expectations and was the best ever. Pot plants in bloom easily were the favorites, with choice cut flowers a close second. As predicted some time ago, the supply of plants did not equal the demand, while in cut flowers conditions were more favorable. Due to the unexpected mild weather the forepart of the week, a good many more cut blooms came in than were expected. Especially was this a set back to carnations. Being quoted a little too high in all price lists, prospective buyers turned their attention to other lines and bought. The announcements of reduced prices failed to make good, because it was too late. The cut of sweet peas also was very heavy during the warm spell,

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Violets. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

For Florists' Supplies, Baskets, Chiffons and Spring Novelties
PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., Pittsburgh, Pa.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

but toward the end of the week, when the locals wanted them, especially for corsage work, they shortened up considerably. The heat also put the violets out of commission just when they could have been used to good advantage. While a large supply of greens had been ordered, the same did not arrive in time for the rush. In spite of the fact that better prices than ever were asked, especially for flowering plants, the public was not inclined to hold back, for every good plant in bloom was easily disposed of, and more could have been sold. The weather on Easter Sunday was cloudy, with the thermometer a little below the freezing point. Had it been ideal, we dare say that we would have been able to report a complete clean-up. The receipts, April 5, were not heavy, and with quite a bit of funeral work, the market starts off in a healthy tone.

NOTE.

We have been treated to some very severe wind storms during the past fortnight, which, while not causing any great damage to anyone in particular, have caused more broken glass than the average florist cares to replace at the present high prices.

E. O.

Wichita, Kan.

EXCELLENT BUSINESS UNDER DIFFICULTIES.

All over but the shouting—and too tired to shout—describes the feeling of the local florists Easter Sunday afternoon. It certainly was a busy Easter; plenty of stock in most lines, plenty of customers and consequently plenty to do, with an addition to the work part of it, by the setting in, at 8 p. m. Saturday evening, of high north winds, with rain turning to sleet and snow, a temperature Sunday morning of 24°, and the air full of flying and drifting snow. Most plant deliveries had to have additional wrapping, and "a generally good time was enjoyed by all concerned"; even the delivery drivers showed deep feeling in strong words. The supply of lilies was adequate and these were leaders in demand. Marguerites, pelargoniums, hydrangeas and good bulbous stock, all found good sales. Prices, of course, were higher than before the war. Lilies sold for 50 cents per flower, and most other plant stock showed a corresponding price level, but the stock was good, and few complaints were heard. Cut flowers were excellent all down the line, although a few sleepy carnations will still show up in stock from some growers. The advance in price for Easter was barely enough to cover wholesale advances. Roses brought from $3.00 to $9.00 per dozen, with shorts selling at various lower figures. The best carnations brought $3.00 per dozen. Daffodil Emperor was good property, and good tulips sold well. However, after all is considered, the plant customers were the most numerous. Made-up baskets were only in moderate demand. The various flower shops made splendid displays, and the public certainly responded handsomely.

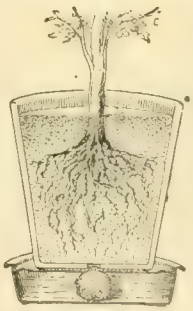
C.

LINDLEY BOXES
ARNOLD BOXES
Comprising the largest assortment of Florist Boxes obtainable. The Arnold Florist Box stock has been purchased by the Lindley Company. Write us for prices.
GEO. L. HOOPIS, New York Representative, 601 W. 144th St.
A. V. Z. JENNINGS, Chicago Representative, 20 E. Jackson Blvd.
Lindley Flower Box Company, Quality Box Makers, Marion, Indiana

GOLDFISH 1,500,000 (Fancy and Plain)
Ready for market at rock-bottom prices. Ship anywhere in U. S. or Canada. Write for our illustrated catalogue.
Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.
Mention the American Florist when writing

FLORISTS'
Cards, Envelopes, Labels, Tags.
Add 10% to our 1920 catalogue prices.
THE JOHN HENRY CO.
LANSING, MICHIGAN
Mention the American Florist when writing

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a
Little Wonder Plant Irrigator
They keep your plants watered just right.
Wholesale price, $25.00 per 100.
If your supply house does not carry them send us their name with your order.
Sample by mail, 35c.
The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO

EVANSVILLE, IND.—H. C. Schmitt, president of the Quality Furniture Co., this city, has acquired seven acres of land just west of the city, on which he expects to grow gladioli and peonies and will probably erect a range of glass later on.—W. B. C.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen	Per 100
Roses,	Beauty	$2.00@$ 6.00	
"	Mrs. Chas. Russell.		5.00@ 40.00
"	Columbia		5.00@ 40.00
"	Premier		5.00@ 40.00
"	Hoosier Beauty		4.00@ 30.00
"	Killarney Brilliant.		4.00@ 30.00
"	Killarney		4.00@ 25.00
"	White Killarney		4.00@ 25.00
"	Richmond		4.00@ 25.00
"	My Maryland		4.00@ 25.00
"	Mrs. Geo. Shawyer.		4.00@ 30.00
"	Milady		4.00@ 30.00
"	Mrs. Aaron Ward..		4.00@ 25.00
"	Sunburst		4.00@ 30.00
"	Ophelia		4.00@ 30.00
"	Dble. W. Killarney.		4.00@ 25.00
"	Champ Weiland		4.00@ 25.00
"	Stanley		4.00@ 30.00
"	Bayard Thayer		5.00@ 40.00
"	Cecile Brunner		2.00@ 4.00
"	George Elgar		2.00@ 4.00
"	Baby Doll		2.00@ 4.00
"	Nesbit		2.00@ 4.00
"	Our selection		10.00
Carnations		2.00@	6.00
Cattleyas	per doz.	12.00@	18.00
Mignonette			6.00
Snapdragons	per doz.		1.00
Freesia		3.00@	6.00
Tulips		6.00@	15.00
Daisies		2.00@	4.00
Valley			8.00
Calendulas		4.00@	6.00
Gardenias	per doz.	6.00@	9.00
Lilies	per doz.		3.00
Jonquils		4.00@	8.00
Callas		25.00@	35.00
Sweet Peas	per 100	2.00@	4.00
Violets		1.00@	2.00
Ferns	per 1,000	4.50@	5.00
Galax	per 1,000	1.50@	2.00
Leucothoe		1.00@	1.25
Plumosus Strings	each	.60@	.75
Sprengeri, Plumosus, Sprays			3.00
Mexican Ivy		.75@	1.00
Boxwood, 35c per lb., per case			9.00

ZECH & MANN

WHOLESALE FLORISTS

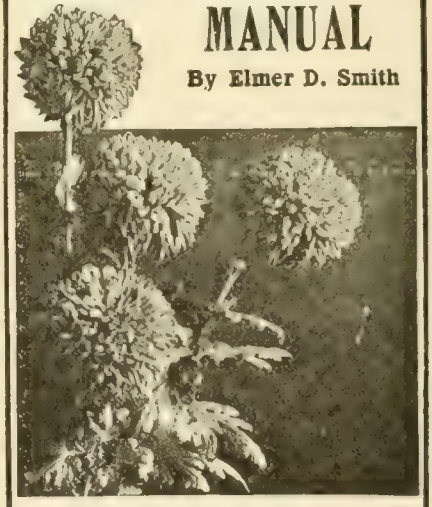
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 No. Clark Street, CHICAGO

Beauties in Quantity

Our supply is sufficient to take care of all of the orders.

We can furnish Beauties of the best quality, large flowers of a good color. **No order too small or large.**

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

THE EASTER BUSINESS.

The business of the great spring holiday of 1920 has proved to be record breaking, both in value and volume of trade. It was a big Easter for the growers. With the exception of giganteum lilies, all the plant specialties of first or second choice were sold out before deliveries began on Monday. Rambler roses closed out first, as they were scarce, then the azaleas—a few imported from Belgium last spring—and the Hinodigiri, of which there were a fair quantity, but not enough to go around. These latter were very well flowered, and will be a strong factor as an Easter plant from now on. Some of the hardy Azalea indica alba were also forced, and will be included in future lists. Hydrangeas were the quantity stock, but there were hardly enough of the higher grades to go around, and too many were left to be closed out to the hucksters and street men the last day. The buyers sized up the pot lily situation and waited, just taking enough to start off with at 25 cents per flower and bud. Later the price softened in some quarters, going as low as 20 cents, and other stocks were sold, provided certain quantities of lilies were included. As the week's trade developed, good lilies were in demand, and both pot and cut stock closed on Saturday at $25 per hundred buds and flowers.

April 6.—This Easter Monday finds the market with a fairly good supply, all fresh stock, a little late getting in, and meeting with a very good demand. There was practically nothing salable in plants and cut flowers carried over from last week; in fact, in many lines, there was not enough to go around. All the stores, both large and small, as well as those who take a flyer with a lot of plants in an empty store, and the curbstone merchants, who stock up late on Friday and Saturday with the culls of the greenhouses, all sold out, at prices considerably in excess of those of last year. Now that retailers have time to survey the situation, most that is said in reference to the trade appears extravagant, and every adjective of a descriptive nature is called into play. From all parts of the city, there were the same satisfactory reports, indicating at least a 20 per cent increase in the total volume of business.

GROWERS AND WHOLESALERS PLEASED.

Alfred M. Campbell was congratulated on all sides for his handling of the product of 45,000 giganteum bulbs for the week. Many thousands were sold in pots, but the great bulk of the stock was grown for cut flowers. The quality of the plants and blooms was excellent, and they appeared to be timed to a nicety. To bring this quantity of bulbs, grown in five different houses, all in at once, and on time, is a feat in itself, and then with the same management, to sell them at the top market price, shows wonderful business ability. Twenty thousand Emperor daffodils, as fine as ever seen in this market, was another of his Easter successes, this number being actually sold and delivered for the week.

The Robert Craig Co. moved an immense Easter stock, one item being 18,000 pots of giganteums, Azaleas, roses, genistas and marguerites were other quantity items. Mr. Craig said it was their biggest Easter, and the last at 49th street. The present season was the silver anniversary of the founding of the business, the first greenhouse being erected there 50 years ago. They will move to their Norwood branch in July.

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, Apr. 7. Per 100

Roses, American Beauty	25.00	@150.00
" Shawyer, Russell	12.50	@ 30.00
" Killarney	10.00	@ 25.00
" Milady	12.00	@ 30.00
" Radiance	16.00	@ 40.00
" White Killarney	10.00	@ 25.00
" Killarney Brilliant	16.00	@ 25.00
" Ward	6.00	@ 16.50
" Hadley	12.00	@ 35.00
" Ophelia	15.00	@ 30.00
" Premier	12.50	@ 30.00
" Columbia	16.00	@ 25.00
" Maryland	16.00	@ 25.00
" Hoosier Beauty	15.00	@ 35.00
" Stanley	16.00	@ 25.00
Cattleyas, per doz.	9.00	@ 12.00
Sweet Peas	1.00	@ 3.00
Carnations	6.00	@ 12.50
Longiflorum Lilies	20.00	@ 25.00
Violets, a hundred	1.25	@ 2.00
Marguerites	4.00	@ 6.00
Calendulas, per doz., .75@1.00		
Callas	16.50	@ 25.00
Snapdragons, per doz., 3.00@4.00		
Adiantum		2.00
Asparagus Strings, per doz	9.00	@ 12.00
Asparagus bunches, each		.50
Jonquils	2.00	@ 6.00
Freesia	4.00	@ 10.00
Anemones, per doz.		1.50
French Iris, per spray		.35
Pansies	2.00	@ 3.00
Myosotis, a bunch	.35	@ 1.00
Lily of the Valley	8.00	@ 12.00

BUFFALO, Apr. 7. Per 100

Roses, Beauty, Special	75.00	@100.00
" Fancy	60.00	@ 75.00
" Extra	20.00	@ 25.00
" 1st	20.00	@ 30.00
" Killarney	6.00	@ 15.00
" My Maryland	6.00	@ 20.00
" White Killarney	6.00	@ 15.00
" Sunburst	6.00	@ 20.00
" Ward	6.00	@ 8.00
" Columbia	10.00	@ 40.00
" Ophelia	8.00	@ 20.00
" Russell	12.00	@ 30.00
" Shawyer	8.00	@ 15.00
" Bon Silene	6.00	@ 8.00
Cattleyas	75.00	@100.00
Dasies	1.00	@ 3.00
Valley	10.00	@ 12.00
Violets	.75	@ 1.00
Calla Lilies	15.00	@ 35.00
Japan Lilies	8.00	@ 10.00
Easter Lilies	20.00	@ 30.00
Paper Whites	4.00	@ 6.00
Carnations	6.00	@ 10.00
Mignonette	6.00	@ 10.00
Snapdragons	8.00	@ 15.00
Sweet Peas	2.00	@ 6.00
Asparagus Sprengeri	.35	@ .50
Ferns, per 1000		3.50
Calendulas	3.00	@ 6.00
Smilax, doz.		4.00
Golden Spur	4.00	@ 5.00
Freesia	3.00	@ 4.00
Von Sion	4.00	@ 6.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

BERGER BROS.

Roses, Carnations, Violets, Freesia.

1225 Race St. Philadelphia, Pa.

CINCINNATI, Apr. 7. Per 100

Roses, Premier	6.00	@ 25.00
" Columbia	6.00	@ 25.00
" Butterfly	6.00	@ 25.00
" White Killarney	6.00	@ 20.00
" Pink Killarney	6.00	@ 20.00
" Sunburst	6.00	@ 20.00
" Mrs. Aaron Ward	6.00	@ 20.00
" Ophelia	6.00	@ 20.00
Carnations	4.00	@ 8.00
Calendulas	1.00	@ 2.00
Sweet Peas	1.00	@ 2.00
Violets (California)	.50	@ .75
Ferns, per 1,000		3.50
Leucothoe, per 1,000		6.00
Galax, per 1,000		1.50
Daffodils	4.00	@ 6.00
Mexican Ivy, per 1,000		6.00
Smilax, per string	.15	@ .20
Dutch Hyacinths	4.00	@ 10.00
Plumosus (south) per bch.		.25
Tulips	3.00	@ 6.00
Lily of the Valley		8.00
Easter Lilies	10.00	@ 15.00
Snapdragons	4.00	@ 8.00

W. K. Harris also sold all of their immense stock, and H. I. Foust, Aschmann Bros., Godfrey Aschmann, Floracroft Gardens, and other specialists in Easter stock, all report a demand that took all salable plants at higher prices than ever before.

The wholesale commission houses never experienced such a demand, the out-of-town business being exceptionally large. The Leo Niessen Co. had a large extra force that worked at full speed all day and far into the night on Wednesday and Thursday in getting out their shipping orders. Over 500,000 sweet peas were handled for the week, which will give some idea of the extent of the business transacted in

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

MAGNOLIA LEAVES
Prepared Magnolias, Brown, Green or Purple.
Per box, about 800 leaves.....$1.50
10 boxes or more @..... 1.40
Red Magnolias, per box..... 2.25
Get our list of other supplies, it's free.
Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Are You Linking Up
WITH THE
S. A. F. ??
Page 653 Shows You How and Why. Act !!!

GUST. RUSCH & CO.

Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

other items. It was the best Easter they have ever experienced. Edward Reid also had a record-breaking trade. The orders were a little late, but when started, they came so fast as to almost swamp him. He had a splendid stock of roses, carnations, sweet peas and snapdragons. He was also strong on violets. Berger Brothers' report was "a splendid Easter trade." All the standard stocks sold well, particularly cut Easter lilies, carnations and sweet peas. The S. S. Pennock Co. turned over an immense amount of cut flowers, the out-of-town demand being very heavy. The Joseph Heacock Co. could have sold three times as much stock. Callas, calendulas, sweet peas and roses were their quantity items. Charles Meehan Eugene Bernheimer, W. J. Baker, the Philadelphia Cut Flower Co. and the Philadelphia Wholesale Florists' Exchange, all reported a stronger demand than they could supply.

NOTES.

The weather for the week, was fine with the exception of Friday, which was wet and blustery in the morning, but cleared up at 3 p. m. Saturday was ideal, bright and sunny, and not too warm. Sunday was a day for rain coats and umbrellas, but from a business point, it did not matter, as the trade was all over by that time; in fact, some of the stores closed their doors on Saturday afternoon as they were swamped with orders and had nothing else to sell. Five years ago to a day, Easter Saturday saw the worst blizzard ever experienced so late in the season. It was a great blow to the trade that year.

The Joseph Heacock Co. cut over 90,000 sweet peas for the week. They were high grade and for the most part brought top market prices. They had also a good crop of cattleyas.

K.

Wholesale Flower Markets

PITTSBURGH, Apr. 7. Per 100

Roses, Beauty, spl., per doz.		7.50
" " fcy., per doz.		6.00
" " ex., per doz.		4.00
" " No. 1, per doz.		2.00
" Hadley	12.00@	35.00
" Killarney	8.00@	20.00
" Maryland	8.00@	20.00
" Sunburst	8.00@	20.00
" Mrs. Aaron Ward	6.00@	15.00
" Russell	10.00@	35.00
" Columbia	10.00@	25.00
" Ophelia	8.00@	20.00
" Hilda	6.00@	15.00
" Premier	10.00@	30.00
Lily of the Valley		10.00
Easter Lilies		25.00
Carnations		8.00
Cattleyas, each		1.50
Ferns, per 1,000		4.00
Sweet Peas	1.00@	4.00
Daisies	4.00@	8.00
Galax, per 1,000		2.00
Plumosus, per bunch		.40
Sprengeri, per bunch		.50
Smilax, per doz		4.00
Calendulas	2.00@	6.00
Tulips	4.00@	6.00
Mignonette		5.00
Snapdragons, per doz.	1.50@	3.00
Calla Lilies, per doz.	1.50@	2.00
Jonquils	6.00@	8.00

ST. LOUIS, Apr. 7. Per 100

Roses, Hadley	8.00@	20.00
" Premier	6.00@	40.00
" Killarney	5.00@	12.50
" White Killarney	8.00@	15.00
" Hoosier Beauty	8.00@	20.00
" Russell	6.00@	40.00
" Ward	5.00@	10.00
" Sunburst	8.00@	20.00
Ferns, per 1000	4.00@	4.50
Carnations	3.00@	10.00
Carnations, Laddie	15.00@	20.00
Carnations, Specials	.75@	2.00
Sweet Peas	3.00@	4.00
Calendulas	3.00@	4.00
Callas	12.50@	25.00
Mignonette		10.00
Violets	.75@	1.00
Galax, per 1,000		1.50
Leucothoe, per 1,000		7.50
Boxwood, per lb.		.25
Lily of the Valley		8.00
Freesia	2.00@	3.00
Jonquils	.75@	4.00

MILWAUKEE, Apr. 7. Per 100

Roses, Kill'n'y, W. Kill'n'y	8.00@	25.00
" Ward	6.00@	15.00
" Premier	12.00@	40.00
" Ophelia	12.00@	30.00
" Columbia	12.00@	40.00
" Hoosier Beauty	8.00@	25.00
Carnations, assorted	6.00@	10.00
Cattleyas, per doz.	6.00@	10.00
Paper Whites	8.00@	10.00
Violets	1.00@	2.00
Callas, per doz.	3.00@	4.00
Sweet Peas	1.50@	4.00
Lilies	25.00@	35.00
Snapdragon, per doz.	1.00@	2.00
Freesia	4.00@	6.00

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.
Mention the American Florist when writing

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PHILADELPHIA, Apr. 7. Per 100

Roses, Beauty, special	50.00@	75.00
" " fancy	25.00@	35.00
" Mrs. Chas. Russell	8.00@	50.00
" Killarney	4.00@	10.00
" Hadley	10.00@	50.00
" Sunburst	8.00	20.00
" Wards	6.00@	10.00
" Ophelia	6.00@	20.00
" Columbia	12.00@	35.00
" Premier	10.00@	30.00
Cattleyas	.75@	1.00
Lilac, bunch	1.50@	2.50
Narcissus	4.00@	6.00
Mignonette	4.00@	8.00
Gardenias, doz., .35@	.75	
Cypripediums	25.00@	40.00
Carnations	8.00@	10.00
Carnation Laddie	12.00@	15.00
Snapdragons, per doz.	1.50@	2.00
Callas	20.00@	25.00
Easter Lilies	15.00@	20.00
Violets	.50@	1.00
Calendulas	1.50@	4.00
Adiantum	1.00@	1.50
Smilax		.35
Asparagus Strings	.50@	.75
Sweet Peas	1.00@	4.00
Lily of the Valley	8.00@	12.00

New York.

EASTER TRADE ALL THAT WAS EXPECTED.

While the Easter trade in the wholesale district was not wonderful, it was up to expectations. Easter always brings a great demand for plants, and necessarily cut flowers get the last call. The week preceding Easter was, up to April 3, an ordinary week for business. As the 3d was an exceptionally fine day, it naturally quickened business in both plants and cut flowers. In the afternoon and evening—the wholesalers all being open at night—as plant stocks began to thin out, the buyers of cut flowers were more numerous. Except in orchids, there was an abundance of stock, with a surplus in some lines. In addition to a great supply of lilies, grown for cutting, a considerable quantity of pot stock was the finish, cut and thrown on the market, creating a surplus. Cut lilies, April 3, sold in some instances as low as 10 and 12 cents, bud and flower, at wholesale. Roses, other than American Beauties, were somewhat higher in price than on preceding days, but reached no extravagant figures. Special American Beauties went to $1.25 and $1.50 each, wholesale rates. There were heavy stocks of carnations and sweet peas. Eight dollars per 100 was about the best for such carnations as Mrs. Ward, but many of the other varieties went at $4 to $6, with a surplus in the evening. Sweet peas went well at $2 to $4 per 100. Good violets brought $2 and $2.50 per 100, but some of the stock that came in was worthless. Some of the best cattleyas of the darker shades, wholesaled at the rate of $2 and $2.50 per flower. There was a heavy stock of gardenias, and while some of the best brought $6 per dozen, more went at $2 to $4. There was a fair movement in good tulips and narcissi, but nothing above an ordinary day. The weather had been so fair and cool that it brught in a great stock, more than could be disposed of, and that was the case in various lines, but all things considered, there was no cause for complaint.

April 5.—There is necessarily some buying this morning to replenish stock, but no great activity. Reports from all over this city, and from neighboring cities and towns, indicate that the Easter business was good. The plant trade was excellent, and the comparatively moderate prices on cut flowers, helped their sale. Good weather was also a feature. Easter Sunday was dark and chilly, with occasional splashes of rain, but the business was then over. A cold rain continues today. American Beauties are now quoted at $75 to $100, and carnations, $6 to $8.

NUMEROUS REMOVALS PLANNED.

There will be several changes in location of retailers, May 1. Charles Thorley, now at Fifth avenue and 46th street, will remove to 604 Fifth avenue, near 49th street. This is the former home of the late Mrs. Russell Sage, which was recently purchased by Mr. Thorley.

The Van Praag Florist Co., now located at 4 West 40th street will, May 1, remove to 49th street, near Fifth avenue.

About the middle of April there will be a number of removals by wholesalers from 28th street to Sixth avenue and 18th street in the Greenhut building, which will be the headquarters of the Wholesale Florists, Inc. Although the majority of the wholesalers are leaving 28th street, several firms will remain.

NOTES.

Hughes & Estabrook, well known commercial photographers, of 251 West 42d street, had an unfortunate accident in their studio on the evening of April 2. A quantity of flashlight powder accidentally ignited, exploded, wrecking the place and seriously burning three of their employes. A number of photographs that have been reproduced in THE AMERICAN FLORIST were made by this firm.

Malandre Brothers had a good stock of plants, their acacias, orchids and azaleas being noteworthy, and their business was good. It was said by a partner in this firm, that some of the plant stock had been forced to excess.

At the Dards store, there was a great stock of plants that began to move early in the week before Easter, and by the evening of April 3, they were sold out. They also had an excellent cut flower trade.

Craig Muir, retailer of 62 West 40th street, has taken a partner, and the business has been incorporated as Craig Muir and Irene Hayes. Miss Hayes is a clever young lady from the great west.

Stephen Masur, of Brooklyn, who sustained a bad fracture of an ankle over a month ago, was able to be about for the Easter trade, and had a fine stock of plants.

The sympathy of the trade will be general for Benjamin Hammond and family, on account of the death of Mrs. Hammond, which occurred April 1.

At the store of David Clarke's Sons, plants began to move early in the week, and there was no complaint about business.

Max Schling, as usual, had an exceptionally fine stock, and was rushed with business, both in plants and cut flowers.

The Broadway Florist, Broadway and 72d street, had fine features in plants, and reported good business.

No better plant stock was anywhere noticed than at the store of G. E. M. Stumpp, and it sold well.

Frank Millang, Jr., has returned to business after two months of illness with pneumonia.

W. R. Nicholson and J. T. Butterworth, of Framingham, Mass., were visitors, April 2.

A. T. Bunyard had a good stock throughout, and reported excellent business.

A. B. Cazan a Broadway retailer, reported a satisfactory business.

A. F. F.

Lilies, Sweet Peas, Roses, Carnations, Violets.

Joseph S. Fenrich, 51 West 28th Street, NEW YORK
Telephones: 420-421-422 Watkins.

Mention the American Florist when writing

FUTTERMAN BROS.

Wholesale Florists, 102 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

C. Lecakes & Co.

Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Leucothoe Sprays, and Moss, Our Specialties.
116 W. 28th St., New York
Telephone Watkins 2315
No connection with any other concern.
Prompt and careful attention to Mail, Telegraph and Telephone Orders.

Traveling Wholesale Florist
INC.
133 W. 28th St., NEW YORK.
Telephones 9760 Chelsea
SPECIALTIES - Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

Mention the American Florist when writing

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone, 2046 Watkins

Now Turn To Page 653
Before you go any further.

Mention the American Florist when writing

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3458 Watkins. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Watkins

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone: 759 Watkins

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Watkins 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
34 West 28th St., NEW YORK CITY
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments Solicited.

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
133 West 28th St., NEW YORK
Established 1887
All consignments receive our special attention.

Wholesale Flower Markets

NEW YORK, Apr. 7. Per 100

Roses, Beauty, Specials	75.00@	100.00
" " extra and fancy	30.00@	40.00
" Hoosier Beauty	25.00@	75.00
" Hadley	4.00@	50.00
" Francis Scott Key	8.00@	50.00
" Columbia	4.00@	35.00
" Prima Donna	4.00@	40.00
" Dble Wht. Killarney	6.00@	20.00
" White Killarney	2.00@	15.00
" Aaron Ward	4.00@	12.00
" Ophelia	3.00@	15.00
" Sunburst	3.00@	12.00
" J. L. Mock	4.00@	15.00
" Mrs. Chas. Russell	4.00@	40.00
" Premier	4.00@	40.00
Cattleya orchids, special	150.00@	200.00
Carnations	6.00@	8.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Asp. Plumosus, doz. bchs.	3.00@	5.00
Smilax, doz. strings	1.50@	2.00
Lilies, white	10.00@	12.00
Gardenias, per doz.	1.00@	3.00
Callas, per doz.	2.00@	3.00
Lilies, Rubrums	10.00@	12.00
Sweet Peas	.50@	3.00
Lily of the Valley	1.50@	6.00
Violets	.50@	1.00
Yellow Narcissus, per doz.	.40@	.50
Mignonette, per doz.	.50@	2.00
Freesia	.50@	2.00
Tulips, per doz.	.25@	.35
Flamingo, per doz.	.50@	.75
Darwin Tulips, doz.	1.00@	1.25
Acacia, per bunch	2.50@	3.50
Giant Daffodils, per doz.	.80@	1.00
Snapdragons, per doz.	.50@	2.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
115 West 28th Street, New York

Telephones {4422 / 4423} Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE {2335 / 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
101 West 28th Street, NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST
ELEVEN STORES

Main Store— Lewis Ave. Cor. Hancock St.

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

Danker FLORIST

The Best Service

MEMBER

Mention the American Florist when writing

FRENCH RIVIERA and MONTE CARLO

C. Engelmann

Saffron Walden, England

MEMBER

Can take care of all your orders for above district.

Cable address for Riviera Branch; Carnation, Saint Laurent-du-Var.

Mention the American Florist when writing

SAFFRON WALDEN, ENGLAND

MEMBER

C. ENGELMANN

Can take care of all your English orders.

Cable address: Engelmann, Saffronwalden.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St. cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

HARTFORD, CONN.

George G. McClunie

165 MAIN STREET

Right in the Hospital District—Hartford, Charter Oak, Williams, Insane, St. Francis and Memorial Hospitals within two blocks of Flower Shop.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Five Stores in Northern Ohio

CLEVELAND [TWO STORES] - - - 13336 EUCLID AVE. 144 PUBLIC SQ.
YOUNGSTOWN - - 33 East Federal St.
WARREN - - - - 215 East Market St.
AKRON - - - - 109 South Main St.

THE PARK FLORAL COMPANY

MEMBERS FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

Mention the American Florist when writing

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Rochester, N. Y.

J. B. KELLER SONS,

FLORISTS

25 Clinton Avenue N

Rochester ph. 506. Long Dist. Bell ph. 2189

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

E. W. PEARSON

38 State St., Newburyport, Mass.

Covers All New England Points

Mention the American Florist when writing

Washington, D. C.

Louise Flower Shop

Connecticut Ave at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

Mention the American Florist when writing

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

Mention the American Florist when writing

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Mention the American Florist when writing

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST

2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square and North Broadway

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET
Members of Florists' Telegraph Delivery.

A. LANGE

77-79 E. Madison St., CHICAGO

Telegraph, Mail and Telephone Orders given most prompt and careful attention and filled with the best stock in the market.

YOUR PATRONAGE SOLICITED.

Chicago

H. N. BRUNS

3040 West Madison St., Chicago

Telegraph, Telephone and Mail Orders Given Prompt and Careful Attention

FROM NEW YORK EXCEPT AS NOTED.

April 10.

Lafayette, French Line (Havre).
Cedric, I. M. M. Lines (Liverpool).
FROM PHILADELPHIA, Haverford, I. M. M. Lines (Liverpool).
FROM GALVESTON, Naperian, I. M. M. Lines (Liverpool).
FROM PORTLAND, Dominion, I. M. M. Lines (Liverpool).
Philadelphia, I. M. M. Lines (Southampton).
FROM PHILADELPHIA, Wathena, I. M. M. Lines (London).
Bovic, I. M. Lines (Manchester).
FROM BOSTON, Mercian, I. M. M. Lines (Manchester).
Eglantier, I. M. M. Lines (Antwerp).
Mongolia, I. M. M. Lines (Hamburg).
Carmonia, Cunard-Anchor Line (Plymouth).
Saxonia, Cunard-Anchor Line (Plymouth).
Pannonia, Cunard-Anchor Line (Trieste).
Vestalia, Cunard-Anchor Line (Bristol).
FROM PHILADELPHIA, Vennonia, Cunard-Anchor (London).
FROM PHILADELPHIA, Verbania, Cunard-Anchor (Liverpool).
Gustavsholm, Swedish-American Line (Stockholm).
BurmesePrince, Prince Line (Havre).

April 12.

FROM PHILADELPHIA, Verbania Cunard-Anchor (Liverpool).

April 14.

Belgic I. M. M. Lines, (Liverpool).
Western Ally, I. M. M. Lines (Antwerp).
Royal George, Cunard-Anchor, (Southampton).

April 15.

Niagara, French Line, (Bordeaux).
FROM GALVESTON, I. M. M. Lines, Bolivian (Liverpool).
Minnekahda, I. M. M. Lines, (London).
Bovic, I. M. M. Lines (Manchester).
FROM PORTLAND, Independence, I. M. M. Lines (Antwerp).
Golden Gate, Norwegian-American Line (Norway).
Glenaffric, Prince Line, (South America).

CHICAGO Mangel

The Palmer House Florist
17 E. MONROE ST.

Member of Florists' Telegraph Delivery.

C. Frauenfelder FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

Friedman

.:.:.FLOWERS.:.:.
522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, Sheboygan, Wisconsin.

Member of Florists' Telegraph Delivery.

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Best Flowers
Best Service
ROSES Fleischman
Chicago's Leading Florist
Railway Exchange Bldg.

KANSAS CITY, MISSOURI.
ROCK'S FLOWERS
Members Florists' Telegraph Delivery Ass'n

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Mention the American Florist when writing

Omaha, Neb.
Hess & Swoboda
FLORISTS
1415 Farnum St. PHONES: 1501 and L1587
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.

Mention the American Florist when writing

For St. Louis.
WIRE
Grimm & Gorly

Mention the American Florist when writing

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist
1519 Farnam St., Omaha, Neb.
Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exchg. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—The Parks Floral Co.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich—Central Floral Co., Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
French Rivieria, France—C. Engelmann.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Hartford, Conn.—Geo. G. McClunie.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Louisville Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Fl. Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
Newark, N. J.—Washington Florist.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—A. B. Cazan.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y—J. B. Keller Sons.
Saffron Walden, Eng.—C. Engelmann.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Seboygan, Wis.—J. E. Matthewson.
Sheridan, Wyo.—Sheridan Greenhouse Co.
South Boston, Va.—Geo. W. Norwood.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toledo, O.—Mrs. J. B. Freeman.

St. Paul, Minn.
Holm & Olson
20-22-24 W. Fifth St.
We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.
HOLLYWOOD GARDENS
Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Mention the American Florist when writing

Kansas City, Mo.
W. J. Barnes FLORIST, KCMO
Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890.

Mention the American Florist when writing

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

Mention the American Florist when writing

SHERIDAN, WYO.
SHERIDAN GREENHOUSE CO.
Plants and Flowers

WICHITA, Kansas Shipments for Kansas and Oklahoma.
W H. CULP & COMPANY
Quality Flowers
Personal Service
Members F. T. D. A.

Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York

Member of Florists' Telegraph Delivery.

DARDS

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction
Nearly 50 Years.

Let Us Fill Your Steamer Orders. **Regular European Sailings Now Established.**

Mention the American Florist when writing

BUNYARD, NEW YORK,

413 Madison Ave.
Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK
Quality Flowers
BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ESTABLISHED 1847

F. T. D.

Thos. F. Galvin INC.

THE NAME PROTECTS YOU

Steamers are Again Sailing on Schedule
Deliveries made on board

BOSTON
1 PARK STREET
799 BOYLSTON STREET
NEW YORK
561 FIFTH AVENUE

Mention the American Florist when writing

"SAY IT WITH FLOWERS"

Max Schling Flowers

Schling Service
Nothing Better

785 Fifth Avenue
NEW YORK CITY

Mention the American Florist when writing

BRANCHES:
RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

New York.

The Aphrodite Co.

THE ARTISTIC FLORISTS
Floral Decorations for All Occasions.
2703 Broadway, Phone Academy 2479

Mention the American Florist when writing

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders by Telegraph Promptly Filled

Phones 1552-1553 Columbus.

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.

BROADWAY FLORIST

2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

New York.

A. B. CAZAN

FLOWERS OF QUALITY
2751 Broadway
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Mention the American Florist when writing

New York.

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Newark, N. J.

Begerow's

MEMBER F.T.D.

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West
Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing

Alpha Floral Company

CHICAGO
146 S. WABASH AVE.

No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.

Send your telegraph orders to us for delivery in Chicago and vicinity.

Member of F. T. D.

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist
Connecticut Avenue and L Street

Mention the American Florist when writing

Washington, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist

Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi
224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Rockford, Ill.

H. W. BUCKBEE.

LITTLEFIELD, Florist
WORCESTER, MASS.

Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO
Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building, 4 South Jefferson Street. Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

Wilkes-Barre and near-by Pennsylvania Towns

Member F. T. D.
14 N. Main St. **A. W. BEVANS**

Mention the American Florist when writing

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET
Mention the American Florist when writing

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East
Mention the American Florist when writing

Denver, Colo.
The Park Floral Co
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St
Members Florists' Telegraph Delivery Association.
Mention the American Florist when writing

Kansas City, Mo.
A. Newell
FLORIST
Established over 30 years.
1122 Grand Avenue.

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists. Grand Rapids

CHICAGO DETROIT
Central Floral Co.
132 N. State St., CHICAGO
35 Broadway, DETROIT
Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

ROANOKE, VA.
FALLON, Florist.

Seattle-Rosaia Bros.
Finest floral studio in Northwest.
Member F.T.D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORISTS
930 PROSPECT AVE., Erie Building. CLEVELAND
Mention the American Florist when writing

LOUISVILLE, KY.
THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.
Mention the American Florist when writing

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.
WASHINGTON D. C.
Gudes'
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE
Mention the American Florist when writing

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.
Mention the American Florist when writing

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO.
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

IN THE HEART OF **Newark N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

Philadelphia, Pa.
Chas. H. Grakelow
Broad St., at Cumberland
Member of Florists' Telegraph Delivery.

Flowers Delivered Anywhere. Phone, 1952 Bedford
HUGO H. JAHN
—FLORIST—
710 Nostrand Avenue
Cor. Prospect Place, BROOKLYN, N. Y.
Brooklyn Representative of National Floral Corporation.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

THE price of bags at Chicago, April 7, was $64.

THE slow selling seeds, of which oversupply continues, are onion, beet and carrot.

UTAH-IDAHO beet sugar companies are reported having difficulty in getting out their acreages.

OLLIOULES, FRANCE, April 5.—It is raining here, and the French bulb prospects are now good.

ONION SETS in the Chicago district are $3.00 to $3.50. At Louisville the price is $3.75 to $4.00.

THE winter in Holland has been very mild. Golden Spur narcissus bloomed in February in the open.

S. F. LEONARD, of the S. F. Leonard Seed Co., Chicago, is planning to leave for the Pacific coast this week.

HERMAN REED, of Milwaukee, Wis., is reminded of the old panic days when he sold white clover seed at four cents per pound.

O. L. COULTER, well known in the Pacific coast seed growing districts, is now with J. E. & F. C. Sloan, at Sacramento, Calif.

EMIL HERTZ, of Copenhagen, Denmark, reports seed trade has been slow and depressed, but hopes the turning point has been reached.

SWEET CLOVER is strongly recommended for alkali lands, by E. B. Hitchcock, extension soil specialist of the University of Idaho, at Moscow.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, May 7, were as follows: Timothy, $10.00 to $12.25 per 100 pounds; red clover, $45.00 to $53.00 per 100 pounds.

LOUISVILLE, KY.—Wood, Stubbs & Co. say business so far is 25 per cent ahead of last year, practically everything in small orders, some of which make a great deal of additional work.

VISITED CHICAGO: Thos W. Chisholm representing the Braslan Seed Growers Co., San Jose, Calif.; Louis M. Kimberlin, of the Kimberlin Seed Co., San Jose, Calif.; M. S. Smith, representing Manitowoc Seed Co., Manitowoc, Wis.

VANCOUVER, B. C.—This port expects an increase of at least $25,000,000 in business as a result of the embargo of the United States on the importation of shipments packed in Japanese soil. Seattle bulb buyers are arranging with local dealers to have such stock come here, be repacked in Canadian earth and then reshipped.—H. M.

HAVANA, CUBA.—Alberto R. Langwith, of the long established firm of seedsmen and plantsmen here, Alberto R. Langwith & Co., was killed by a street car, February 16. The firm will continue under the same name. Mr. Langwith, it will be remembered, won the capital prize of $100,000 in the Havana lottery, and spent the years of 1912-1913 touring Europe.

PIRATING help from the neighbors' staff is becoming common in the New York seed trade as well as Chicago.

LESTER L. MORSE, of C. C. Morse & Co., San Francisco, Calif., writing under date of March 30, says: "We have had some late rains which have greatly improved crops, and prospects are brighter than they were a few weeks ago. We have had a very dry season this year; in fact, only two or three have been drier in the writer's lifetime."

COLUMBUS, O.—The leased seed warehouse of the Livingston Seed Co., 61 East Chestnut street, was destroyed by fire April 1. The loss in seeds and other stocks is estimated at $100,000. The firm expects to be able to handle all orders, mail express, etc., from its retail store, 114 North High street, having additional stocks at its farm warehouses.

NEW YORK.—The sudden break from winter to spring weather last week put the seedsmen on their mettle, and some of them have been almost swamped with orders, while counter trade has been active, and in addition, corners in the vicinity of Barclay street and West Broadway, and other localities, have blossomed out with miscellaneous collections of plants.

THE backward weather of February and early March greatly curtailed the seed selling season. A few days toward the end of last month promised better but the widespread and unusually severe blizzard of the first week of April, with increasing transportation difficulties, has discouraged the trade, though many still believe that liberal counter business will come with a rush, if seasonable weather sets in. It is getting late, however, to make up for the losses of the past few weeks.

Cabbage Seed Prospects on Long Island.

MATTITUCK, April 1.—The cabbage trenches are now being opened up and the condition of the stock taken out is very bad. The loss, due to a rather severe winter, has been quite heavy. It is too early to state definitely what acreage will be saved, but J. M. Lupton & Son say the loss certainly will be as much as 50 per cent, and may possibly reach 75 per cent, leaving a very poor percentage for growing the season's crop of cabbage seed.

Potato Conditions.

The commercial crop of 1919 was estimated to be about 15 per cent below that of last season, the shortage being chiefly in the west The movement to date has been nearly as heavy as for the corresponding time last season. The stock reported on hand January 1 in 13 leading shipping states was less than three fourths that of January 1, 1919; thus, the comparative shortage of 15 per cent at the beginning of the season, became a deficit of 25 per cent January 1, as a result of liberal early shipments and loss from freezing and other causes. Accordingly, the quantity remaining must be far less than at the opening of the spring shipping season of last year.

At the beginning of the present spring shipping season, market conditions are also attractive. Prices are two to three times as high as a year ago, while the estimated stock on hand would indicate only about three-fourths as many cars to move during the rest of the season as were shipped in April, May and June last year, still it is possible that continued high prices may draw upon distant supplies and low-grade stock to such an extent that shipping figures will be brought near the total of last season. Shipments from the principal shipping states during January, February and March were about five-sixths those of the corresponding period a year ago, notwithstanding the lighter crop and a much lighter January stock on hand.

The location of the remaining surplus stock is favorable to heavy shipments. Usually, the surplus has been in the far western potato sections, but this season it is largely in states fairly close to the principal consuming markets, and therefore not subject to especially heavy freight charges.

Potatoes have advanced almost continuously since the height of the harvest and shipping season in early October, starting at that time with a range in leading markets of $2.20 to $3.00 per 100 pounds. Steady gains carried the price level to an early high range of $4.45 to $6.00 the last of January. February was a month of recessions, several markets losing 25 to 50 cents and the month closed with a general jobbing level of $4.30 to $5.00 in leading consuming markets. March has shown a recovery of the February losses and

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO
440 S. Dearborn St., Chicago

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY ENDIVE, SALSIFY. NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA

We are headquarters for the BEST OF EVERYTHING in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Mention the American Florist when writing

further gains were recorded, with a new high range of $5.25 to $6.25 in late March. These quotations include jobbing and carlot prices in consuming markets for No. 1 western, southern and eastern round white stock. Prices of best eastern potatoes have ranged often 25 to 50 cents above similar stock in western markets, but in general, the market was comparatively uniform in the various sections.

Auction Seed.

"One of the best places to get low quality seed, containing many of our most noxious weed seeds, is at an auction sale," says B. F. Sheehan, field agronomist of the University of Idaho. "Samples examined at various sales indicate this to be true. In many instances a farmer's low quality seed could not be gotten rid of otherwise.

"Farmers must remember that it is unlawful for them to offer for sale seed of alfalfa, timothy or the clovers, unless it conforms to the Idaho seed law and is tagged so as to indicate its quality. Farmers are as liable as any dealer, and individuals purchasing seed should remember to get the best from a source known to be reliable."

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution, March 27, 1920, as given by the Government Market Reporter of April 3, 1920:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$14.25	$28.00	$18.00	$58.00
Baltimore	13.50	29.00	18.00	58.00
Richmond	14.25	29.00	19.50	58.50
Buffalo	13.25	28.00	20.00	58.00
Toledo	13.55	31.00	19.00	58.65
Louisville	13.50	29.50	19.00	56.00
Chicago	13.00	29.00	17.00	57.00
Minneapolis	13.00	31.50	20.00	57.00
St. Louis	13.25	31.00	19.00	55.00
Kansas City	13.00	31.00	19.00	56.00
Denver	13.00	30.00	21.00	....
Salt Lake City	14.00	32.00	21.00	59.00
Seattle	18.00	35.00	25.00	60.00
Memphis	14.00	30.00	22.50	59.00
Average for the United States same date 1919	$10.90	$23.00	$14.00	$47.00

California Rainfall.

The following table shows the California rainfall to April 3:

Stations—	Seasonal to date	Normal to date	Seasonal last Yr.
Eureka	19.32	38.88	34.15
Red Bluff	9.44	21.56	25.91
Sacramento	7.39	17.12	17.08
Mt. Tamalpais	14.03	19.93	28.58
San Francisco	9.06	19.61	25.64
San Jose	7.65	14.73	18.80
Fresno	7.66	8.30	6.74
San L Obispo	13.04	18.17	17.81
Los Angeles	11.37	14.07	8.22
San Diego	7.96	8.89	8.10

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) CHICAGO

Salvia or Scarlet Sage

We offer the following varieties of our own Bloomsdale Farm grown strain, high vitality seed of 1919 crop:

Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30.00 per lb.; 5 lbs. and over, $25.00 per lb.

Net, 60 days, 2% off 10, f. o. b. Bristol, Pa., if unsold on receipt of order, as we did not have a large crop.

D. Landreth Seed Company, Business Established 1784 **Bristol, Pa.**

Bolgiano's "Big Crop" Seeds

"Tested and Trusted" Over a Century.

Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLGIANO & SON, Baltimore, Md.

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Yokohama Nursery Co.

LTD.
Woolworth Building,
NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

BULBS

LILIUM GIGANTEUM, also HARDIES, shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

T. R. BEGONIA BULBS, immediate shipment.

For Fall Shipment.
LILIUM GIGANTEUM, FREESIAS and CALLAS.
FRENCH and DUTCH BULBS, Etc.

Immediate Shipment.
BAMBOO STAKES, RAFFIA, Etc.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch
LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.
75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

An experence of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

Michell's Primula Seed

PRIMULA CHINENSIS	½ tr. pkt.	Tr. pkt.
Michell's Prize Mixture. An even blending of all colors	$0.60	$1.00
Alba Magnifica. White	.60	1.00
Chiswick Red. Bright red	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens. Crimson	.60	1.00
Rosy Morn. Pink	.60	1.00

PRIMULA OBCONICA GIGANTEA

A great improvement over the old type; flowers much larger

	Tr. pkt.		Tr. pkt.
Lilacina, pale lilac	$0.50	**Rosea,** pink	$0.50
Kermesina, deep crimson	.50	**Alba,** white	.50
		Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Catalog.

HENRY F. MICHELL CO., 518 Market Street, PHILADELPHIA, PA.

Mention the American Florist when writing

THE HOUSE OF KELWAY

Has a Reputation of 70 Years Behind It as a Guarantee.

For three generations we have been growers and selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders (**delivery after 1920 harvest**), not tomorrow, but **NOW.**

Specialties: Garden Seeds and Farm Root Seeds.

KELWAY & SON, Wholesale Seed Growers, Langport, England

Mention the American Florist when writing

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO — CABLE ADDRESS "McGILL-SEED" SAN FRANCISCO — CALIFORNIA

Mention the American Florist when writing

I. N. Simon & Son

Garden Seeds

438 MARKET STREET
Philadelphia - - Pa.

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES

Price, $6.00 Per Volume

AMERICAN FLORIST CO.

440 S. Dearborn St., Chicago.

Spring Bulbs

For Your Counter Trade and for Your Greenhouses.

GLADIOLUS

The finest bulbs produced the past summer.

We are large growers and in addition to the following can offer many other named kinds. Write us.

	Per 1000
AMERICA, First size	$27.00
AMERICA, Medium size	24.00
Mrs. Francis King, First	25.00
Mrs. Francis King, Medium	22.00
Chicago White, First size	33.00
Chicago White, Medium size	30.00
Halley, First size	35.00
Peace, First size	45.00
Mrs. Frank Pendleton, First	47.00
Primulinus Sunbeam, First	60.00
Schwaben, First size	$60.00
Schwaben, Medium size	55.00
War, First size	60.00
Baron Hulot, First size	60.00
Chicago Red, First size	50.00
White and Light, Mixed, Firsts	22.00
Standard Mixed, First size	20.00
Standard Mixed, Medium	16.00
Rainbow Mixed	35.00

Write for special prices on planting stock in black bulblets and first two sizes of white bulblets, etc.

CALADIUMS

With sound center shoots.

Sizes	Doz.	100	1000
5 to 7 in. circum	$1.00	$ 7.50	$ 70.00
7 to 9 in. circum	1.25	9.00	85.00
9 to 11 in. circum	2.35	15.00	140.00
11 to 12 in. circum. (scarce)	4.25	30.00	.....
12 in. and upwards, very large (scarce)	each, 40c		

Lilium Giganteum

From Ice Storage.

7- 9 in. (300 to case)	Per Case
8- 9 in. (260 to case)	
8-10 in. (225 to case)	
9-10 in. (200 to case)	$52.00

TUBEROSES

Well cured Bulbs. Free from rot.

	100	1000
Dwarf Excelsior Pearl, second size, 3-4 inch	$3.25	$27.50
Dwarf Excelsior Pearl, First size, 4-6 inch	4.50	40.00
Variegated Leaved, single	4.00	35.00
Albino, early single white	4.00	35.00
Armstrong's Ever Blooming	4.00	35.00
Mexican	3.00	25.00

CALADIUM.

CANNAS

Stored in our special moist cellars, not dried and stunted.

	Dormant Roots 100	Dormant Roots 1000	3-in. Pot Plants Doz.	3-in. Pot Plants 100
Chas. Henderson, Crimson, 4 ft.			$0.80	$ 6.00
David Harum, Scarlet, 3½ ft.			1.00	7.00
Florence Vaughan, Yellow 5 ft.	$ 4.00	$35.00	.85	6.00
Gustav Gompper, Yellow, 3½ ft.	5.00	40.00	1.00	7.00
Hungaria, best Pink, 3½ ft.	7.50	70.00	1.50	10.00
King Humbert, Scarlet 4 ft. (3,000 for $125.00.)	5.50	50.00	1.25	8.00
Louisiana, Scarlet, 6 ft.	4.00	35.00	.85	6.00
Mad. Crozy, Vermilion, 3½ ft.	4.00	35.00		
Orange Bedder, Orange color, 4 ft	6.00	50.00	1.25	8.00
Yellow Humbert, Deep rich Yellow, 4 ft.	6.00	50.00	1.25	8.00
Souv. Ant. Crozy, Crimson, 4-ft.	5.00	40.00	1.00	7.00
Venus, Rosy Pink, 4 ft.	4.00	35.00	.85	6.00
Wintzer's Colossal, Bright Scarlet, 5 ft.	4.00	35.00	1.25	8.00
Wyoming, Orange, 7 ft.	4.00	35.00	.85	6.00

WRITE FOR OUR "SPRING BOOK FOR FLORISTS"

NEW YORK **Vaughan's Seed Store** CHICAGO

TUBEROSE.

CANNAS

2 to 3 Eye Roots

YELLOW FLOWERED VARIETIES

	Doz.	100	1000
YELLOW KING HUMBERT Golden Yellow, spotted red, green foliage, 4½ ft.	$0.70	$4.50	$40.00
RICHARD WALLACE Light Yellow, green foliage, 4¼ ft.	.60	3.50	30.00

CRIMSON AND SCARLET FLOWERED VARIETIES

	Doz.	100	1000
CHAS HENDERSON Deep Crimson, green foliage, 4½ ft.	$0.50	$3.00	$25.00
EXPRESS Scarlet Crimson, green foliage, 2½ ft.	.60	3.50	35.00
LOUISIANA Bright Scarlet, green foliage, 7 ft.	.65	4.00	35.00
WINTZER'S COLOSSAL Bright Scarlet, green foliage, 5 ft.	.70	4.50	40.00

BRONZE LEAF VARIETIES

	Doz.	100	1000
KING HUMBERT Scarlet, bronze foliage, 4½ ft.	$0.75	$5.00	$45.00

CALADIUM ESCULENTUM

	Doz.	100
5 to 7 inch	$1.10	$ 7.00
7 to 9 inch	1.35	9.00
9 to 11 inch	2.25	15.00
12 inch and up	5.00	35.00

TUBEROSES DWARF PEARL

	100	1000
First size, 4 to 6 in.	$4.50	$40.00

A. HENDERSON & CO.
166 N. Wabash Ave., CHICAGO

Primula Obconica Gigantea Rosea

Dwarf habit, light and dark shades of pink Select strain. All fresh seed.

Sample of flower produced, sent on request.

Packet of 1500 seeds for $1.50. Cash.

Ernest Oechslin
Madison and Gale Sts., River Forest, Ill.

SEEDS

Flower, Vegetable and Farm.
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO.
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

THE DEMAND FOR
Finest Quality French Bulbs
has never been greater.

Place your order with us now so as to secure prompt delivery; nothing can be gained by waiting.

We have our own nurseries and we produce more bulbs than any other exporter in France.

Why not give us a trial ?

For further information write

DREVON-TEGELAAR & CO.
1133 Broadway, NEW YORK
Nurseries: Ollioules, Var. France.

BULBS HOLLAND BULBS

R. A. VANDERSCHOOT
Wholesale Bulb Grower
HILLEGOM, HOLLAND

The Superiority of Our Products Will Contribute to Your Success

299 Broadway
BULBS NEW YORK BULBS

Hogewoning & Sons, Inc.
Wholesale Bulb Growers and Importers
32 Broadway, New York

BURPEE'S SEEDS
Philadelphia
Wholesale Price List for Florists and Market Gardeners.

CHAS. H. TOTTY
MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty

Chrysanthemums
THE BEST
In Novelties and Standard Kinds.
Catalogue on application.
Elmer D. Smith & Co.
ADRIAN, MICH.

Mention the American Florist when writing

If You Need

FRENCH BULBS

for your fall planting, why don't you buy them from a **French Firm?**

A. & L. Bremond Freres

SONS OF LOUIS BREMOND,

Wholesale Bulb Growers, OLLIOULES (Var.), FRANCE

Are the oldest and most reliable French Firm in this line.

Ask them for their quotations, either by mail or cable.

A. B. C. Code—5th Edition. Cable Address: Albremond, Ollioules.

Lily of the Valley Pips

Delphinium Newport Rose
Dracaena Indivisa
Salvia Zurich
Smilax Seeds
Grass Seed Mixtures of all kinds.

Send for our catalogue.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOG ENVELOPES — RETURN ENVELOPES

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

FOR FALL 1920

ORDER NOW AND BE SURE

Florists' XXX Forcing Grade, 2 Year Field Grown Roses

We will be in position to supply more and better roses for Florists' Pot Plant Forcing than ever before. Top notch stock can be expected from our blocks this year.

BABY RAMBLER CLASS

Erna Teschendorf, Orleans, Jessie and **Crimson Baby,** $45.00 per 100; $400.00 per 1000.

HYBRID PERPETUALS

Magna Charta, Ulrich Brunner, Frau Karl Druschki, Mme. Gabriel Luzet and **Capt. Hayward,** $45.00 per 100; $400.00 per 1000.

RAMBLER OR CLIMBING ROSES

Crimson Rambler, Dorothy Perkins, Excelsa and **White Dorothy,** $35.00 per 100; $300.00 per 1000. For staked and ripened plants.

Owing to the unusual demand for Baby Ramblers, we are forced to ask that each order of roses shall include at least 50% Hybrid Perpetuals or Climbing Roses, where 250 or more are taken.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

Prices of Indoor Fruits and Vegetables.

Chicago, April 7.—Cucumbers, 2-dozen box, $4.00 to $5.50; celery, Florida, crate $4.50 to $5.00; leaf lettuce, per tomato box, 20 to 22½ cents; radishes, per dozen bunches, $1.00 to $1.10; tomatoes, per crate, six baskets, $3.50 to $4.50.

New York, April 5.—Celery, per crate, $3.00 to $4.50; cucumbers, per dozen, $1.00 to $2.25; mushrooms, 75 cents to $2.25 per three-pound basket; tomatoes, per pound, 25 to 50 cents; lettuce, per dozen, 12 to 30 cents; radishes, per 100 bunches, $3.00 to $6.00.

Vegetable Markets.

Reports to the bureau of markets of the United States department of agriculture for the period, March 28-April 3, indicate few changes in market conditions, with the exception of small price changes upward in potatoes. There was a limited movement of white varieties from Michigan and Minnesota shipping points, with demand and inquiry fairly active. Prices ranged $5.70-$6.10 per 100 pounds sacked f. o. b. shipping points. Middle-western consuming markets were also firm, advancing 15 cents to $5.65-$6.15. St. Louis and Kansas City went about 50 cents higher. New York round whites gained 30 cents, reaching $5.65-$5.85 with moderate demand. Cabbage markets were lower. Eastern consuming points declined 25 to 50 cents reaching $2.25-$3. Texas Early Flat Dutch was in slow to moderate demand in consuming markets in the east and middle west and supplies were moderate to liberal in Cleveland, O., the range held at $100-$115 bulk per ton. Other markets were lower. Prices generally were $5-$10 below the previous week. Eastern yellow onions sold about 50 cents lower in most consuming markets in that section. New York ranged $5-$5.50. Baltimore showed a greater decline, closing $1 lower than the previous week. Middlewestern markets ranged generally from $6-$7. Celery at Florida shipping points was 15-50 cents lower than the week before, 10-inch crates of 4-6 dozen bunches being quoted at $3-$3.60. Consuming markets were slightly weaker at $3.75-$4.75. Tomatoes, in consuming markets, were generally dull and prices declined 50 cents to $1.

GERANIUMS. ROOTED CUTTINGS

With the deliveries of April 26th, summer prices will go into effect. Per 1000

S. A. Nutt and Buchner $17.50
Poitevine and Ricard 25.00
Nutt, Poitevine and Ricard, ordered in equal quantities at $20.00 per 1000 each.
Parcel post at cost.
Pot Smilax, at $3.00 per 100.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

Special Stock Selections

READY NOW

	Per 100
Asparagus Plumosus, 2¼ in., $5.00 per 100; 3 in., $10.00 per 100; 4 in., $18.00 per 100.	
Achyranthus Herbsti (bright red)	$ 5.00
Bougainvillea, Glabra Sanderiana, 2½ in., $7.50 per 100; 3 in.	25.00
Begonia Chatelaine	8.00
Begonia Otto Hacker	10.00
Begonia Pres. Carnot	10.00
Caladium, fancy leaved, splendid bulbs	16 00
Dracaena Indivisa, heavy, 2½ in. ready for 3 in.	7.00
Ferns, Fern dish sorts, bushy	6.00
Ferns, Nephrolepis Verona, 2½ in.	7.00
Fuchsia, Mrs. E. G. Hill, best double white	6.00
Heliotrope, best purple sorts	5.00
Hydrangea, fine, 2½ in, **Mme. E. Mouillere, Mme. Chautard, Viscomptesse de Vibraye, Mme. Maurice Hamar**	7.00
Bouquet Rose, Ramis Pictis and Otaksa	6.00
Impatiens Sultana Hybrids, fine range of color, in mixed hybrids from cuttings	6.00
Pelargonium, Mrs. Loyal (Pansy Geranium)	10.00
Salvia America, the best one of all, true from cuttings	5.00

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

When Buying **HOLLAND BULBS**

for next season **BUY THE BEST.** Order from

Segers Brothers, Ltd., WHOLESALE BULB GROWERS **Lisse, Holland**

WRITE OUR

Mr. A. Schravendeel, 116 Broad St., New York, for prices.

Mention the American Florist when writing

Fine Plumosus

2-in., $3 00 per 100. Per 100

Primula Malacoides, fine for making up pans. $3.00
Primula, Yellow, in fine bloom, 2½-in. 3.00
Nice Geraniums, white, salmon, pink and Nutt 4.00
Snapdragon, Florists' Mixture, cut-back plants, many in bud 5.00

Cash, please.

M. & S. L. DYSINGER, 404 E. Erie St., Albion, Mich.

Mention the American Florist when writing

Geraniums **Standard Sorts,** labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings. From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA.
From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

HELICHRYSUM (Straw Flower.)

Sow Some of These "Everlastings"

Money Makers

	Trade pkt.	Oz.
Acroclinium Roseum. Pink (Everlasting)	$0.10	$0.30
Album. White	.10	.30
Roseum Fl. Pl. Double pink	.10	.60
Album Fl. Pl. Double white	.10	.60
Ammobium Alatum Grandiflora	.10	
Briza Maxima. Ornamental Grass	.10	.40
Globe Amaranth (Gomphrena.) Mixed	.05	.20
Globosa. Red or White, each	.05	.25
Orange	.50	
Helichrysum Monstrosum Fl Pl. Double mixed	.10	.40
Silver Ball, Golden Ball, Salmon Queen, Fireball, Rose Carmine, Violet Queen, Crimson		
Each of the above	.10	.60
Vaughan's Special Mixture	.10	.70
Statice Sinuata. Blue, fine cut flower, lb., $4.40	.10	.40
Sinuata. White, lb., 3.00	.10	.30
Bonduelli. Golden yellow, lb., 3.00	.10	.30
Suworowii, Russian. Flowers bright rose color	.25	1.40
Rhodanthe. Mixed	.10	.60
Manglesi. Rose	.10	.60
Maculata. Alba	.10	.60
Rosea	.10	.60
Heranthemum. Double mixed		.60

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Robert Craig Co...
High Class **PALMS**
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

If you are interested in
POINSETTIAS
and four and five inch
BOSTON FERNS
for immediate delivery, write
GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

A. F. LONGREN
4249 W. Monroe Street
CHICAGO, ILLINOIS

WM. K. HARRIS
55th St. and Springfield Ave.,
WEST PHILADELPHIA, PA.
Wholesale Grower of
Blooming and Decorative Plants

Lily of the Valley Pips

EXTRA SELECTED GERMAN TYPE

Just a few cases left, which we offer at reduced price to clean up.

2,500 pips to the case, per 1000, $30.

DUTCH BULBS

Write us for our special prices.

VanMeeuwen & Tegelaar
1133 Broadway, NEW YORK
Nurseries: Lisse, Holland.

Mention the American Florist when writing

STARTED CANNA PLANTS, EXTRA STRONG

Austria, Marchall Volantia, Allemania, Burbank, per 100,	$ 2.50
Yellow King Humbert, "	5.50
Dormant roots. Austria, Allemania, M. Volantia, Burbank, per 1000,	15.00
Penn. King of Bronze, Marvel, Uncle Sam, Indiana, Louisiana, Wyoming, Attraction, Mlle. Berat, John Farquhar, Martha Washington, Duke of Marlboro, per 1000,	20.00
Loveliness and Yellow King Humbert, per 100,	4.50

Peaches and Cream, per 100, $5.00. New Pink Delight (some fine), $1.00 each.

DRAIME BROTHERS, Citronelle, Ala.

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

BURLAP has declined one cent per yard the past month.

THE Shriners will take in the rose carnival at Portland, Oregon, in June.

TULSA, OKLA.—W. R. Towsley is doing good business here as landscape gardener.

PAINESVILLE, O.—T. R. Noonan & Sons shipped four cars during the week ending April 3.

PECAN groves in South Georgia sell for $1000 an acre as against $3000 for California walnut groves.

NURSERYMEN over a large area have experienced another bad setback in deliveries in the heavy blizzard of April 4.

THE United States department of Agriculture claims to know where cheap tracts of land exist, on which sugar maple trees can profitably be planted for sugar making. Ask the department.

WE are in receipt of Bulletin No. 10 of the American Peony Society, containing an exhaustive account of the life and work of the late George Hollis, peony specialist, of Weymouth, Mass., with portrait.

COLONEL HENRY S. GRAVES, after 10 years' service as chief forester of the department of agriculture, has resigned, and will be succeeded, May 1, by Colonel W. B. Greeley, assistant in the forestry service.

A BILL now favorably reported by the senate gives a new national park, enclosing Mt. Whitney, of one million acres in Fresno and Tulare counties, California. The area includes the old Sequoia park, changing the name.

SEATTLE, WASH.—Unable to secure enough stock to fill orders, a number of local nurserymen have withdrawn from the market. Two-year sour cherries are bringing $75-$100 per 100. No. 1 apples $65-$75, and No. 1 Bartlett pears, $65.—H. M.

NEW YORK—The Ulster County Fruit Growers' Association has asked the American Land Service to obtain workers for its members for the harvest season. Seasonal workers from the city are being enrolled for farm work during their slack periods.

WALNUT, originally cut and seasoned by the government for airplane propellers, is to be used for desks and furniture in many of the schools at Des Moines, Ia., the school board having made the discovery that it can be bought much cheaper than oak.

JOHN WATSON, secretary of the American Association of Nurserymen, addressed the Association of Agricultural Editors at the Hotel LaSalle, Chicago, April 6, on the work of his association in general, and particularly as to its endeavors in the making of farms and farm homes more attractive.

CANNA
KING HUMBERT
DORMANT ROOTS
Per 1000, $50.00; 3000 for $125.00
CHICAGO VAUGHAN'S SEED STORE, NEW YORK

Garden Bordered With Box-Barberry.
Electros of this illustration with each order of 1000 if requested.

Box-Barberry
Well rooted, dormant, summer frame cuttings, ready to set direct into the nursery without further expense,
$65.00 per 1000.
Many leading catalog firms will list Box-Barberry next season.
Introducers
THE ELM CITY NURSERY CO.
WOODMONT NURSERIES, Inc.
New Haven, - - Conn.
Send for Trade Bulletin.

Ampelopsis Veitchii
From 2¼ inch pots, $8.00 per 100; $75.00 per 1000.
JACKSON & PERKINS COMPANY, Newark, New York

Raspberry Plants
Our own growing; inspected; fresh dug on order; prompt shipment; packed in moss. **Cumberland**, black; **Gregg**, black; **Kansas**, black; **Cuthbert**, red--25 plants for $1.25, parcel post; 40 plants for $1.80, parcel post; 100 plants for $3.00, not prepaid; 1000 plants for $20.00, not prepaid; 10,000 plants for $150.00, not prepaid.
See classified grape cuttings ad., this issue.
CHARLES NASH
Nurseryman, Three Rivers, Mich.
Mention the American Florist when writing

We have on hand the largest stock of
BOXWOOD
in New England; all shapes.
Rhododendrons
Parsons' Hardy American Seedlings.
1000 BAY TREES
All sizes, pyramidal and standard shapes.
MONTROSE NURSERIES
Wakefield Center, Mass.
(Office and Salesroom) 31 Otis St., Boston, Mass.
N. F. McCARTHY & CO., Props.

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. ★ WEST GROVE PENNA.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

CINCINNATI, O.—Wm. H. Hatfield and Carl Oberhelman are establishing a business as landscape architects at Norwood, a suburb of this city. Mr. Hatfield is a son of T. D. Hatfield, garden superintendent for Walter Hunnewell, Wellesley, Mass.

Shrubs for Ohio.

Professor R. B. Cruickshank, of the horticultural department of the Ohio State University, Columbus, recommends the following as the 12 best shrubs for planting in that state: Forsythia, lilac, Spirea Van Houttei, syringa, weigela, high bush cranberry, Regel's privet, Morrows and Tartarian bush honeysuckles, summer hydrangea, large-flowered hydrangea, althea and Japanese barberry.

Ready Reference Section.

12 CENTS, NET, PER LINE.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

Alyssum, Double Giant, 2-in., $2.00 per 100; $18.00 per 1,000. Byer Bros., Chambersburg, Pa.

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii, 2¼-in., $8 per 100, $75 per 1,000. Jackson & Perkins Co., Newark, New York.

ASPARAGUS.

Asparagus Sprengeri, 2½-in., 4 cts each. ODOR GREENHOUSES, Iola, Kan.

Asparagus Sprengeri, 2½-in., $4 per 100. Byer Bros., Chambersburg, Pa.

ASTERS.

Queen of the Market, Rose Pink, Red, Scarlet, Flesh, White, Lavender, Dark Blue, strong transplanted, $3.00 per 100. Cash please. HILLVIEW GREENHOUSE CO., La Crosse, Wis. Also see our ads under Calendulas, Snapdragons and Chrysanthemums.

BEGONIAS.

Begonias. Single tuberous rooted, separate colors; $15.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

BULBS.

Dutch Bulbs. Single and double tulips, hyacinths. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Single and double hyacinths. Darwin and single tulips. For prices see display advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Tulips and Lilium Giganteum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

CALADIUMS.

Caladiums. With sound center shoots. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CALENDULAS.

Orange King strong plants in 2-in. square paper pots, $3.00 per 100. Cash please. HILLVIEW GREENHOUSE CO., La Crosse, Wis. Also see our ads under Chrysanthemums, Asters and Snapdragons.

Calendula Orange King, 2-in., $2.50 per 100. Byer Bros., Chambersburg, Pa.

CANNAS.

Cannas. Good strong divisions.

	Per 100
King Humbert	$5.00
Crimson Bedder	4.00

THE REESER PLANT COMPANY
Springfield, Ohio.

Cannas. Large flowering in the "better" varieties. Fine 2 to 3 eye, plump, dormant roots, true to name. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Cannas. Stored in our special moist cellars; not dried and stunted, but all first-class stock. For list of varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Started Canna plants, extra strong. For varieties and prices see display advertisement elsewhere in this issue. Draime Brothers, Citronelle, Ala.

CARNATIONS.

ROOTED CARNATION CUTTINGS.

Fine Healthy Stock.

Grown Right!

Packed Right!

Priced Right!

Sure to Please You.

Ready Now.

	100	1000
White:		
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
White Wonder	5.00	45.00
Pink:		
Pink Enchantress	4.50	40.00
Miss Theo	5.00	45.00
Enchantress Supreme	6.50	60.00
Rose Pink Enchantress	4.50	40.00
Ward	5.00	50.00
Alice	5.00	45.00
Roper	4.50	40.00
Rosette	5.00	45.00
Red:		
Aviator	4.50	40.00
Thenanthos	4.50	40.00
Herald	5.00	45.00
Merry Christmas	5.00	45.00

Buy the Best! It Pays!

Order Promptly

Big Demand

M. C. GUNTERBERG,
Wholesale Florist
159 N. State St. Chicago.

CARNATIONS.

ROOTED CARNATION CUTTINGS

Large supply of fine, well-rooted, healthy and strong carnation cuttings in the following varieties, ready for immediate delivery:

	100	1,000
Rose Pink Enchantress	$4.50	$40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.50	40.00
C. W. Ward	4.50	40.00
Aviator	4.50	40.00
Thenanthos	4.50	40.00

PETER REINBERG,
Wholesale Florist
30 E. Randolph St. Chicago

NOW READY
ROOTED CUTTINGS. FIRST CLASS STOCK.

	Per 100	Per 1000
Peerless Pink	$4.00	$35.00
Winsor Cerise	4.00	35.00
Belle Washburn	4.50	40.00
Crystal White	4.50	40.00
Merry Christmas	4.50	40.00
Cottage Maid	4.50	40.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.00	30.00
Matchless	4.00	35.00
Miss Theo	4.00	35.00

J. A. BUDLONG,
184 North Wabash Ave., Chicago

ROOTED CARNATION CUTTINGS

	100	1,000
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
Enchantress	4.50	40.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
30 E. Randolph St. Chicago

Rooted Pink Enchantress carnation cuttings, $4.50 per 100; $40.00 per 1,000. JOHN RINDFLEISCH, Beloit, Wis.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemums, R. C., now ready. Extra choice. About 500 of each, $3.00 per 100. White Eaton, Yellow Eaton, Smith's Advance, Yellow Jones, Maud Dean, Golden Glow, Golden Queen, Unaka, Money Maker, Pink Chieftain, Roman Gold.

Pompons and Singles.

Actor, Golden Harvest, Diana, Niza, Ruffins, Buckingham, Garza, Our Brook, Aleen, Baby. About 500 of each, $3.00 per 100.

J. S. WILSON FLORAL CO.,
Des Moines, Iowa.

Special prices on Golden Glow, Golden Queen, Oconto, Dr. Enguehard, Mistletoe, Chrysolora, Mrs. Rob., Pac. Sup., Harvard, Thanksgiving Queen; clean healthy stock in 2-in. square paper pots, $3.75 per 100. Cash please. HILLVIEW GREENHOUSE CO., La Crosse, Wis. Also see our other ads under Asters, Calendulas and Snapdragons.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It

COLEUS.

Coleus, R. C., $1.50 per 100. Byer Bros., Chambersburg, Pa.

CYCLAMEN.

Cyclamen. Strong, 2¼-inch for early March delivery, $10.00 per 100. Mixed; white; white with red eye. Note:—We do not guarantee these varieties absolutely true to color, but the above varieties will predominate. All very choice strains. J. E. MATTHEWSON. Sheboygan, Wis.

DAISIES.

HARDY DAISIES

Memorial, Shasta, Alaska and Mrs. Bell, 2½-in. pot bound ready for the field, will bloom this season. $5.00 per 100. AUGUSTUS CASPERS, Rochelle, Ill.

DRACAENAS.

Dracaenas. Massangeana, 7-in., $2.50, 6-in., $1.75 each; Fragrans, 6-in., $1.50 each; Terminalis, 4-in., doz., $6. 100, $45.00. Vaughan's Seed Store, Chicago and New York.

FERNS.

Hardy Ferns, wholesale	100	10	Each
Aspid. Pedatum, Maidenhair.	$9.00	$1.00	15c
Aspid. Goldiana, Gold. Fern	9.00	1.00	15c
Aspl. Thely, Silver Spleenw't	9.00	1.00	15c
Onoclea Sensibilis	8.00	1.00	15c
Onoclea Struthiopteris, Ostrich	10.00	1.20	15c
Osmunda Cinnamonea and Clayt.	12.00	1.40	15c

And 5 other varieties. Descriptive list mailed free. 100 Ferns, your selection, billed 100 rate. Goldiana, Ostrich and Cinnamon most popular.

LUDVIG MOSBAEK, Ferndale, Askov, Minn.

Ferns. Pot grown; shipped without pots, Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Boston ferns out of the bench ready for 6 and 8-inch pots. Come and see the stock and for prices. J. H. FIESSER, North Bergen, N. J.

Ferns. Boston, 4 and 5-in., for immediate delivery. Write for prices. Geo. A. Kuhl, Pekin, Ill.

FICUS.

Ficus Elastica. Fine perfect plants. 5-in., each 75c, doz. $8; 6-in., each $1.00, doz., $10. Vaughan's Seed Store, Chicago and New York.

GERANIUMS.

Geraniums. Rooted cuttings. S. A. Nutt and Buchner, $20 per 1,000; Ricard and Poitevine, $25 per 1,000. Albert M. Herr, Lancaster, Pa.

100,000 geraniums to offer this season. Strong 4-in. Nutt and Castellane, ready now, 17½ cents each. L. J. ROWE, Box 244, Titusville, Pa.

Geranium bargain. Best standard sorts, mixed, 2½-in., 5c; 3-in., 6½c; 3½-in., 8c each. AUGUSTUS CASPERS, Rochelle, Ill.

GLADIOLI.

Gladiolus bulbs. First-class stock from our Michigan farms. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

GRAPE CUTTINGS.

Grape Cuttings, A1 stock. Moore's Early, Delaware, Niagara, Worden, Champion, Campbell's Early, Virginnes, 75c per 100, your choice. 1,000 Delaware, Moore's Early or Worden for $4.00. 10,000 Moore's Early for $35.00. See my display ad of Raspberry plants in this issue. CHARLES NASH, Nursery, Three Rivers, Mich.

IRISES.

Dormant stock of Iris; Black Prince, Celeste, Flavescens, Queen of May, Sans Sonci, Siberian Blue, $2.50 per 100. Cash please. NEOSHO NURSERIES CO., Box A, Neosho, Mo.

You Need Room

All surplus plant stock should be sold now.

The plants need more room this warmer weather and will soon spoil if they don't get it.

Every plant has cost you money and you can readily sell the surplus by advertising NOW.

LYCHNIS.

Lychnis Viscaria Splendens and Gaillardia Grand., $6 per 100 fg. stg. T. J. MURPHY, 409 Erie St., Painesville, O.

LILY OF THE VALLEY.

Lily of the Valley pips. Finest quality; ready for immediate delivery. Van Meeuwen & Tagelaar, 1133 Broadway, New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Lailio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

POINSETTIAS.

One-year-old Poinsettia stock plants, one to two inches thick, $18, $25 and $30 per 100. Less 5% for cash. PAUL ECKE, 1226 Hayworth Ave., Los Angeles, Calif.

PRIMULAS.

Primula Obconicas, Rosea, Apple Blossom, Kermesina. Good, strong stock from 2¼-in. pots at $6.00 per 100; $55.00 per 1000. J. H. FIESSER, North Bergen, N. J.

PRIVET.

Privet. Box-Barberry, well rooted summer frame cuttings, $65.00 per 1000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

ROSES.

50,000 GRAFTED

ROSE PREMIER

Here is your only

opportunity to buy

CHOICE GRAFTED

PREMIER PLANTS

$35.00 per 100

$350.00 per 1000

Can make delivery at rate of 5000 weekly beginning at once.

Absolutely healthy A No. 1 stock.

Place your order at once for immediate or deferred shipment.

WEISS & MEYER CO.,
MAYWOOD, ILLINOIS.

ROSE PLANTS.

Rose plants in 2½-inch pots. Fine stock. Best in market.

	100	1,000
Richmond	$10.00	$ 90.00
Killarney Brilliant	11.00	100.00
Pink Killarney	10.00	90.00
White Killarney	10.00	90.00
Ophelia	10.00	

WIETOR BROS.
30 E. Randolph St. Chicago.
L. D. Phone Randolph 2081.

BENCH ROSE PLANTS

Russell ..... $100.00 per 1000
Champ Weiland ..... 80.00 per 1000

Young Rose Stock—2-Inch Pots

20,000 Ophelia ..... $75.00 per 1000
5,000 Milady ..... 75.00 per 1000

PETER REINBERG
30 East Randolph St., Chicago

ROSES READY FOR IMMEDIATE SHIPMENT

COLUMBIA, 2½-in. own root, $15 per 100; $125 per 1,000.

CHARLES H. TOTTY COMPANY,
Madison, New Jersey

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

List of 2¼ and 4-in. Roses ready, on request. Leedle Co., Expert Rose Growers, Springfield, O.

SEEDS.

TO THE SEED TRADE.
Early Gradus peas.....$20.00 per 100 lbs.
Thomas Taxton peas.... 20.00 per 100 lbs.
Prince Edward peas..... 20.00 per 100 lbs.
Black Valentine beans.... 14.00 per 100 lbs.
F. O. B. cars.
SIMON POS, 31 Bergen St., Paterson, N. J.

Seed. Primula Obconica Gigantea Rosea. Dwarf habit, light and dark shades of pink. Select strain; fresh seeds. Packet of 1500 seeds, $1.50. Cash. Ernest Oechslin, River Forest, Ill.

Seeds. Specialists in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices, Kelway & Son, Langport, Eng.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorsonera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds, specialists: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30; 5 lbs. and over, $25 per lb. D. Landreth Seed Co., Bristol, Pa.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Primula Chinensis and P. Obconica Gigantea. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

SEEDS.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax. Extra good, strong, well rooted plants. 2-in., $2.50 per 100. Elmer Rawlings, Allegany, N. Y.

SNAPDRAGONS.

Plant a bench of Snapdragons and have plenty of flowers all through the summer; big producers and profit makers. If that bench of carnations or roses is not doing well, pull up and plant snaps; will pay BIG. Cultural directions with every shipment. Silver Pink, Rose Pink, Enchantress Pink, Red, Lavender, White, Yellow; exceptionally fine plants, 2½-in., $4.50 per 100; worth much more. Cash please. HILLVIEW GREENHOUSE CO., La Crosse, Wis. Also see our ads under Asters, Chrysanthemums and Calendulas.

SPHAGNUM MOSS.

Sphagnum Moss for florists and nurserymen. For spot shipments or contract. Write us. Vaughan's Seed Store, Chicago and New York.

TO EXCHANGE.

Vinca Minor plants with 3 to 5 leads for ferns, geraniums, dahlia bulbs, gladioli bulbs, cannas, roses or anything I can use. C. M. WEBB, Fayetteville, Tenn.

VEGETABLE PLANTS.

Fine field-grown "frostproof" cabbage plants, Copenhagen Market, Wakefield, Ballhead, etc., 300, $1.25; 500, $2.00; 1,000, $3.00 postpaid. Express, 1,000, $2.50; 10,000, $20.00. Cash. Shipped safely anywhere. Well packed. TIDEWATER PLANT CO., Franklin, Va.

Seed sweet potatoes. Yellow Nansemond, Up Rivers and Big Stem Jerseys in heavy packed, full bushel hampers, $2.00 per hamper. Booking orders for plants. Send for price list. H. AUSTIN, Felton, Del.

Rhubarb roots, strawberry variety, $30.00 per 1,000. H. CORVAL RICHMAN, Malaga, N. J.

Asparagus plants, 1 year old, 75 cts per 100. ODOR GREENHOUSES, Iola, Kan.

VINCAS.

Vinca Minor or myrtle. Plants with 3 to 5 leads, $7.00 per 1,000, any quantity. C. M. WEBB, Fayetteville, Tenn.

VIOLETS.

VIOLETS. Sweet Single, strong rooted plants, $10.00 per 1,000. Cash please. NEOSHO NURSERIES CO., Box A, Neosho, Mo.

MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works, Lowell, Mass.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., W. Philadelphia, Pa.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Tobacco stems, $1.50 per 100 lbs. Special price on five bales or more. SCHENCK CIGAR CO., Maroa, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL.

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FERTILIZERS

For results use "Master Brand" prepared concentrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braum Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse glass, plants and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Louisville, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

For Sale—4-inch flower pots, standard, now $15.50 per 1000. ERIC BUCHHOLZ, Muncie, Ind.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Fenrich, Joseph H., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co. Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.

WHOLESALE CUT FLOWERS.

Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuhl, Geo. A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
Neidinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Williams, New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.

Bailey's New Standard Cyclopedia of Horticulture

Six Splendid Volumes

Price, $6.00 Per Volume

Carriage paid to any part of the United States

American Florist Co.
440 S. Dearborn St., CHICAGO

THE CUSTOMERS' INTEREST FIRST

This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all the Greenhouse Boiler business

A KROESCHELL

is the key to fuel economy.

THE KROESCHELL POLICY

We make every kind of boiler, but it is our policy to supply only the type of boiler best suited for the conditions. You get the highest boiler value.

NOT CAST IRON

NOT CAST IRON

Kroeschell Bros. Co. 452 W. Erie St. CHICAGO

NOT CAST IRON

NOT CAST IRON

Albany, N. Y.

NOTES.

The flower show held by the florists' club on the night of March 25, was remarkable for the beautiful display of Easter stock shown by the growers. Henkes Brothers contributed three vases of carnations, mostly White and Pink Enchantress; William Hannell displayed rambler roses and white and pink spiræas; William Maver, gardener for Henry M. Sage, staged gardenias; George E. Nagengast, Jr., hydrangeas; Frederick A. Danker, roses, and James Snyder, Rhinebeck, violets. F. R. Pierson, Tarrytown, sent a vase of 50 blooms of his new carnation, Hope Henshaw, a pink variety that attracted favorable comment. Several of the retailers contributed bouquets and corsages. After the show, the exhibits were auctioned off to the retailers present. F. A. Danker bought the vase of Hope Henshaw for $12. The sale brought $223.50.

Fine weather during Easter week worked to the advantage of the florists. On Palm Sunday, invitations were extended by two of the retailers, Frederick A. Danker and George E. Nagengast, Jr., to the public, to visit their greenhouses. The result was a remarkable response. It is estimated that over 2,000 people in the afternoon passed through Mr. Danker's greenhouses. Not so many visited the Nagengast houses, but, nevertheless, the number was considerable. This is the first year that Mr. Nagengast extended an invitation to the public to visit his range. Two of the houses are new, having been finished last fall.

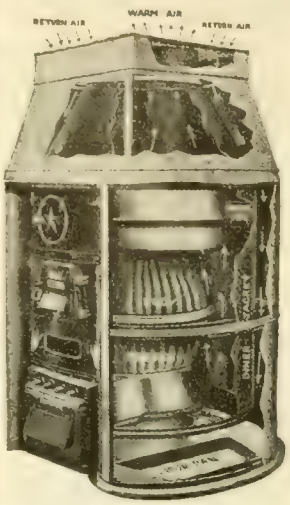
Under a plan of co-operation agreed upon between the New York State College of Agriculture, Cornell University, Ithaca, and some growers in Columbia county, the state college will establish at Kinderhook, this season, a field laboratory. It will be in charge of an expert, who will devote his time next summer to help the growers to solve their problems. The growers will provide a salary, maintenance, and an automobile for the expert, who will make investigations of insect pests and plant diseases. The plan has been tried out in a number of sections of the state since 1909, and is reported to have proved satisfactory.

Charles S. Wilson, state commissioner of agriculture, has extended his quarantine order of last year against the European corn borer to include 10 counties in the state. In this matter, the commissioner is co-operating with the federal authorities, who have prohibited the exportation from the quarantined districts of corn, broom corn, celery, green beans in pod, beets with tops, spinach, shrubbery, oat and rye straw, chrysanthemums, asters, cosmos, hollyhock, gladioli and dahlias.

Philip Bender, city superintendent of parks, has announced the resumption of the municipal programme of tree planting, which was interrupted by the world war. The park department is planning to set out shortly 3,000 trees along new thoroughfares.

Frederick A. Danker has added to his nursery equipment, a 1½-ton Packard truck. During the winter, he had an expert thoroughly overhaul his two delivery automobiles used at the retail store, and they are in fine condition.

R. D.



QUALITY—SERVICE

"Blauvelt" Hero Pipeless Furnace System

Installed at half the cost of Steam or Hot Water.

70 degrees of heat guaranteed in zero weather.

Can be installed with or without PIT.

Saves 35% of your Coal Bill.

We have also Special Burners for Oil—and Grates for Soft Coal or Wood.

A perfect moist heating system. The ideal heat for growing all kinds of greenhouse products. In fact, it is the coming Greenhouse Heating System.

"Blauvelt" Hero Pipeless Furnace Company

411 Sycamore St., PLAINFIELD, N. J.

Mention the American Florist when writing

Providence, R. I.

BEST EASTER IN MANY YEARS.

Easter trade this year was exceptionally good. Stock sold almost on sight, with everything offered having a heavy call. Violets were in somewhat limited supply, and of poor quality, but they moved freely. Corsages of sweet peas were very popular and a sufficient supply of these flowers to meet requirements could not be obtained. Plants enjoyed an excellent sale, the offerings including daffodils, bougainvilleas, rambler roses, tulips, spiræas, hyacinths, primulas, cinerarias, deutzias, azaleas and rhododendrons. Ferns, Ficus elastica and palms also found buyers. As a whole, stock sold exceptionally well with volume of business better than in any previous year, from present indications.

H. A. T.

SAN DIEGO, CALIF.—The San Diego Floral Association is planning for one of the largest exhibitions in its history the latter part of April.

WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free From Bubbles—Uniform in Thickness.

PAINTS and PUTTY

Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.

It will pay you to get our estimates.

THE DWELLE-KAISER CO.

251 Elm St., - BUFFALO, N. Y.

Mention the American Florist when writing

DREER'S

Florists' Specialties

New Brand New Style

"RIVERTON HOSE"

Furnished in lengths up to 500 feet without seam or joint.

The HOSE for the FLORIST

¾-inch, per ft.....22c

Reel of 500 ft. 21c

2 Reels, 1000 ft.....20c

½-inch, per ft 19c

Reel of 500 ft. 18c

Couplings furnished without charge.

HENRY A. DREER

714 716 Chestnut Street

PHILADELPHIA, PA.

Mention the American Florist when writing

Louisiana Red Cypress Bench Lumber

No doubt some of your old benches need repairing—or may have to be entirely replaced.

We have ready for immediate shipment, from our Chicago yard, a large and well assorted stock of **Genuine Louisiana Red Cypress Bench Lumber,** and can take care of your needs—large or small.

Write for prices, giving us a list of your requirements.

When ready to build that new greenhouse, let us figure with you. Our construction is most modern. Our price is reasonable. Write us.

THE FOLEY GREENHOUSE MFG. CO.

Designers Builders Heating Engineers

Main Office and Factory: 3100 S. Spaulding Ave.

CHICAGO, ILL.

Downtown Office: State-Lake Bldg.

Rochester, N Y.

WEEK BEFORE EASTER IS DULL.

With few social functions and trade being held back for Easter the demand of the past week has been quiet. Stock of all kinds is plentiful with the exception of plants affected by the embargo, and due to the cool weather it has been easy to hold back tulips, daffodils and all bulbous stock for Easter. Carnations are excellent and continue to bring fancy prices. Violets have also maintained good quality, favored by the cool weather. Roses of all kinds are very fine and lily of the valley is good and the supply plentiful. Cattleyas are numerous but do not have much call.

NOTES.

Representatives of horticultural interests are making strong protest against a bill introduced in the legislature calling for an appropriation of $600,000 for another cattle building on the state fair grounds. Steps are being taken to secure a suitable horticultural building and $500,000 will be asked for that purpose.

H. E. Wilson is well supplied with a fine lot of Harrisii lilies. Mrs. Arvilla Smith, of this establishment, has resumed her duties after an absence of two months.

Salter Bros. have been featuring attractive window displays of bulbous plants and pussy willow trees in full bloom.

C. W. Curtis, of Irondequoit, is cutting excellent stock, included in which are some very fine cattleyas and genistas.

Horace J. Head is making plans for a trip to England, sailing the latter part of May for a visit with his parents.

The Easter display of Geo. T. Boucher is one of the finest in the western part of the state.

Mrs. George T. Boucher is convalescing after a severe illness.

CHESTER.

OTTAWA, ILL.—The King Greenhouses, the oldest in this city, have been purchased by the Davis-Steiner Co.

CLEVELAND, O.—The Cleveland-McCallum Co., of this city, has been incorporated with a capital of $10,000 to operate a florist establishment. The incorporators are E. J. McCallum, J. M. McLaughlin, H. F. Boyd, J. Guenther and W. H. Temblett.

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscriptions, to cover postage, $1.00

As the H. A. is a phrely **TRADE** medium applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A." LOWDHAM, NOTTS, ENGLAND.

Mention the American Florist when writing

Wired Toothpicks

10,000, $2.50; 50,000, $11.00. Manufactured by

W. J. COWEE, Berlin, N. Y.

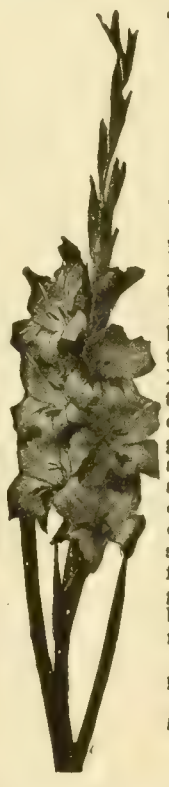
Sample Free. For Sale by Dealers.

Mention the American Florist when writing

HAMILTON, ONT.—Major Connon has resumed his duties as president of the John Connon Co., Ltd.

STERLING, ILL.—Oscar W. Ecklund and wife have opened two new houses at 101 Seventeenth avenue.

ST. JOSEPH, MO.—The 125-foot smokestack at the range of the Stuppy Floral Co. was blown down March 4, wrecking several houses and causing damage to the amount of about $15,000. Considerable stock was frozen, but 80,000 rose plants were saved by prompt action.



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.60

AMERICAN FLORIST CO.
440 S. Dearborn St.
CHICAGO.

CUT FLOWER BOXES

EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

The Regan Printing House

Large Runs of

CATALOGUES

OUR SPECIALTY
WRITE FOR PRICES
523 PLYMOUTH COURT, CHICAGO

YOU WILL BE SURPRISED

At the quality there is in WIZARD BRAND Shredded Cattle Manure this year. New equipment provides a better selection of crude manures than ever before and it shows up in every bag of Shredded Cattle Manure.

WIZARD BRAND
TRADE MARK

PULVERIZED SHEEP—PULVERIZED CATTLE
SHREDDED CATTLE

MANURE

Is dried and sterilized in high temperature direct heat dryers. It saves you time and labor in handling and application. Does not bring you foreign weeds and grasses that come with crude or air dried manures.

WIZARD BRAND may not always be lowest in price but it is highest in quality and the recollection of quality remains long after price is forgotten.

WIZARD BRAND Trade Mark is tagged or printed on every bag for your protection.

Your dealer can supply WIZARD BRAND if you insist or we will quote on any quantity from a bag to a carload promptly.

THE PULVERIZED MANURE CO., No. 32 Union Stock Yards, **Chicago, Ill.**

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor

The Peters & Reed Pottery Co.
SO. ZANESVILLE, OHIO
"Moss Aztec" Ware
HORACE C. GRAY CO.
200 Fifth Avenue New York

Mention the American Florist when writing

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

Why?

A. H. HEWS & CO., INC.
Cambridge, Mass.

George Keller Pottery Co.

SUCCESSOR TO

GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Mention the American Florist when writing

Nebraska Red Pots

ARE RECOGNIZED EVERYWHERE FOR QUALITY

Your orders always receive prompt and careful attention. Made of high grade material by skilled workmen in a modern plant. Write for prices on your requirements.

Kahler Pottery Co., Louisville, Neb.

Mention the American Florist when writing

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subscription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY
BURNLEY, ENGLAND.

Mention the American Florist when writing

John C. Moninger Co.

GREENHOUSES

Designers - Manufacturers - Builders
We sell the complete house or any part
908 Blackhawk St., CHICAGO, ILL.

Mention the American Florist when writing

Mention the American Florist when writing

SUPERIOR

RED POTS

Quality and prices right. ASK US.

FLORIST SPECIALTY CO.
IDAVILLE, INDIANA

Mention the American Florist when writing

Index to Advertisers.

Allen J K.....665
Alpha Floral Co.....670
American Bulb Co... I
American Greenhouse Mfg Co.....IV
Amling E C Co.....661
Anderson S A 666
Angermueller G H Co 663
Aphine Mfg Co. III
Aphrodite Co 669
Astoria Florist 669
Avenue Floral Co... 671
Baer Julius ... 671
Barnard W W Co...676
Barnes W J.....668
Bassett & Washburn 674
Baumer Aug 671
Baur Window Glass Co..... IV
Bayersdorfer H&Co 663
Begerow's.....670
Berger Bros.....662
Berning H G.....662
Blackistone Inc ... 670
Bodger J & Sons Co.673
Bolgiano J & Son....673
Bramley & Son 670
Braslan Seed Growers Co..... 672
Breitmeyer's J Sons 670
Bremond A & L Freres 677
Brenner Edward.....665
Broadway Florist....669
Brown A J Seed Co. 672
Brown Bag Filling Machine Co..... 677
Bruns H N 667
Bryan Alonzo J .653
Buckbee H W.....670
Budlong Co J A.....659
Bunyard.....669
Burpee W A Co.... 676
Byer Bros.....653
California Florists ..668
Cazan A B 669
Central Floral Co....671
Central Refrigerator & Equipment Co. 661
Chicago Feed & Fertilizer Co 688
Chicago Flower Growers Assn.....655
Clark E B Seed Co..677
Clarke's Sons D.... 669
Clay & Son.....688
Clipper Lawn Mower Co.....688
Coan J I.....665
Conard & Jones Co. 680
Cooke Geo H 670
Cowee W J.....686
Coy H C Seed Co...674
Craig Robt Co.....679
Culp W H & Co. 668
Danker Fred A..... 666
Dards Chas 669
Dietsch A & Co ... I
Dominion Floral Co 670
Dorner F & Sons Co 679
Draime Bros.....679
Dreer H A.....685 687
Drevon-Tegelaar Co 676
Dunlop John H..... 670
Dwelle-Kaiser Co.. 685
Dysinger M & S L ..678
Eble Charles.....667
Edwards Fold'g Box 686
Elm City Nu s Co...680
Engelmann C..... 666
Erne & Co.....660
Evans A W B.....670
Excell Laboratories.III
Eyres H G.....666
Fallon Florist.....671
Fenrich Jos S..... 664
Fleischman 668
Florists' Publicity Service Bureau of S A F. 653 655 663 664
Florist Specialty Co 687
Foerster Co Jos 656
Foley Greenhouse Mfg Co..... 656
Ford M C 665
Ford William P 665
Fox J M & Son Inc 671
Frauenfelder C.....667
Freeman Mrs J B .. 670
Frey C H.....668
Frey & Frey..... ..668
Friedman..... 667
Froment H E.....665
Futterman Bros.....664
Galvin Thos F.....669
Gasser J M Co.....670
Giblin & Co.....III
Gnatt Ove Co The...652
Godineau R & M... 674
Goldstein I.....665
Gorham Printery Inc IV
Grakelow Chas H 671
Grand Rapids Flo Co.671
Grimm & Gorly.....668
Gude Bros.....671
Habermehl's Sons J J.666
Hammond's Paint & Slug Shot Wks 688
Hardesty & Co.....670
Harris Wm K..... 679
Hart Geo B 665
Hart Henry..... 669
Haven Seed Co.....674
Heinl John G & Son.671
Henderson A & Co.I 676
Henderson Lewis....668
Henry Co The John.680
Henshaw Floral Co.665
Hertz & Nash.....664
Hero Pipeless Furnace Co. 685
Herr Albert M. 678
Hess & Swoboda....668
Hession.....669
Hews & Co A H. .. 687
Hill D Nursery Co..680
Hogewoning & Sons.676
Hollywood Gardens.668
Holm & Olson.....668
Holton & Hunkel Co.663
Hort Advertiser 686
Hort Trade Journal.687
Hurff Edgar F 677
Hurst & Son.....674
Ickes-Braun Mill Co.IV
Idlewild Greenhs... 671
Jackson & Perkins Co 680
Jahn Hugo..... 671
Joy Floral Co.....667
Kahler Pottery Co. 687
Kasting W F Co ... I
Keller Pott'y Co Geo 687
Keller Sons J B..... 666
Kelway & Son.....674
Kennicott Bros Co 654
Kervan Co The..... 665
Kessler Wm 665
Kottmiller A..... 669
Kroeschell Bros Co 685
Kruchten John.....661
Kuhl Geo A 679
Lager & Hurrell ... 653
Landreth Seed Co ..673
Lang Flo & Nurs Co.668
Lange A.....667
Lecakes C & Co .. 664
Lindley Flower Box Co 660
Littlefield Florist....670
Longren A F.....679
Louise Flower Shop.666
McCallum Co 663
McClunie Geo G... 666
McGill R & Son....674
McHutchinson & Co.674
Mackie William.....665
Malandre Bros 669
Mangel..... 667
Matthews the Flo'st.670
Matthewson J F.....667
Meconi Paul 665
Metaire Ridge Nurs 670
Meyer John C Florist Thread Works. .. 660
Michigan Cut Flower Exchange..... 661
Michell Henry F Co 674
Millang Jos A 664
Miller Floral Co.....671
Miller & Musser ... 661
Mitchell John R. 653
Moninger J C Co ...687
Montrose Nurseries 680
Murray Samuel.....671
Nash Charles.....680
Neidinger Jos G Co. 663
Newell A 671
N Y Cut Flower Ex. 665
N Y Floral Co..... 667
Niessen Leo Co..... 662
Oechslin Ernest 676
Oriental Goldfish & Supply Co.....669
Papadem J G Co....669
Park Floral Co 671
Park Floral Co.....666
Peacock E R Co.....673
Pearson E W 666
Pedrick G R & Son..676
Penn the Florist.....670
Peters & Reed Potty 687
Philips Bros 667
Pierce F O Co. IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co 672
Pikes Peak Flo Co 671
Pillsbury I L.....III
Pittsb'rgh Cut Flo Co.666
Podesta & Baldocchi.670
Pochlmann Bros Co II
Pollworth C C Co.. 663
Polykranas Geo J .. 665
Potter Floral Co.... 671
Proto-Feed & Guano Co 688
Pulverized Manure Co The 687
Pyfer A T & Co.....657
Randlein Basket Co 671
Randall A L Co. .. 661
Randall's Flo Shop. 670
Randolph & McClements..... 666
Rawlings Elmer.... 678
Ready Reference....681
Reed & Keller .III
Regan Ptg House ..686
Reid Edw 662
Reinberg Geo.....661
Reinberg Peter.....655
Rice Bros..... 663
Rice Jerome B Seed Co673
Robinson J C Seed Co 676
Rock Wm L Flo Co..668
Rodgers J W.....670
Rohnert Waldo.. 674
Rosaia Bros.....671
Rosery Floral Co....671
Routzahn Seed Co.. 677
Rusch G & Co.....663
Saake O C..... 671
Salzer Seed Co J A..668
Sceery Edw.....671
Schiller the Florist 667
Schillo A Lum Co ...IV
Schlatter W & Son..688
Schling Max 669
Schmidt Chas L.....666
Segers Bros Ltd.....678
Shaffer Geo C.....670
Sharp Partridge & Co.688
Sheppard H W.....670
Sheridan Grhs Co....668
Sheridan Walter F...665
Siebrecht Geo C.....665
Simon & Son I N....674
Situations & Wants.651
Skidelsky S S & Co.. I
Smith A W & Co....666
Smith & Co E D 676
Smith & Fetters Co.671
Smith Henry.....671
Storrs & Harrison 677 678
Stumpp G E M.....669
Thorburn J M & Co. 677
Tonner O A & L A..656
Totty Chas H...652 676
Traendly & Schenck 665
Traveling Wholesale Florist.....664
Trepel Joseph.....666
United Cut Flo Co..655
Vanderschoot R A..676
Van Meeuven & Tegelaar 679
Vaughan A L Co....657
Vaughan's Seed Store .. ..I 657 675 679 680
Vick's Sons Jas.... 677
Vincent R Jr & Sons Co..... I
Walker F Co.....671
Weber F H.....671
Weiland & Risch...661
Weir Jas.....666
Western Seed & Irrigation Co..... 673
Wietor Bros.....656
Williams Mrs E A. 666
Winterson Co E F..660
Wittbold G Co 667
Wolfskill Bros & Morris Goldenson.668
Wonder Plant Irrigator Co.....660
Woodruff S D & Sons 674
Yokohama Nurs Co.673
Young A L & Co... 664
Young John & Co....665
Zech & Mann...658 661

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.

809 Exchange Avenue, U. S. Yards, Chicago

"Master Soil Builders"

Send for prices on **Master Brand Vine and Plant Manure**—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.

4121 South La Salle Street, CHICAGO

Mention the American Florist when writing

Before

No loss if you mend your split carnations with

Superior Carnation STAPLES

35c per 1000; 3,000 for $1.00 Postpaid

Wm. Schlatter & Son

After

422 Main Street SPRINGFIELD, MASS.

Mention the American Florist when writing

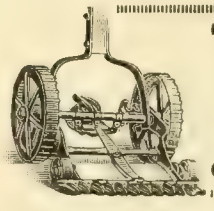
SLUG SHOT

Used from Ocean to Ocean for 35 Years

Sold by Seed Dealers of America

Saves Currants, Potatoes, Cabbage, Melons, Flowers, Trees and Shrubs from Insects. Put up in popular packages at popular prices. Write for free pamphlet on Bugs and Blights, etc., to B. HAMMOND, Beacon, New York.

Mention the American Florist when writing



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plantain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER COMPANY Dixon, Illinois

Mention the American Florist when writing

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER

TRADE MARK

EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

GREENHOUSE GLASS

BEST BRANDS

SHARP, PARTRIDGE & CO.

2263 LUMBER STREET, CHICAGO, ILL.

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas"

Vol. LIV. CHICAGO AND NEW YORK, APRIL 17, 1920. No. 1663

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company.

Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,

440 S. Dearborn St., Chicago.

Long Distance Phone: Harrison 7465.

Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treas. **The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.**

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next annual convention and exhibition, Washington, D. C., November 1920. OFFICERS: THOMAS W. HEAD, Lake Forest, Ill., President; Z. D. BLACKISTONE, Washington, D. C., Vice-President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary; CHAS. H. TOTTY, Madison, N. J., Treas.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Washington, D. C., January, 1921. OFFICERS: C. W. JOHNSON, Chicago, President; D. G. GRILLBORTZER, Washington, D. C., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa. President; F. L. ATKINS, Rutherford, N. J., Vice President; E. A. WHITE, Cornell University Ithaca, N. Y., Secretary; HARRY O. MAY, Summit N. J., Treasurer.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition, Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Sweet Peas.

A sowing of sweet peas made in pots late in March which can be transplanted outside as soon as all danger from late frosts is passed, will give a crop of these flowers two or three weeks earlier than the seed sown in the ground. There is generally a time in late June and early July that the sweet peas in the greenhouses come very poor, owing to the excessive heat under glass and the infection of red spider, and the early sowings outside are not yet in flower. Five or six seeds sown in a 3-inch pot and these placed on the sill or window ledge or on a hanging shelf will make nice stock for planting out after the middle of April and the advantage of those started in the greenhouses over the ones sown in the cold ground will be quickly be seen upon trial. They can be grown so that they will take but little valuable room under glass and the extra expense of this and the labor in transplanting them, will be more than recompensed by having fine flowers at at time when most of the stock is in poor condition. The plants that are growing inside will require considerable attention as the sun increases in power; the growth is very rapid and the vines must be kept erect or crooked flower stems will be the result. They should be gone over every day, and where the growing shoots are getting away frm the supports they should be fastened to them.

Lilium Lancifolium.

Among the best flowers for greenhouse culture during the summer months is the Lilium lancifolium, of varieties rubrum, roseum album and Melpomene. While these varieties can all be grown outside, yet under those conditions they rarely give perfect flowers and they also tarnish quickly in the direct rays of the sun or under heavy rains, and to have flowers that can be used for decorative work or designs it is far better to grow them under glass. Those that are to bloom in July should have been started in March, but for August blooming they can be planted now. One of the easiest ways to grow these bulbs is to plant them in boxes from four to six inches deep, not too large, but of a size that one man can handle when filled with soil. Do not fill the boxes too full when planting the bulbs, for like all lilies they throw out roots at the surface, so it is well to leave room for top dressing later. Grow them in a cool, shady location and after the spikes begin to grow, give them plenty of water and keep them tied erect to stakes. Constant fumigation will be necessary to keep the green fly in check. This is in no way forcing these bulbs, and if properly dried off after blooming the bulbs may be grown year after year and a good crop of flowers obtained.

Freesias.

Although the freesias are a cheap bulb they should not be thrown away, for it takes but little attention to ripen them off after they are through blooming and as good bulbs can be procured as those that are purchased. The freesia is a native of southern Africa, so they are blooming at the natural season when flowered in midwinter in the north. But the bulbs must be allowed to mature their growth and then dried off gradually. The pots or boxes in which they are grown can then be placed in full sunlight and allowed to become very dry. A shelf near the glass makes an admirable place on which to place them after the growth has finished, and no more watering is required, but they must not stand where any drip from the roof on a stormy day is liable to keep them moist. They can be shaken out in June and the bulbs started, as it is comparatively easy to select the flowering bulbs and

store in a dry place until wanted for planting. For Christmas blooming the bulbs should be started early in July and a succession of plantings until September will give the grower flowers until the following spring.

Hydrangeas.

There are very few plants that are generally grown that show more variance in their culture or in the returns to the grower than the hydrangeas, especially those that are grown for summer blooming. In looking over the stocks in the several markets one will often see the extremes of these plants grown in the same sized pot; one with eight to 10 heads of bloom, short and stocky, with fine foliage, an ornament on any porch or in any yard; and the other tall and long jointed, with two or three heads of bloom and five or six branches with no flowers and the foliage thin and small, the former bringing the grower $3.00 to $3.50 and the latter hardly averaging $1.50. Yet these two plants have practically cost the grower the same amount of labor. These plants grow rapidly and must have plenty of room, an abundance of sun and lots of nourishment. It is useless to try to grow a good plant when they are crowded together. Many growers finish these plants by raising the pots over the benches of bedding plants that do not now require the full amount of sun, placing the hydrangeas about four feet apart in the center of the bench and standing the pot on a stand two feet above the other plants. This gives the hydrangeas a fine location. When the plants have set their buds, the pots will probably be full of roots and a watering of liquid manure once or twice a week will greatly assist them in finishing up the flower and keep the foliage in good color. To grow good hydrangeas they must have plenty of food, room enough to grow shapely and for the air to circulate all around the plant and a light, well ventilated location. Under these conditions they are easily grown and are remunerative to the grower.

Bedding Plants.

The general florist will now have his hands full with bedding stock, which should now be spread out and given the necessary room. The geraniums should be spaced, and if any have grown too tall to make shapely plants the tops should be cut back, but at the present day the trade wants a geranium in bloom at bedding time, and very little pinching should be done after the first of April, for it will take from then until the first of June to produce a new branch with a flower. Ageratums, alternantheras, alyssums, heliotropes and like blooming plants should be kept on the move and be given good light positions. Salvia should be kept pinched back until the latter part of the month, which should produce fine, shapely plants. The coleus should be rooted and the top rubbed out as soon as established in the pots. Seedlings should be potted or flatted, the former preferred if a price can be obtained commensurate for the extra labor, but if flatted give them room enough to develop properly. Cannas will now require a warm, light location and plenty of root room. The one great factor in growing good bedding stock is, at this season, to keep the plants moving and never allow them to get a check, for if once severely checked, a good plant is an impossibility.

Gypsophila Paniculata.

There are few summer flowers that are of more use to the florist having a local trade than the gypsophila, for it lightens up work beautifully and greatly aids in softening the appearance of the summer flowers, many of which have a course look in floral work, and in bouquets, sprays and basket work the sprays are particularly useful. The grower not possessing a good bed of this should procure stock at once and plant them in a good, sunny position, and after once becoming established they require no further attention than to keep the bed free from weeds and occasionally cultivated. Seed can be now sown and as soon as large enough transplanted in rows outside, where they can remain until another spring, when they can be again transplanted to permanent quarters, but to have plants that will bloom this year it will be necessary to procure older stock. The double form of this plant is even more beautiful than the single for some purposes, and its lasting qualities make it more valuable for a cut flower than the older variety.

Peonies.

As soon as the frost is out of the ground the poeny beds should be forked over and the manure mulch that was placed on them last fall should be forked or spaded in, but let this be done by a careful man, or at least not by help that knows nothing about this work. The young growths start very early and are very tender, so it is best not to fork too close to the crowns, but loosen up all the soil around the plants. It is also well to leave the stems covered as deep as they have been all winter, for a sharp frost may injure a stem that has been protected through the severe winter and then subjected to sharp cold. But the loosening of the soil to good depth will conserve the moisture and allow the air to get into the soil. If the plants were not mulched with manure in the fall, it is well to spread some old manure, not fresh, on the beds before spading and fork it in. Although the fall is the best time to transplant peonies, yet if not done and it is desired or necessary to move them, they can be transplanted early in the spring, but this must be done before the growths are above the surface of the ground and as much soil left about the roots as possible. These plants make their young roots in the fall, and if any attempt is made to shake the soil off, the roots will be broken doing this. Divisions must therefore be carefully made ,so as to disturb the roots as little as possible. The dry roots that are purchased at this time are much better planted in pots or boxes until the roots are formed in the soil and later transplanted to the ground. It cannot be expected that plants of this kind will produce any flowers this year, for it will only be possible to get them established in their new location the first season.

Camellias.

While it is a question if the camellia will ever become as popular as it was years ago, yet there seems to be a growing demand for the blooms of the "Japonica" as it was so familiarly known to the grandparents of the present generation, and the flowers are well adapted to certain classes of work or occasions. A few dwarf plants are now also seen in flower in some of the stores. They are easily grown, the prime requisite being a cool house, one with a night temperature of 45° to 50°, and the constant care throughout the year that all hard-wooded plants require. The large specimens which are grown for cut blooms may be planted in the ground of the house, first spading in a quantity of leaf-mold and rotted cow manure. The small plants are generally grown in pots, firmly planted in the same kind of soil, with plenty of drainage. They do not require repotting often, and when done, the shift should be to only to one size larger, and this should be made just after the plant is through flowering, for it then starts to make its growth for another season. When the growth starts, the plants should be given plenty of water and frequently syringed; in fact, careful watering is the one thing necessary in their culture. They should never become dry, and during the hot days of summer, frequent syringings are required, which also greatly assists in keeping down mealy bug and scale, the

A WELL FLOWERED HYDRANGEA.

only two insects to which the plant is subject. The cause of the buds dropping, which will sometimes occur, can invariably be traced to the plant becoming dry sometime during its growth. During the summer, heavy shade over the plants will be required, and an abundance of air should be provided at this time.

Potting Young Stock.

At this season of the year the plant grower will have thousands of young seedlings to pot or place in flats and as many more to shift from a small pot to a larger size, and it does not seem that any instruction in potting should be necessary, but we chanced not long ago to see a boy potting and wondered if the plants would live and we then saw in the houses many of the plants which had been potted struggling for existence. It seems to be the general idea with the young gardener that the one that can pot the most plants in a given time is the smartest, regardless of how well it is done and how the plants afterward grow. The young man whom we saw would fill the pot full and then make a hole in the soil with his finger, place the seedling in the hole and then press the top soil around the stem. The chances were that the roots of many of these plants were still hanging in an enclosed hole in the center of the pot, for the soil should have been firmed around the roots. That he could handle a large number of plants in a given time was no question, but a much better plant can be grown if the soil is made firm around the roots first and then the top firmed down. The same thing happens in transplanting where the loose soil is thrown around between the plant and the pot and the top then firmed down. A little soil should be first thrown in the bottom of the pot, and the plant placed in this, then a little soil around the plant, which should be firmed down, then a little more soil, which can be pressed down from the top. This will take longer, but the plant will live and grow enough better to pay for the extra pains.

Celosia Plumosa.

The plants of Celosia plumosa or the ostrich plume celosia are of very easy culture and make very showy plants for either the garden or the greenhouse. They form pyramidal bushes and the yellow and red plumes which resemble ostrich feathers stand gracefully above the foliage. While they make showy plants for the garden, finer specimens are grown under glass, and they make very showy plants in the late summer and fall. Seed sown in April will make fine plants for culture during the summer, but like all the celosias the young seedlings damp off easily. As soon as large enough, they should be potted in good light soil in 2½-inch pots and later shifted to 4-inch to grow large plants to 6-inch pots. They should be grown in a good, strong light, for if shaded the plants will become drawn and the dwarf, compact plants are more desirable. C. plumosa aurea, the orange ostrich plume, and C. plumosa coccinea, the crimson ostrich plume, are the two best of the older varieties, and Pride of Castle Gould, a new introduction of the last few years, is the best of all the ostrich plume varieties and can be obtained in many colors.

RICHMOND, CALIF.—Krase Bros. have opened a flower store here.

GYPSOPHILA PANICULATA.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

April and May are months that always show good returns; there is considerable going on in the way of weddings and other social affairs that create a steady demand for cut flowers. This, together with the call for window and porch boxes and plants for the flower beds, that are an important part of the business, particularly of the grower-retailer, keeps everybody busy.

Flowers of all kinds are now plentiful, and it is a good time to quicken the sales with specials of one sort or another. Feature a window of boxes of cut flowers, marked, "Special at $1.50," with three or four filled, arranged in good color effect, with a few pansies on the top. A number of the same size, empty, help to fill the window; some of them tied, tagged as for delivery, and decorated with a few flowers and a sprig of green on the top of the box, will give the impression that they are also full. Such a window can be made very attractive.

Another good display is small vase baskets, filled with all one kind of flower—calendulas, sweet peas, or short roses. These can also be sold at $1.50, and should be marked, "Special." Arranged in varied positions or heights on the bottom of the window, and suspended in shower effect from the ceiling, they will make a good showing. To make the sales worth while, and get the most publicity for the business, they should be planned for at least a week ahead. A special post card or leaflet, calling attention to these specials, that can be mailed for postage of $40 a thousand, should be sent to all customers on the store's list, and another of prospects. Such special sales can be made at least once a week at this season, and aside from the profit, are a splendid medium of publicity, giving evidence that the store is wide-a wake, where flowers can be purchased at a moderate price, which will be welcome news to many after the experience of the past winter.

While a little early, the store front boxes should be filled with geraniums, marguerites and vincas. Every point of vantage for this sort of decoration, from the pavement to the roof, should be taken advantage of. It makes the store the most attractive in the block, sure to be noticed by the throngs on the street, in the passing car, and in addition, calls to attention of many, that the time has come to have their window boxes filled so they can enjoy them before they go away for the summer.

The pavement box, close up to, and below the show window, is a good decorative point that could be used to advantage by many in the trade who do not consider it worth while. If not shaded by an awning, and given ordinary care, geraniums and marguerites will do well. Even when planted with ferns, kept dusted, and given a bath from the hose occasionally, they will be found quite decorative.

Birthday and other anniversary occasions must not be overlooked. Those who keep this feature to the front, and from their records constantly added to, follow it up, find in these recurring events a profitable and increasing source of revenue.

A good and inexpensive form of advertising is a series of leaflets containing seasonable matter on the plants and cut flowers in the market, and other information in relation to their care. Subjects for others are spring weddings, commencements, Mothers' day and Memorial day, window and porch boxes, etc. One or more of these should accompany all letters or bills, sent out, and also included in every box or package. Such communications are sure to be read and appreciated, and emphasize the importance of the store.

Mothers' day comes again, Sunday, May 9, less than a month away. The

trade in each community could do a great deal in pushing the propaganda of this event by getting up a small fund to have capable newspaper writers prepare articles for the reading columns, emphasizing the importance of this beautiful custom, which should be universal the world over. They could also interest pastors of churches to make that occasion a day of social service. The mayors of cities are generally glad to co-operate in sending out a proclamation for that day. A co-operative ad is also productive of good results, having been tried out in a number of cities with wonderful and immediate returns. This is to be supported in each store by decorations featuring the day, and with literature sent by mail to the store's list of customers and others. In just the degree men believe in Mother's day and push it, will be their measure of success. The matter of most importance is that the trade in each community get together at once, and by concerted action, start an impetus that will result in greatly exceeding their expectatiaons.

Display a basket of fruit and flowers as one of the window features occasionally. It will attract attention and favorable comment. Mark it, "Cheer for the sick room." It will help to make business.

The gilt frame, in which can be shown a vase or basket of flowers, is always a good window piece or for selected positions in the store. Illuminated at night after the store is closed, it is very attractive to late pedestrians.

As the records show a phenomenal Easter business all over the country, is it not fair to attribute some of this buying impulse to the good work of the national publicity committee? It was certainly a grand wind-up to the winter's business. Their Mothers' day ad in the magazines is very effectcive, both in illustration and text. All local committees should tie up to this by using the electros in their newspaper work. Send in your check today to help this good cause along.

Memorial Day in Britain.

ED. AMERICAN FLORIST:

The following is a copy of a letter received from Glasgow, Scotland. We ask you to give space to it so that all retail florists in the United States and Canada may know that any orders received for this occasion will be properly taken care of and executed accordingly.

William Leighton is a live wire florist, and I feel sure he is entitled to be encouraged in his desire to perpetuate Memorial day in behalf of the boys who gave up their lives.

ALBERT POCHELON, Sec'y.
Florists' Telegraph Delivery Ass'n.

Glasgow, Scotland.

Mr. A. Pochelon,
Detroit, Mich.

Dear Sir:

Last year I was favored by the American Red Cross Society, in London, with an order for laurel wreaths for the graves of the American soldiers and sailors, who perished on the Island of Islay by the wrecking of two steamers. If it were known to the members of your association, that I am in a position to execute orders for Memorial day here, it might be an inducement for them to receive orders which I would be pleased to execute.

Had time permitted, I would have circularized all the members of the F. T. D., but we are at the present moment over head and ears in our spring seed trade, which occupies the whole of our staff, I thought that I would mention it to you, for if you can make it known, it might be to our mutual advantage.

With all good wishes and kindest regards, Yours faithfully,

WM. LEIGHTON.

Society of American Florists.

THE CLEVELAND CONVENTION.

It has been definitely settled that the annual convention and trade exhibition of the society, August 17-19, shall be held in the Ninth Garage, St. Clair avenue and East Sixth street, Cleveland, Ohio.

The building is of fireproof, reinforced concrete and steel construction, equipped with a modern sprinkler system. An entire floor of the immense building has been leased, which allows of about 20,000 square feet of space being available for the trade exhibition. The sessions of the convention will be held on the same floor, in quarters partitioned off from the rest of the floor, but light and cheerful, and having entry from the exhibition floor. There is every convenience for a gathering of this kind, and the convention and exhibition will be most comfortably housed.

The location of the Ninth Garage is immediately adjacent to the very heart of the downtown business, shopping, financial, office and amusement district of Cleveland. It is just across the street from the new $3,000,000 convention hall. It is one block from the city hall, two blocks from the post office, three blocks from the public square, two blocks from Euclid avenue, and one block from the Hollenden hotel. The transportation lines of the city, railroads, interurban and street cars, center in and around the public square. Visitors journeying to the convention in their automobiles, can store their cars in the convention building.

Plans of the trade exhibition floor, showing the different blocks of space available for exhibits, will be issued about the middle of April, and the secretary will be pleased to mail one, with regulations governing exhibits, and blank forms of contracts, to anybody making request for same. The rate for space is 60 cents (sixty cents) per square foot. The selling of merchandise by persons or firms not having engaged space, will not be allowed, unless such person or firm shall have secured a permit or license from the secretary, the fee for which is $20. The exhibition classes will be as follows: Plants, cut blooms, boilers and heating apparatus, greenhouse structures, florists' supplies, including fancy pottery; bulbs, seeds, and garden requisites; miscellaneous. Judges of trade exhibits will be appointed by President Miller in advance of the convention, who will examine all exhibits, and make detailed reports on them in the afternoon of the opening day. Exhibitors showing novelties, or improved devices which they wish to have examined by the judges for special notice, or award, are required to make an itemized entry of them in advance. For exhibits deemed worthy, diplomas in three grades are granted, as follows: Certificate of merit, honorable mention, highly commended. The judges also are authorized to recommend to the executive board, any exhibits they deem worthy for award of the society's medals. Such exhibits must be of unusual merit, but the judges' action will not be made public until passed upon by the board. Diplomas of equal value may be awarded to several exhibits in the same class. No award will be made to exhibitors who are not members of the society, or to firms or corporations not represented through personal membership of partner or officer; and no exhibitor will be allowed to exhibit any other goods than those sold in the regular course of business by such exhibitor, without the permission of the secretary.

The committee in charge of the programme for the convention is now giving attention to this important matter, and the prospects are that this programme will excel in interest all previous convention programmes. There will be no souvenir programme this year, the executive board having disapproved of such publications.

DEPARTMENT OF PLANT REGISTRATION.

Public notice is hereby given that Theodore H. Townsend, horticulturist,

McCALLUM'S PORTO RICO FLOAT.
The Engraving Shows Only a Portion of the Float.

New York State School of Agriculture, Morrisville, Madison county, N. Y., submits for registration the new plant here mentioned.

Geranium Betty- Geranium seedling grown at Morrisville, origin unknown. Plant 12 inches in height, a strong grower and a free bloomer in the spring and summer; has a plain leaf, no zone; flowers 14 in cluster, single, fine petals; diameter of single flower 2¼ inches; flower pink in the bud, opening to pure white, retaining this color. The flowers have red pollen. Originator notes that many varieties were crossed here, including the geranium and pelargonium, but the varieties became mixed, and parentage lost. The name proposed is "Betty," in honor of the deceased daughter of Professor and Mrs. Frank G. Helyar, the former a director of the school.

Any person objecting to this registration, or to the use of the proposed name, is requested to communicate with the secretary at once. Failing to receive objection to the registration, the same will be made three weeks from this date.

Public notice is hereby given that R. L. Isherwood, Chillicothe, Mo., submits for registration the new plant here mentioned:

Petunia seedling Royal Purple — A strong grower retaining its blooms from 10 to 12 days, and holding color in sun or shade. Parentage unknown.

Any person objecting to this registration, or to the use of the proposed name is requested to communicate with the secretary at once. Failing to receive objection to the registration, the same will be made three weeks from this date.

Begonia Peerless.—Public notice is hereby given that, as no objection has been filed against the registration of Begonia Peerless, by J. A. Peterson & Sons, 3132 McHenry avenue, Westwood, Cincinnati, O., the same becomes complete. JOHN YOUNG, Sec'y.

April 9, 1920.

National Publicity for Flowers.

We could hardly start our column this week with a more cheering announcement than the following from the Dutch Bulb Growers' Association, Holland:

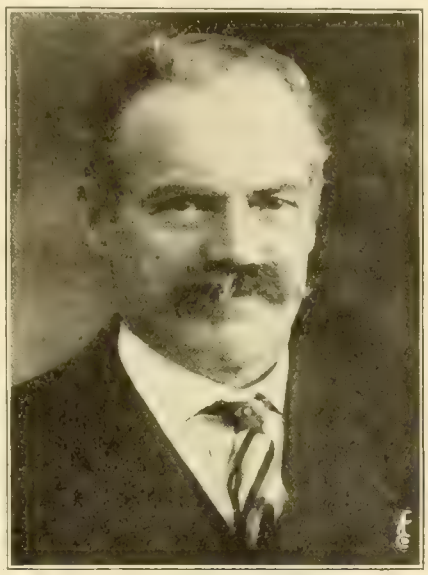
"A. L. Miller,
President S. A. F.,
Jamaica, N. Y.

"The Dutch Bulb Growers' Association of Holland has admired your efforts to 'Say It With Flowers,' and as the Holland bulbs are part of the flowers with which to say it, we believe that we should show our sympathy with your ideas, and therefore enclose check for $1,000 for the national publicity campaign fund as a donation to this worthy cause."

Our Holland friends evidently appreciate to the full the efforts that we are making to promote increased sales of flowers, realizing that success in this direction means better business for them. We are also pleased to announce the receipt of a cheque for $400 from Bassett & Washburn, Chicago, completing their subscription of $500 for this year.

Greater publicity than ever is being given to the Von Tilzer song, "Say It With Flowers," through its adoption for reproduction as a phonograph record by the Columbia Graphophone Company. The record appears in the Columbia list for mid-April, and is now on sale in every city and town in the United States and Canada, and will soon be available throughout the civilized world. This publicity costs us absolutely nothing; in fact, we are to receive a royalty on every score copy sold. The exploitation of this song has certainly proved a triumph for the publicity committee.

The May magazines which are to carry the Mothers' day advertisements, will be on sale in a few days, and some of the big weeklies will carry the same advertisements about one week before the big event. Any florist who has not received a pamphlet describing the "helps" provided for securing Mothers' day business, should write for one immediately, addressing the request to "The Florists' Publicity Service Bureau of the S. A. F., 431 South Dearborn Street, Chicago." These helps include poster stamps, posters, folders, electro-



Henry Smith.
Well Known Florist of Grand Rapids and Vice-President of the Michigan State Florists' Ass'n.

types and lantern slides, all calculated to produce local publicity, and to link up with the campaign advertising.

The campaign is swinging along to the full extent of the funds available. What a tremendous advantage we are missing through being obliged to adopt a parsimonious course. Was ever a good movement so hampered as ours through downright niggardliness on the part of most of those whom it was promoted to assist? Instead of a drive for subscriptions, we should be driven in the acceptance of them. There has been a very unreasonable amount of the "let George do it" spirit shown so far in the campaign. To think that 20,000 or more florists in this prosperous country cannot raise $100,000 to promote benefit for themselves worth many millions of dollars, is to think wrong. It is more than possible to raise this amount, if those it is to benefit will only think the right way. What is an average contribution of $5 apiece, in comparison with the resulting good—and, surely, none can dispute the fact that the campaign has resulted to our great benefit?

Mr. Non-subscriber, please do not block the best game ever played in the interest of the florists' industry by withholding further your support. You owe it to yourself. You owe it to that little band of generous brother florists who have personified "George" up to this time. Think of your Holland friends. Do not be an outlaw. Show us, through your cheque, that you do not intend to be. JOHN YOUNG, Sec'y.

McCallum Float in Porto Rican Carnival

The accompanying illustration shows part of the beautiful large float entered in the Porto Rican carnival parade by the McCallum Co., Pittsburgh, Pa., and which was awarded a cash prize of $200, the carnival being a yearly event of great importance, participated in by the leading business and financial men of the West Indies. As previously announced in these columns, the McCallum Co. has opened a branch house in Porto Rico, with Juan De Chaudons as representative in that territory. Mr. De Chaudons is seen standing beside the float, the young ladies riding on which are all students of the University of Porto Rico.

M. F. W.

EASTER TRADE.

Great Demand Sets New High Mark.

As indicated from reports from all sections of the country, the 1920 Easter demand, as stated in last week's issue, passed all previous high marks in point of volume, and in practically every instance, the price trend showed a gratifying increase in keeping with greater cost of production and selling. With probably 35 per cent as a fair average of the gain in volume of business, it is hard to estimate to what extent this was curtailed by the severe blizzard which swept the middle-west on Saturday and Easter Sunday, cutting off the usual late buying, in some cases no small item. Both plants and cut flowers were in good supply and of high quality, reports from many cities bringing only two complaints of "pickling." As will be seen from the following condensed reports, the volume of business, and the conditions contributing to it, were generally most satisfactory.

TERRE HAUTE, IND.—With prices about the same as last year, with the exception of lilies, which were advanced, cash sales during the Easter period were about the same as in 1919, although the credit business showed an increase. The plant supply, while large, was far short of requirements, hyacinths taking first place followed by lilies. Cut flowers were available in ample quantities, with sweet peas the best sellers. Roses came next, and there was little call for carnations, as reported by N. B. & C. E. Stover. From all indications, the popularity of cut Easter lilies is on the wane, purchasers offering decided objections to paying for buds. On the whole, the business was better than last year.

DALLAS, TEX.—The Lang Floral & Nursery Co. had a 50 per cent better Easter business than a year ago, with prices higher on lilies only, and had the force been able to handle the crowd of buyers, a greater volume of sales would have resulted. Florist Telegraph Delivery orders were so numerous that a separate store and staff could have been used to advantage, but the business, large as it was, was handled most efficiently. A large supply of plants was offered, with thousands of Easter lilies and hydrangeas, and everything attractively arranged went out rapidly. All offerings in cut flowers found ready buyers.

KANSAS CITY, MO.—With prices maintained at about last year's level, Samuel Murray's Easter business showed an increase of more than 28 per cent. Both plants and cut flowers were in good supply and of quality that left no room for criticism. Lilies took the lead although all plants were quickly moved. There was a light call for roses, the brisk buying being in spring flowers. Florists' Telegraph Delivery orders at this establishment were four times greater than in 1919. All in all, results were most satisfactory, despite the handicap of the worst blizzard of the season.

NEW ORLEANS, LA.—C. W. Eichling reports a 40 per cent gain in Easter business compared with last year, prices being more satisfactory and a plant supply about equalling the demand. Cut flowers were a disappointment, there being much "pickled" stock in evidence and roses and lilies shipped in from other markets had to be thrown away. There was no call for foliage plants and ferns, but, anything in flower found a buyer, lilies, of course, taking preference. It is evident that Easter in this part of the country is fast becoming as important a flower day as Christmas.

FREDERICKTON, N. B.—John Bebbington & Son, while handicapped with a shortage of Easter lilies and daffodils, and with prices somewhat higher than prevailed at Christmas, closed the Easter period with a volume of business 200 per cent better than a year ago. The cut flower supply secured from the Boston market was ample for all needs, with the best call for carnations, roses, tulips and daffodils, violets coming next. The weather was favorable and several large funeral orders during the week added to the generous total. Cut flower sales were the best in five years.

NASHVILLE, TENN.—Easter sales during the 1920 period were more numerous with a 35 per cent increase in volume at prices much better than a year ago, according to Mrs. Mary C. Dorris. In pot plants, there were supplies of lilies, hyacinths, etc., sufficient to meet requirements, with cut flowers enough for all needs. Lilies, roses and carnations were the best sellers, with jonquils inclined to lag. The call for corsages was phenomenal, prices ranging from $5 to $10. All in all, it was a wonderful business, with a good cleanup in all lines.

BUFFALO, N. Y. — With an ample supply of good plant stock and sweet peas the only short item in the cut flower list, S. A. Anderson reports 1920 Easter business 15 per cent better than last year with prices showing an advance of about one-fourth. All well grown flowering plants met with ready sales. Carnations were in light demand, with brisk sales of corsages, lilies and roses. The effect of national publicity for flowers is being noticed, out-going telegraph orders being 10 per cent more numerous than last year.

BRISTOL, TENN.—Fairmount Gardens Florists report 1920 Easter trade far ahead of last year at much better prices than prevailed at that time. The quality of everything offered was fine, and plants, cut flowers and basket arrangements sold readily and at better returns than ever before. Roses and corsage bouquets were prominent features in the demand. Trade in general during the past three months has been good and the market has been well cleaned up at all times.

COLORADO SPRINGS, COLO.—With prices ranging from 20 to 25 per cent higher than a year ago the volume of 1920 Easter business showed a proportionate increase, as reported by the Pikes Peak Floral Co. With the exception of lilies, the plant supply was adequate and in cut flowers, there was a shortage of roses, sweet peas, violets and pansies. Everything in the plant line moved well. With carnations the least salable; other offerings were in strong demand.

MOBILE, ALA.—The Minge Floral Co. reports Easter trade for 1920 showed a 15 per cent increase over last year with prices somewhat higher. The cut flower supply was not equal to requirements and pot Easter lilies were also short of the demand. They easily led in popularity. Every cut flower in the store was sold out early. There was no Easter day business, as all stores are required to close by city ordinance.

OMAHA, NEB.—Hess & Swoboda report a 10 per cent increase in the volume of Easter business as compared with a year ago, although there was no advance in prices. With the exception of lilies, the plant supply was sufficient to care for all orders, with good sales of most offerings. An ample supply of cut stock moved well, especially spring flowers. Cold weather and a blizzard hurt business to some extent.

WICHITA, KAN.—With prices somewhat better than last year, Chas. P. Mueller had an increase in volume of business this year, with a large gain in F. T. D. orders, both incoming and outgoing. There was an ample supply of cut flowers, with sweet peas, roses and carnations in the lead in sales. Plants were in supply nearly equal to requirements, with the heavy call for lilies, bulbous stock and hydrangeas.

DES MOINES, IA.—Easter business for Friday, Saturday and Sunday at the establishment of the J. S. Wilson Floral Co. went 55 per cent above the 1919 record with prices showing practically no advance over that period. The cut flower stock was ample with carnations in oversupply. In pot plants, lilies took the lead, and with hyacinths, hydrangeas, daffodils and tulips, cleaned up nicely.

DETROIT, MICH.—John Breitmeyer's Sons had 40 per cent better Easter trade than last year, with prices higher on all items. Plants were in good supply and the same was true of cut stock with the exception of bulbous flowers. Lilies were the favorites, with a strong call for hydrangeas and roses. Cut lilies and spring flowers led in their class. Baskets of flowering stock met with an average sale.

BOSTON, MASS.—Easter sales this year were about 25 per cent better than in 1919 according to Phillip L. Carbone, with plant prices somewhat higher and cut flowers offered somewhat lower than a year ago. Pot lilies, bulbous stock, roses and hydrangeas were the favorities with few calls for genistas and azaleas. Violets, sweet peas and gardenias were in short supply and all cut stock sold out well.

SYRACUSE, N. Y.—With prices better than last year, the volume of this year's Easter trade at the establishment of Gustav Bartholome showed a 50 to 75 per cent increase, compared with that of 1919. Plants were plentiful with a strong demand for roses and hydrangeas, while in the cut flower section, sweet peas and violets were not in large enough supply to meet the call.

ROCHESTER, N. Y.—J. B. Keller Sons report Easter business 50 per cent better than a year ago, with no appreciable increase in prices. Both plants and cut flowers were in good supply. Any well grown plant met with ready sale. Sweet peas and roses had a brisk call, with carnations lacking in favor.

BALTIMORE, MD.—With an ample supply, both in plants and cut flowers, and prices no higher than a year ago, Samuel Feast & Sons recorded Easter sales of 20 per cent greater volume than in 1919. Sales in practically all seasonable items were brisk.

Pittsburgh, Pa.

WONDERFUL PLANT EASTER.

It seemed impossible this year to exceed last Easter's sales, but nevertheless it was accomplished by at least one-third, and still, in some ways it was a disappointment, in the fact that some of the stock had been held too long by some of the growers, in particular, roses, sweet peas and carnations, and that there were too many lilies at the last minute that had to be sacrificed in order not to lose them. The weather was perfect, which helped the retailers in making deliveries. Never in the history of the business, were so many plants handled and what is more, they were all sold at a good price. American Beauties were in short supply, and many more could have been sold, had it been possible to secure them. Premier and Columbia, with a few exceptions, were of good quality, and were all sold on advance orders. Most of the carnations were fairly good, but some showed the effects of the warm weather previous to Easter. Lilies were in big supply; too many to be properly handled, and disposed of at a good price. Sweet peas were a disappointment, both in number and quality. Violets were also on the short side. Lily of the valley and orchids cleaned up nicely. Calendulas, mignonette, myosotis and baby primroses moved slowly, and there was a large number of these left at the finish. Summing it all up, it was a very satisfactory Easter and will be one long to be remembered. There is still a surplus of Easter lilies and callas, and it looks as though it would continue for some time. The quality of stock is better, due to the cooler weather of the past week.

NOTES.

The regular meeting of the florists' and gardeners' club was held in the North Side Carnegie Library, April 6. Due to the fact that it was so close to Easter, and bad weather, there were not many in attendance. "Seasonable Flowers and Plants" was the subject, while the members who attended the New York show, described the same to those who had been unable to be there. Several new members were taken into the club.

Wm. Turner, of Wilkinsburg, Pa., had the misfortune to lose the services of two of his best men, who have left him to open up stores of their own. Mr. Richards has opened up in Wilkinsburg, under the name of the Wilkinsburg Flower Shop, while Mr. Shackelford has taken over the store of the Frederick Floral Co., East Pittsburgh, Pa.

George C. McCallum and Homer Wood, of the McCallum Company, are spending the week visiting the branch stores in Cleveland, Detroit and Cincinnati. C. C. Phillips, in charge of displaymen's supplies department, spent the week in Chicago and Cleveland ordering special machinery for his department.

The A. W. Smith Flower Stores Co. reports more plants sold than ever before, with their cut flower sales running away ahead of last year. With the coming of warm weather, their large force will be kept busy with landscape work.

Mrs. E. A. Williams displayed some of the finest combination plant arrangements ever seen here, but they did not last long, as they were usually sold as fast as they could bring them from the greenhouses.

Jos. Feinberg, owner of the Pitt Floral Company, is in the Passavant hospital, having undergone an operation, the second in the last three months.

Randolph & McClements report no letup, as they have been kept busy with after-Easter decorations for balls and parties.

G. P. Weaklin, The Alpha Floral Co., Zieger Co., and Miss Maxwell, all report the largest Easter sales in their history.

M.

San Francisco.

HEAVY EASTER DEMAND.

Easter trade was all that could be wished for. There was an abundance of seasonable stock, the weather was delightful, and the public were eager buyers. Every store, no matter how small, made lavish displays of giganteums, both cut and pot grown. Cut lilies wholesaled from $6.00 to $12.00 per dozen stems. Pot stocks averaged about $18.00 per dozen. Nearly all the stores cleaned up completely. Rambler roses, in variety, shared the public favor with lilies. There was a very heavy supply and nearly all stock that was not too forward, sold well. The demand, as usual, ran to medium priced plants, retailing at from $7.50 to $10.00 each. Ericas were featured largely, and quite a few varieties were offered, but melanthera was easily the favorite. Rhododendrons were another popular item and quite a few azaleas, principally Hinodigiri, were noted. This stock sold out completely. There was a heavy supply of nearly all varieties of roses, with the exception of Russell and American Beauty. Ophelia, Columbia, Hadley, Shawyer, Aaron Ward and Cecile Brunner arrived in large quantities and sold at very reasonable prices. Carnations were very plentiful, the best bringing $2.00 per 100. The quality offered by the carnation growers was very poor, which accounts in a large measure for the low prices received. Laddie, when obtainable, brought from $8 to $12. The first herbaceous peonies received this season arrived Easter week. The stock was very fine and they wholesaled at $3.00 per dozen. Violets were plentiful and cheap. Sweet peas were in great demand. All outdoor stock sold quickly at $1.75 per dozen bunches, wholesale. Cattleyas were scarce and retailed at $2 each. Lilac from outdoors sold well. Fruit blossoms entered largely into all the decorative and basket work.

NOTES.

Podesta & Baldocchi have purchased a fine pair of Italian cypress about 12 feet high, and have placed them in front of the entrance to their store on Grant avenue. This firm did a wonderful Easter business, disposing of great quantities of high grade pot plants.

Carlo Matraia, of the Art Floral Co., figured in one of the largest realty deals of the week, when he purchased the corner of Mason and Dikeman streets. This property is in the heart of the hotel district. Mr. Matraia will erect a large hotel on the property.

Eric James, of Elmhurst, reported a strong demand for French hydrangeas this Easter. The pink varieties were more popular than the white ones. His ericas were perfect and received much favorable comment.

Walter A. Hoff, of the MacRorie-McLaren Co., is receiving the sympathy of the trade in the death of his mother, which occurred in Oakland, April 3. The deceased was a native of Russia, age 57 years.

Victor Ferrari had his plant houses just right for the Easter trade. He had several thousand giganteums, which were marketed in pots, also a fine lot of cattleyas in bloom which were sold as specimens.

The principal source of supply of Russell roses at present is the McLellan greenhouses at Burlingame. The firm's distributing store on Bush street is now handling some excellent stock of this rose.

J. A. Axell did a large shipping trade. Great quanities of roses were sent out of town. Lilies were also in great demand, and fine prices were received.

At Joseph's, a large force worked all Saturday night to get out orders. Steamer trade has increased greatly here during the past few months.

H. Plath's greenhouses show the effect of the holiday trade. The great demand cleaned up a large quantity of decorative and foliage plants.

Pelicano, Rossi & Co. report a splendid Easter trade. Their large stock of pot plants and lilies were completely sold out by Sunday morning.

JAMES T. LYNCH.

State Florists Association of Indiana.

F. T. D. CONVENTION PLANS.

The 1920 meeting of the Florists' Telegraph Delivery Association will be held at Indianapolis, Ind., October 12-15, it was announced at the April meeting of the State Florists' Association of Indiana in that city, April 6. The dates have been ratified by the F. T. D., and may be accepted as definite.

The tentative programme arranged by the Indiana organization provides for an expenditure of about $3,000 for entertainment purposes, and none of those who attend the annual meeting will have cause to repine over lack of diversion. The usual banquet will be given at the Claypool hotel, while two luncheons and a theater party are other features planned.

A. F. J. Baur, chairman of the show committee, reported that the local hotels were unable to accommodate an exhibition which would be open to the public, and for this reason this feature of the F. T. D. meeting will be strictly a trade affair. It will, however, be given plenty of publicity, and anything which may be lost through the inability to have a flower show, will be atoned for by elaborate competitive window displays. The Indianapolis department stores will be given an opportunity to participate in the display contest, according to present plans. In addition, the three local high schools will be invited to submit advertising posters for the F. T. D. meeting, and a substantial cash prize will be given for the posters selected as the best.

E. E. Temperley, outlining plans for the theater party at a local vaudeville house, suggested that a special act be given, featuring flowers, and emphasizing the value of the telegraph delivery idea. The moral would be sufficiently disguised to prove of interest to a general audience, though it is believed enough florists and their ladies will be present to fill the theater fairly well.

H. H. Dietz, of the staff of the state entomologist, attended the meeting, and spoke of advances made in combating the various pests found in Indiana. Rather a new insect in the flower trade, he said, is the strawberry root worm, best known, as its name indicates, by strawberry growers. Mr. Dietz suggested that the work of this and other insects had been somewhat aided by pruning. The remedy, he believes, is the sterilizing of shears before being used on rose and other bushes. While many proprietary insecticides are effective enough in the main, he believes that eventually most growers will prepare their own insecticides, since most of those on the market are adapted to general work, and in some instances, damage greenhouse stock, though perfectly innocuous in orchards. He urged the florists to spray early in order to prevent serious damage to growing flowers. There is always evidence of the presence of insects, even when the flowers are young, he said, and control may be gained at this stage without harm to the stock. Irwin Bertermann suggested that insecticides be sweetened in order to attract the insects, and Mr. Dietz endorsed this method.

O. E. Steinkamp, secretary, was authorized to extend the sympathy of the association to Arnold Nehrling, popular florist of Crawfordsville, in the loss of his wife, which took place just before Easter. Owing to the rush of business, many florists who are intimate with Mr. Nehrling, did not learn of his bereavement. The funeral services were held at Crawfordsville the day following Easter, with interment at Mrs. Nehrling's former home at Jasper, Ind.

Mr. Steinkamp was instructed to send the association's regards and condolences to W. W. Coles, of Kokomo, and to accompany the letter with a box of cigars. Mr. Coles sustained a broken ankle recently, and will be confined to his bed for some time. He is vice-president of the association, and an active worker in its behalf. M. E. C.

Columbus, O.

LULL FOLLOWS EASTER RUSH.

The past week has been rather quiet in the florist business in this city; several factors entered into the market to bring about these conditions. In the first place, a severe snow storm prevailed for several days, and the weather was generally unfavorable to trade. Then, there was also a necessary reaction from the activity of Easter week, which always appears. On the whole, business was as brisk as could be expected under the circumstances, and prospects for the coming month are unusually bright. In cut flowers, the demand was largely towards violets, sweet peas and roses. Violets are more plentiful than was the case during Easter week and sell for about $1.50 per bunch. Sweet peas are also plentiful and sell about the same as violets. There is a fair call for roses, which retail from $4 to $10 per dozen. There are all varieties of excellent quality. Jonquils are in good demand, and there is a good supply. Lilies are also good sellers at this time. In plants, a good sale is reported for primroses, lilies and hydrangeas. Prices are about the same as usual, and no tendency to advance is noted. Funeral work has not been active. Party work is better now, with quite a few social functions scheduled in the near future. Some weddings are taking place, and there will be quite a few more during May. J. W. L.

Horticultural Society of New York.

On Wednesday, April 21, at 8:15 p. m., at the American Museum of Natural History, 77th street and Central Park West, there will be a meeting of the society, at which J. Otto Thilow, Philadelphia, Pa., will deliver a lecture on "Annuals and Perennials for the Garden," illustrated with lantern slides. This is a timely subject, as it is now time to prepare for the coming summer garden. Mr. Thilow will have much of interest to communicate on this subject.

GEORGE V. NASH, Sec'y.

The Late James C. McLeish.

James C. McLeish, veteran gardener, and widely known as a horticulturist, died at his home in Newport, R. I., March 27, after a short illness, age 76 years. The deceased was born in Scotland, coming to this country in 1867, and in his early years here served as head gardener on several large estates at Hamburg and Westchester, N. Y., and later was in charge of the grounds of the late Aaron Stevens at Newport. In 1877, he went into business for himself as a grower, meeting wtih great success. He was president of the Newport Horticultural Society, having been one of its charter members and was prominent in civic and political affairs.

OMAHA, NEB.—S. B. Faulkner celebrated the seventieth anniversary of his birth, April 13. Mr. Faulkner should be good for another 25 or 30 years, being a descendant of two ancestors who lived to be over 90 years, and one who passed the hundred mark.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

Suggestions for plant growers....689
—Sweet peas....689
—Lilium lancifolium....689
—Freesias....689
—Hydrangeas....690
—Bedding plants....690
—Gypsophila paniculata....690
—Peonies....690
—Camellias....690
—Potting young stock....690
—Celosia plumosa....691
The retail trade....691
—Next week in the flower shop....691
—Memorial day in Britain....692
Society of American Florists....692
National publicity for flowers....693
Henry Smith (portrait)....693
McCallum float in Porto Rico carnival....693
Easter trade....693
Pittsburgh....694
San Francisco....695
State Florists' Ass'n of Indiana....695
Columbus....695
Horticultural Society of New York....695
The late James C. McLeish....696
Bulb grades....696
Hail damage at Fort Smith, Ark....696
Pacific Coast business active....696
Toronto growers and retailers....696
Rose Red Columbia....696
American Iris Society....696
Latham—Nash....696
Club meetings next week....696
Seattle....698
Detroit....698
Buffalo....698
Chicago....700
Chicago Florists' Club....703
Toledo....703
Salt Lake City....703
Milwaukee....703
Racine....705
Philadelphia....708
Kansas City....709
New York....710
New York Florists' Club....710
Cincinnati....712
The seed trade....720
—Market gardeners cautious....720
—Secretary Meredith on free seeds....720
—California weather in March....720
—Vegetable seed acreage, in 1920....721
—Nitrate of soda....721
—Grass and clover seed prices....721
Market gardeners....726
—Prices of indoor fruits and vegetables....726
—Flats....726
—Vegetable markets....726
The nursery trade....728
—France beautifying Argonne cemetery....728
—Unfair practices....728
—Apples for Wisconsin....728
Tacoma....733
Albany....733
Nashville....734

RAILROAD conditions at Chicago were reported almost normal April 14.

PRICES of plant stakes and labels have advanced in line with increased cost of lumber.

SHIPPERS of goods should prepare to pay higher freight rates, 25 per cent being possible.

THE senate at Albany, N. Y., has passed a bill limiting the size of motor trucks to eight feet in width and 12 feet, six inches in length, and the combined weight of truck and load not to exceed 25,000 pounds.

IT is said German chemists have discovered that fertilization of air increases crops. The use of carbonic acid gas, purified of sulphur in greenhouses, produced amazing results in yield and quality of tomatoes and potatoes.

Bulb Grades.

ED. AMERICAN FLORIST:

I notice some dealers advertise bulbs as "first size," naming no measurements. Can you tell me if the Society of American Florists has established bulb grades for freesias, so I may know what to expect to receive if I order "first size?" FORCER.

The Society of American Florists has not established any bulb grades for freesias or any other flower that I know of. JOHN YOUNG, Sec'y.

Pacific Coast Business Active.

Vice-President Fenton, of the National Bank of the Republic, Chicago, just back from California, reports business on the coast very active. Bank deposits are at the highest level, and an extensive building boom is on in southern California. A surprising, but needed, movement has started on behalf of agricultural interests to import oriental labor under immigration safeguards. Californians are reversing their former position, as European labor has largely gone home.

Hail Damage at Fort Smith, Ark.

A severe hail storm which passed over Fort Smith, Ark., and vicinity, March 30, did considerable damage at a time when florists were busy with their Easter preparations. At the flower shop and greenhouse of George Rye, the damage amounted to approximately $250, of which $75 represented loss to stock bruised by hail after glass was broken. At B. B. Freeman's range, the damage is estimated at $125, while several windows at the Quality Flower Shop were cracked, and glass broken and plants injured at the company's houses at Prairie View.

Toronto Growers and Retailers.

The florists of Toronto, Ont., having for their aim the placing of the business on a higher plane and the full co-operation of growers and retailers for the further advancement of the trade, will hold an important meeting in the rooms of the Toronto Florists' Club, 12 Adelaide street, April 19, at 8 p. m., which will be of interest to all in the profession. Supper will be served and well known speakers will address the meeting, among them, George Asmus, Chicago; Wallace Eiss, Buffalo, N. Y.; W. E. Groves, Hamilton, Ont.; T. W. Duggan, Brampton, Ont.; F. C. W. Brown, Cleveland, O.; John H. Dunlop, Toronto, and others.

Rose Red Columbia.

Joseph H. Hill, of Richmond, Ind., was in Chicago a few hours April 8, with one bloom of his new red rose, sport of Columbia, a brilliant flower, with all the good qualities of the parent, and without the "neck" of that variety. The sport is said to be quite fragrant, though the bloom shown here had but little odor, having been several days in the ice box. The present plan is to offer the new rose in 1922, the stock now consisting of some 200 plants. Twenty-five thousand plants were sold during Mr. Hill's short stay in the city, having been suddenly called to St. Louis, Mo., where some of his plant shipments had been delayed, the railroads refusing to forward them to destination or to return them to Richmond.

The rose was exhibited at the regular meeting of the Chicago Florists' Club in the evening, and was favorably commented upon by the growers and others in attendance. The club, however, took no official action on the exhibit other than to thank Mr. Hill for presenting it, one flower evidently being considered insufficient for criticism or award.

American Iris Society.

The American Iris Society was recently organized with an initial membership of 250 enthusiasts representing many sections of this country and many lines of iris development. With the enforcement of Quarantine 37, the opportunities for using Spanish, English, or Dutch irises are few and far between. They are used largely as a florist flower, but have much garden value as well, and we wish to obtain all the information possible in regard to their culture and handling, where they may be obtained, and what opportunities there may be for growing them in this country. We should appreciate cooperation and wish to be in a position to keep members informed of what is accomplished. Other varieties or species of iris seem less adapted to a commercial use as cut-flowers, but they are used to advantage in many homes, and may, if properly handled, be useful in the show window, but here again information is lacking. The annual dues are $3.00, but it will prove a good investment.

At a meeting held in New York, January 29, temporary officers were elected as follows: John C. Wister, Philadelphia, Pa., president; William A. Peterson, Chicago, vice-president; R. S. Sturtevant, Wellesley Farms, Mass., secretary; trustees, James Boyd, Dr. H. A. Gleason, H. A. Norton, Bertrand H. Farr, I. S. Hendrickson, E. C. Shaw, Regional vice-presidents, B. Y. Morrison, east; Mrs. S. Taft, central; T. A. Kenney, west; S. B. Mitchell, Pacific coast; Floyd Bralliar, south; Dr. F. E. Bennett, Canada.

Latham-Nash.

Announcement is made of the marriage April 3 of Lieut. John Cridland Latham, well known nursery manager of Tarrytown, N. Y., to Miss Alice Witman Nash, daughter of George V. Nash, curator of Bronx Park botanical garden, New York, and secretary of the Horticultural Society of New York. Lieut. Latham served with the old Seventh N. Y. regiment, and is the possessor of five war medals.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, date and place of meetings.]

Boston, Mass., April 20, 8 p. m.—Gardeners' and Florists' Club of Boston at Horticultural hall. Wm. N. Craig, secretary, Faulkner Farm, Brookline.

Hartford, Conn., April 23, 8 p. m.—Connecticut Horticultural Society at county building. Alfred Dixon, secretary, Wethersfield.

Newport, R. I., April 22, 8 p. m.—Newport Horticultural Society at Music Hall, Thames street. Fred P. Webber, secretary, Nelville.

Orange, N. J., April 19, 8 p. m.—New Jersey Floricultural Society at J. O. W. A. M. hall. Geo. W. Strange, secretary, 84 Jackson street, Orange.

Philadelphia, Pa., April 20, 3:30 p. m.—Pennsylvania Horticultural Society at New Century club. David Rust, secretary, 606 Finance building, Philadelphia.

Portland, Ore., April 20, 8 p. m.—Portland Floral Society at Masonic Temple. F. A. VanKirk, secretary, 64 East 50th street, Portland.

Tarrytown, N. Y., April 21, 8 p. m.—Tarrytown Horticultural Society at Corporation building. E. W. Neubrand, secretary, Tarrytown.

Toronto, Ont., April 20, 8 p. m.—Gardeners' and Florists' Association at St. George's hall. Alex. Simpson, secretary, 87 Grosvenor street, Toronto.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted. — By first-class florist as foreman and grower; 26 years experience, 14 in America; foreman about four years. First in cut flowers and pot plants. Address

Key 476, care American Florist.

Situation Wanted—As gardener and florist on private place by May 1. Life experience in all branches. Age 46; married; no children. Strong, in good health; German-American; present place three years but would like a change; good references. Write, please state wages and particulars.

Gardener,
2101 Grand Ave. Cedar Rapids, Ia.

Help Wanted—Experienced decorator and designer as partner in retail store doing a thriving business; to invest $1,000. **Will D. Ahern,** Livingston, Mont.

Help Wanted—Single man who understands growing of general stock on small wholesale place; must be industrious, and interested in work and results. Prefer permanent man who can take complete charge later on. Wages to start, $75.00 per month, with room and board. Address

GRAND VIEW GREENHOUSES
Hopkins, Minn.

For Sale—Greenhouses, 7000 square feet of glass; two stores; located at the entrance of the largest cemetery in Chicago. Address W. Burmeister, 1767 Cemetery Drive, Chicago.

For Sale—Greenhouse in good town about 80 miles west of Boise. It must be sold; only greenhouse in this town. **A. Gonderman,** 7th Street and 18th Avenue south, Nampa, Idaho.

Help Wanted

All around man for retail store. Good pay.

Marguerite Flower Shop
5301 Fifth Ave., Brooklyn, N. Y.

HELP WANTED

Landscape Gardener

Should know shrubs and be able to handle men.

O. C. DOERRIER, Landscape Architect
515 Central Ave., HIGHLAND PARK, ILL.

FOR SALE

Large refrigerator and wall case at a bargain. Fixtures are now in Chicago. For further particulars address

Key 471, care American Florist.

For Sale

Complete set of store fixtures. $300 cash, takes the whole outfit.

Key 468, care American Florist.

Help Wanted

Salesman and designer. State particulars and salary.

SAMUELSON
2134 Michigan Avenue, CHICAGO

HELP WANTED.

Few helpers in rose houses. $4.50 per day. When Sunday work is necessary we will pay an extra $6.00 Good chance for advancement.

Bassett & Washburn
178 N. Wabash Ave., CHICAGO

FOR SALE.

Four greenhouses (27x125); 5 acres of land; 4-room house; city water and gas; located within Chicago limits. For particulars apply

Key 475, care American Florist.

AGENCY WANTED.

Swiss seedsman, well known among continental wholesale seed trade, wishes to represent first-class firm for whole of Europe. Write to

JULES KAISER,
Commerce 7, Geneva, Switzerland.

WANTED

100 HOT BED SASH

3 x 6 ft., glazed. Quote lowest price at once.

The D. Hill Nursery Co.
DUNDEE, - - ILLINOIS

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¾ inches

FOR CUT FLOWERS: in two colors gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

GARDENERS WANTED

LINCOLN PARK, CHICAGO

Competent men for Greenhouses and Gardens, Specialists in Chrysanthemums, Azaleas and Orchids.

Wages 60 cents an hour, with time and a half for overtime, Sundays and holidays.

Write, wire or call

Superintendent of Employment,
Lincoln Park Commissioners,
Lincoln Park, Chicago

Sell Surplus Plants

Before They Spoil By Overcrowding

ADVERTISE THEM NOW

American Florist Co.
440 South Dearborn Street, CHICAGO

Own Root Rose Stock

Immediate Delivery

Frank H. Dunlop

THE 1920 WONDER
$35.00 per 100. $300.00 per 1000.

AMERICAN BEAUTY
$22.00 per 100. $200.00 per 1000.

PREMIER
$20.00 per 100. $175.00 per 1000.

COLUMBIA
$17.50 per 100. $150.00 per 1000.

OPHELIA
$15.00 per 100. $125.00 per 1000.

Above are all ready from 2½ inch pots. Stock selling rapidly. Let us hear from you at once.

CHARLES H. TOTTY COMPANY, Madison, New Jersey

Seattle, Wash.

SPLENDID EASTER BUSINESS REPORTED.

General satisfaction is expressed over the way the Easter demand turned out, although all conditions were not exactly what the trade could have wished. Weather conditions were against the sale of cut flowers, as the two days preceding, and Easter Sunday, were marked by rain. However, there were a number of big funeral orders on hand, and the loss on cut stock was accordingly reduced. There were more than enough lilies on hand to supply all orders, and some houses had stock left over, this being due to the rain. The lilies were so far superior to those sold last year, that they could hardly be compared, but the oversupply caused one retailer, in particular, to become nervous and cut prices sharply on Saturday evening. Those who failed to follow, closed out just as well and received the full price for their flowers. Hydrangeas were probably the second best sellers in the list, with mixed baskets a close third. The sales of pot stock were so brisk that two of the stores had to secure extra rooms for the Saturday rush. There was a fairly slow opening for the early part of the week, but this was overbalanced by the rush of business at the close. The only Easter novelty was pot rhododendrons, which sold at probably the highest prices of any offering in the market and this short supply was cleaned up very early indeed. The trade in corsages was generally good and taxed the local growers' supply of violets. The red carnations have shown a very marked improvement of late, both as to color and stem, and the Pink Enchantress also draws trade comments over the better condition of arrivals. Laddie, mainly from Spokane growers, continues the market leader, but several of the local greenhouses report an increasing cut of this variety. The crop of orchids has fallen off a little, but not enough to inconvenience the trade, while the supply of gardenias, lily of the valley and forget-me-nots has been steadily increasing.

NOTES.

The Hollywood Gardens was one of the seven local firms given honorable mention in the Easter week window competition, conducted by the retail trade bureau of the chamber of commerce. Snapdragons, roses, hyacinths, ferns and daffodils were used in this prize winner. This firm reports a greater demand for corsages and pot plants than for cut flowers, and baskets were big sellers as well.

Rosaia Bros. had a distinct increase for the better in the quality of the local roses coming from their greenhouses, and found it easy to dispose of all their stock. There was a generous supply of lilies as compared with a year ago, but the quality was so much better that those who sat tight in the face of price cutting, showed good returns.

Harry Crouch, of the Woodlawn Flower Shop, reports that not only was there a splendid Easter business enjoyed, but that after-Easter trade has been better than was to be expected. A good increase over last year's sales was noted, and the better offerings were the first sellers.

McCoy's occupied their new home on Second avenue for the three days before Easter, as well as their old location on Third avenue, and Fred H. Rowe reports that the stock at both establishments was cleaned up as well as could have been asked for.

In order to accommodate the Easter rush, Kenney's Home of Flowers took an extra store room on Pine street, and William Goldberry reports that the general run of stock cleaned up in fine style.

The Woodland Park Floral Company, formerly the Orpheum Floral Company, more than doubled the 1919 Easter business this year.

William Langhout, of the American Bulb Company, Chicago, is calling on the northwest trade. H. M.

Detroit, Mich.

QUIET FOLLOWS BIG EASTER.

The usual period of quiet trade immediately following a big holiday with heavy and general buying of flowers, has followed the big Easter business we all enjoyed. The echoes we heard on all hands the past week confirm strongly the statements made previously that this was the greatest Easter in volume of trade ever experienced by the local florists. The inclination of the public, which leaned generally to plants, was, it appears, because of the great variety offered which ranged so nicely in prices from the dollar hyacinth or tulip to the more pretentious rhododendrons and big marguerites, as well as the lilies with three and four plants to a pot, commanding as high as $15 each. Then, too, while the cut flowers were high, the quality of many of them were far out of harmony with the prices demanded, and plant growers are encouraged to devote still more glass to plants for this and other big events. The past week has been exceptionally dull with most retailers, and cut flower stock has, in consequence, accumulated, especially in bulbous flowers, some of which were late for Easter. Sweet peas, too, was another item that was in over supply in spite of special sales inaugurated by some in an effort to move them. Violets, also are meeting with the same fate, while carnations and roses are not so conspicuously in excess of the limited demand.

NOTES

The Gust H. Taepke store, 95 Gratiot avenue, will be abandoned, May 1, after a continuous active business at that location for 26 years. Walter Taepke, who has purchased the interests of the other members of the family, will continue the business at the greenhouse establishment at 450 Elmwood avenue. Here, a modern store will be built, connecting with the greenhouses, and facilities added, which will, it is hoped, maintain the former big business of the firm.

Harry Taylor, secretary of the florists' club, and for several years past, manager of Breitmeyer's David Whitney building branch store, has severed his connection with that firm and bought the business of Henry C. Nustrow, the Highland Park florist, and will take possession about May 1. Harry has the good wishes of all in the local trade, in his new venture.

The sympathy of the trade is extended to George S. Balsley, whose wife died, April 8. The funeral was held from her late home, 216 LaSalle boulevard, April 9, with interment in Woodlawn cemetery. Among the many beautiful floral offerings was a wreath from the florists' club.

Harry Balsley, who with his brother, George, retired from the flower pot manufacturing business, is now making his home in Florida. He was called here to attend the funeral of his brother's wife, but will return at once to his adopted southern home.

E. A. Fetters arrived home April 12, after an extended visit on the Pacific coast. He was in company with Thomas Browne, who it is reported also arrived home.

The L. Bemb Floral Co. received successfully a big consignment of flowering plants for Easter from the Thos. Roland greenhouses, Nahant, Mass.

Thomas Browne, the Grand River avenue grower, who has been on the Pacific coast the past winter, arrived home, April 12.

The continuous cold weather is causing anxiety among the local growers, whose supply of coal is running very low. J. F. S.

MEMORIAL DAY

NEXT

Order Your Prepared Foliages, Wreaths and Supplies Early.

MAGNOLIA LEAVES

NON-MOULDY. FLEXIBLE. UNIFORM SIZE.
Colors: Green, Brown, Purple.

Per carton	$ 1.60
10 carton lots	per carton, 1.50
25 lb. cartons	per carton, 6.00
100 lb. cases	20.00

CYCAS LEAVES

PLIABLE. NON-CURLING. QUALITY LEAVES
at practically the same prices as inferior imitations.

Per 100		Per 100		Per 100	
8 to 12	$3.80	20 to 24	$ 6.75	32 to 36	$12.50
12 to 16	4.50	24 to 28	8.50	36 to 40	13.50
16 to 20	5.50	28 to 32	10.00	40 to 44	17.00

MAGNOLIA WREATHS

Made on mossed wire frames of freshly prepared leaves by expert designers.

Overall.	Per doz.	Overall.	Per doz.
18 inch	$12.00	24 inch	$24.00
20 inch	14.50	28 inch	30.00
22 inch	19.00		

RUSTIC WREATHS

Made up of special assortment of Magnolia leaves, prepared Evergreen, Astral Ferns, Cycas, Pine Cones, etc. A grave wreath that sell at sight.

Overall.	Per doz.
18 inch	$21.00
22 inch	26.00
28 inch	30.00

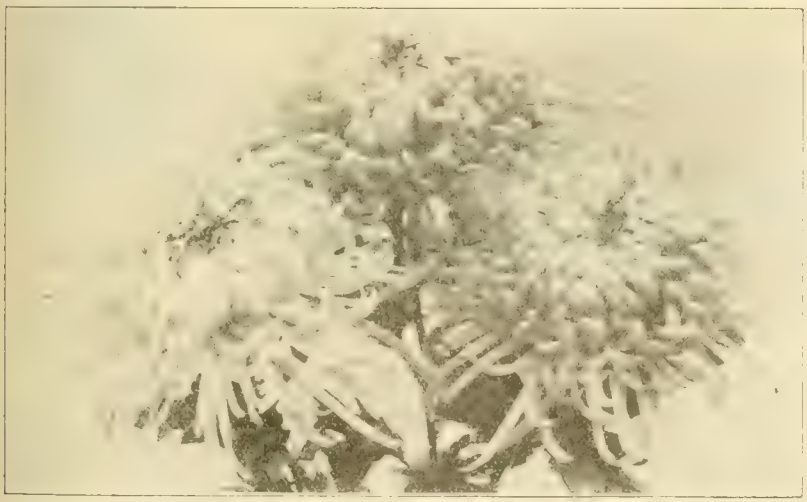
THE OVE GNATT CO., Inc.

Preservers of Natural Foliages

La Porte, Ind.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorators' Novelties.

Mention the American Florist when writing



"Hamburg Late Pink" Chrysanthemum

Picture was taken Dec. 28, 1919, and will give a good idea of what "**Hamburg Late Pink**" looks like when grown to single stems and planted six inches each way.

"**Hamburg Late Pink**" is an improved late pink Maud Dean, having more petals, and if grown for late will hardly ever show an open center.

The average grower of chrysanthemums must have varieties which are easy to handle, and from which he can cut as near 100% of perfect blooms as possible. "**Hamburg Late Pink**" has been grown for the last four years, and produces a very high proportion of good flowers. It is not an exhibition variety, but, for late pink, one of the best for commercial purposes. It can be had in bloom the latter part of November by taking an early bud, but some of the flowers will show open centers; but by selecting late buds, after October 1st, most of the flowers are cut during December, and would advise to select late buds, as the later buds will hardly ever show an open center, and some flowers can be had even in January.

Keeping qualities are excellent, and where a graceful pink flower is wanted, "**Hamburg Late Pink**" cannot be surpassed.

"**Hamburg Late Pink**" will be disseminated in the spring of 1920. Plants ready now and orders filled in rotation.

	Per 100	Per 1000
Rooted Cuttings (by parcel post)	$16.00	$150.00
2-inch pots (by express)	18.00	160.00

WILLIAM F. KASTING COMPANY
568-570 Washington St., BUFFALO, N. Y.

Buffalo, N. Y.

EASTER TRADE NEVER BETTER

Easter business was never better than this year, although the exact percentage of increase has not been definitely determined as yet. Lilies were never finer, and there was no shortage. Plants that sold from $3 to $10 were the leaders, the offerings including cyacinths, jonquils, tulips, genistas, primulas, deutzias and bougainvilleas, the latter very fine plants. Ramblers, hybrids and Tausendschon were the rose plants. A few good azaleas were also on sale and commanded good prices. Rhododendrons were never better than this year. The call for handsome baskets of plants and matted pots was larger than in any previous year. The demand for cut flowers was about as usual, the call being for roses, sweet peas, orchids and lily of the valley. There was a heavy trade in corsages. Jonquils, tulips, mignonette, snapdragons and daisies were popular items. Quality was excellent.

NOTES.

W. J. Palmer & Son's two shops had attractive Easter displays and S. A. Anderson's stores, both on Main street and Elmwood avenue, made a fine showing. The Colonial Flower Shop, W. H. Grever, Felton's Home of Flowers and the Wm. Scott Co., made a fine appearance. Charles Schoenhut, J. V. Metz and Wm. Sievers attracted excellent business with their well displayed stocks.

Jerry Brookins & Son, Orchard Park, and Wm. Ehman, of Corfu, supplied the market with fine sweet peas. From H. Christensen, of Eggertsville, came excellent roses and carnations, while Chas. Guenther, of Hamburg, also sent in quality rose stock.

J. B. Wiese, at the Chippewa market, had a fine supply of flowering plants from Schwert & Berner, Forks, N. Y.

S. A. Anderson contemplates remodeling his Main street store after May 1.

BISON.

LOS ANGELES, CALIF.—Howard & Smith have recently extended their floral department to accommodate greatly increased business.

BIG DROP IN PRICES

Large Quantity of Roses. Now Booking Orders—Let us Have Yours.

CURRENT PRICE LIST.

Buy Direct from the Grower

The express embargo due to the switchmen's strike is causing considerable delay in the receipt of Greens. We will do our best on Asparagus.

We Are Rose Specialists and Are Cutting from 245,000 Rose Plants.

RUSSELL and COLUMBIA.

Fancy long	per 100,	$25.00
Long medium	per 100,	20.00
Medium	per 100,	$12.00 to 16.00
Short	per 100,	6.00 to 10.00

ASSORTED ROSES, OUR SELECTION, including some **RUSSELLS** and **COLUMBIAS,** lots of 200 or more, per 100, $6.00; Shorter Stems, per 100, $4.00.

OPHELIA, HOOSIER, WHITE KILLARNEY and SUNBURST.

Extra long	per 100,	$12.00 to $16.00
Medium	per 100,	8.00 to 10.00
Good short	per 100,	5.00 to 6.00

CARNATIONS

Per 100 ..... $3 00 to $5.00

Big supplies of spring flowers are now coming into this market and we will procure the best at lowest market prices.

FANCY FERNS.....per 1000, $4.50 to $5.00

ADIANTUM	per 100, $2.00	**ASP. SPRAYS**	per 100, $3.00 to $4.00
GALAX, bronze	per 1000, 1.50	**SPRENGERI**	per 100, 3 00 to 4.00

All seasonable flowers not grown by us will be procured for our customers. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregga Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

NOTICE:—We close at 5 o'clock week days. Closed all day Sundays.

Chicago.

STOCK IS PLENTIFUL.

Stock of almost all kinds is plentiful at this writing and business the past week has been rather quiet, but is gradually improving at present. The wholesalers are having considerable difficulty making shipments to out-of-town points owing to the railroad strike, but conditions are gradually improving and it is expected that the situation will right itself in the near future. There has been a fairly good demand for wedding and funeral flowers the past week, which helped out a little and the city demand which has been somewhat quiet since Easter, is improving with the sales for Saturday, April 10, being very encouraging. American Beauty roses are none too plentiful and command good prices. Mrs. Chas. Russell, Columbia and Premier are having a good call and clean up nicely considering the general market conditions. Killarney, Killarney Brilliant, White Killarney, Sunburst, Champ Weiland, Ophelia, Mrs. Aaron Ward, Montrose, Mrs. George Shawyer and My Maryland are in good supply and the same holds true for Cecile Brunner, Nesbit, Elgar and Baby Doll. Carnations are in heavy supply at all the houses but are in stronger demand at this writing, owing to the special sale this week by the members of the Allied Floral Association, who are offering them to the public for three days at 75 cents per dozen or three dozen for $2. Lilies are plentiful and are obtainable in quantity lots at attractive prices. Some fine callas are seen and are in fair demand. Sweet peas are cleaning up nicely each day at good prices and the same holds true for orchids, which are a little on the short side. Gardenias are a trifle more plentiful, but are disposed of quickly. Snapdragons are to be had in larger supply and some particularly fine iris is now included in the offerings. Vio-

FOUNDED BY FLINT KENNICOTT 1st IN CHICAGO

YOU and CHICAGO—

Know the house you buy from. The "unseen buyers" of Cut Flowers are entitled to **"Special Privileges"** on their orders in the selection of stock.

Our **ideals of wholesaling** serve **YOU** best———

YOUR FOUNDED BY FLINT KENNICOTT 1st Protection

Kennicott Bros. Co.

174 North Wabash Avenue

CHICAGO

Heaviest in Roses and Carnations with all other seasonable Cut Flowers right "IN THE PLACE"

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

SPLENDID SUPPLY

ROSES AND CARNATIONS

Please Your Customers with Our Perfectly Grown Stock

Buy Direct from the Grower — **CURRENT PRICE LIST** — **Subject to Change Without Notice**

	Per 100
MRS. CHAS. RUSSELL	
Specials	$30.00
Select	$20.00 to 25.00
Medium	12.00 to 18.00
Short	6.00 to 10.00
COLUMBIA	
Specials	30.00
Select	20.00 to 25.00
Medium	12.00 to 18.00
Short	6.00 to 10.00
MILADY	
Specials	20.00
Select	12.00 to 15.00
Medium	8.00 to 10.00
Short	6.00

	Per 100
Champ Weiland, Killarney, Killarney Brilliant, White Killarney, My Maryland	
Specials	$20.00
Select	$12.00 to 15.00
Medium	8.00 to 10.00
Short	6.00

	Per 100
SUNBURST, OPHELIA	
Specials	20.00
Select	12.00 to 15.00
Medium	8.00 to 10.00
Short	6.00
PREMIER	
Specials	30.00
Select	20.00 to 25.00
Medium	12.00 to 18.00
Short	6.00 to 10.00
ROSES, OUR SELECTION	5.00
CARNATIONS	4.00 to 6.00
Sweet Peas	3.00 to 4.00
Lilies	25.00
Adiantum	2.00
Asparagus, per bunch.....50c	
Boxwood, per bunch.....35c	
Ferns, per 1,000.....$4.50	
Galax, bronze and green, 1,000.$2.00	
Leucothoe Sprays	1.00
Smilax, per doz. strings.....$3.00	

EXTRA SPECIAL STOCK BILLED ACCORDINGLY.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 **CHICAGO**

ROSES--CARNATIONS--LILIES SWEET PEAS--ORCHIDS--ETC.

Quantity and Quality Reign Supreme Here at Chicago's Leading House

lets are about done. Calendulas, forget-me-nots, daisies, tulips, jonquils, anemones, pansies, narcissi, freesias, stocks, mignonette and lupines are obtainable. Lily of the valley does not appear to be any too plentiful, although one or two of the houses seem to have enough to go around. Green goods are scarce at times and command good prices.

NOTES.

A. L. Vaughan & Co., who will have to vacate their present quarters on May 1 when the building they are now occupying will be torn down, have secured quarters in the Atlas building on the same floor with all the other wholesalers.

Arthur Christiansen, of the Bohannon Floral Co., who underwent an operation for stomach trouble several weeks ago, is able to be about again. He visited the store April 10 and expects to be able to return to work in the near future.

Poehlmann Bros. Co. is having a strong call for orchids this week, owing to the many weddings that are now taking place. Lily of the valley is in good supply here.

Paul Klingsporn, manager of the Chicago Flower Growers' Association, says that his firm is getting shipments through in fine shape, notwithstanding the railway strike.

The Venetian Flower Shop, 15 East Washington street, has a very attractive store since it has been remodeled, and is doing a splendid business.

Kennicott Bros. Co. is pleasing its trade with exceptionally well-grown Columbia and Premier roses.

Julius Dilloff, representing Wertheimer Bros., New York, called on the trade here this week.

The Joseph Foerster Co. is receiving an increased supply of choice gardenias this week.

Roses and Carnations.

All the old standard and best new carnations.

CURRENT PRICE LIST—Subject to Change Without Notice.

PREMIER	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	10.00

RUSSELL	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	10.00

COLUMBIA	Per 100
Special	$20.00
Select	15.00
Medium	12.00
Short	10.00

OPHELIA	Per 100
Special	$15.00
Select	12.00
Medium	10.00
Short	8.00

SUNBURST	Per 100
Special	$15.00
Select	12.00
Medium	10.00
Short	8.00

White—KILLARNEY—Pink	Per 100
Select	$ 8.00
Medium	6.00
Short	5.00

ROSES, OUR SELECTION	$ 6.00

CARNATIONS	Per 100
Fancy	$ 5.00
Good	4.00
Splits	2.00

MISCELLANEOUS

Calla Lilies, per doz.	$ 2.00
Ferns, per 1000	5.00
Galax, per 1000	2.00
Sprengeri, per bunch	.50

WIETOR BROTHERS

162 N. Wabash Ave., L. D. Phone Randolph 2081 **CHICAGO**

Highest quality stock at reasonable prices. Our stock pleases the most discriminating buyer. Roses, Carnations, Sweet Peas, Gardenias, Etc.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Albert Koehler, of the American Bulb Co., in a recent letter from Germany, says the demand for cyclamen seed in that country far exceeds the supply. The growers of lily of the valley pips are preparing for a big American demand, but find the present packing requirements exceedily difficult and the cold storage shipping facilities inadequate. Labor is very scarce and high, and German merchants will take payment for their goods only in American dollars, cash to accompany order. Mr. Koehler, when he can get out of Germany, which was impossible at the time of writing on account of the revolution, expects also to visit Holland, France and England, in the interest of his firm.

John Spiros, who conducts a flower stand in one of Kresge's stores, has brought suit against a local wholesaler for failure, he claims, to deliver 1,000 outdoor jonquils at $6 per 1000 two days before Easter. It is interesting to note, while Mr. Spiros claims a loss of $60, any number of stores were selling their jonquils in even small quantities at the rate of $5 to $7.50 per 1000 with an almost unlimited quantity available. Some were thrown out altogether for lack of buyers.

Tony Einweck, of Rock River, Wyo., arrived here this week to attend the wedding of his brother, Joe Einweck, of the Bassett & Washburn force, to be solemnized this month. Tony was employed in the local wholesale market several years ago, but at present holds a responsible position in the western oil fields.

The Ernst Wienhoeber Co. had the Peacock wedding this week, which included the bridal bouquets and the decorations for the church and home. Mr. Wienhoeber and daughter have returned from a pleasant visit to California.

Allie Zech, of Zech & Mann, has a letter in regard to the coal situation that is of interest to every grower. They are at liberty to read it at any time they desire, or may receive a copy of same upon application.

Bassett & Washburn report business good, considering conditions, and are looking forward to an early settlement of the railroad strike which is improving rapidly at this writing.

Peter Reinberg is cutting quite heavily in roses and carnations, which are moving as nicely as can be expected, considering the present shipping and market conditions.

George Wienhoeber had the order for the Mills wedding this week, which included the bridal bouquets and church and home decorations.

Tonner

Wholesale
Cut Flowers — Supplies
30 E. Randolph St., CHICAGO
Telephone Central 6284

Herman Warendorff, the Ansonia Hotel Florist, New York, passed through the city this week on a pleasure trip through the west, terminating in California.

One hundred and twenty thousand home gardens will be started this week, as part of the city's public school campaign to increase the production of vegetables.

The E. C. Amling Co. is supplying its customers with choice iris, in addition to its usual complete line of all other seasonable stock.

Wietor Bros. are cutting a fine supply of carnations, which are in good demand, considering the present market conditions.

The J. A. Budlong Co. is handling a regular supply of lupines in addition to a complete line of all other seasonable stock.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572.
161 North Wabash Ave. Chicago

EXTRA FANCY
Roses-Carnations
Sweet Peas-Lilies-Daisies-Violets-Callas
Tulips - Valley - Calendulas - Snapdragons
Orchids-Jonquils-Freesias-Etc. Greens

You will appreciate the service we are rendering, and will find it to your advantage to favor us with a share of your orders.

Mention the American Florist when writing

A. T. Pyfer & Co. are strong on all seasonable stock and report a good call for sweet peas, which are good property.

J. C. Nielson, one of Poehlmann Bros. Co's. traveling men, is the proud owner of a new Dodge touring car.

Tonners' are supplying their trade with choice sweet peas, which they are banding in good supply.

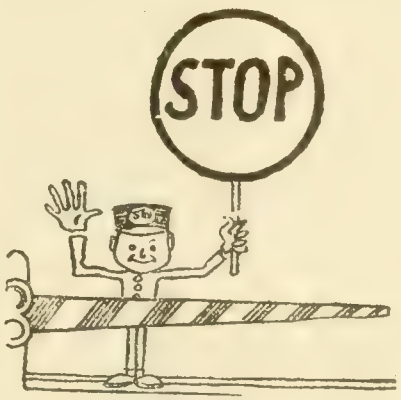
George McCallum, of the McCallum Co., Pittsburgh, Pa., called on the trade here this week.

Vaughan's Seed Store reports heavy demand for nursery stock.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Hotel Randolph, April 8, President Waters in the chair. New members were elected as follows: Charles M. McCauley, Geneva; William Langhout, 172 North Wabash avenue; Lorenz P. Geiger, 4905 Quincy street; Edward Clody, 3912 North Clark street; George Wienhoeber, 41 South Wabash avenue; A. Hall, 4700 Sheridan road; H. E. Bruns, 3040 West Madison street; Fred Stielow, Niles Center; C. Clemensen, 7801 Exchange avenue; Nick Damm, Jr., Morton Grove; James R. Paul, 1112 Lawrence avenue and Ernst Weiss, Elmhurst. Nominations for membership included: Eric Paselk, Morton Grove, and L. A. Woodward, 208 South LaSalle street.

The special attraction of the evening was the presentation of the two reel cinema, "Wonderland Under Glass," by the American Greenhouse Manufacturing Co., this interesting and instructive movie being shown here for the first time. The audience was delighted with the wonderful pictures. Beginning with the introduction of the official and en-



HERE

is the right place in the Chicago Market to buy the Best Flowers for the Least Money.

A. T. Pyfer & Company

OUR MOTTO: "Nothing is too much trouble to please a customer."

L. D. Phone Central 3373

164 North Wabash Ave., CHICAGO

Mention the American Florist when writing

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

ROSES

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MINIATURE ROSES

Cecile Brunner

CARNATIONS

MISCELLANEOUS

Valley Cattleyas

Jonquils Lilies

Violets Sweet Peas

Mignonette

Darwin Tulips

Tulips Freesias

Calendulas

White and Yellow Daisies

Snapdragons

GREENS

Plumosus Sprengeri

Galax, bronze. Galax, green

Ferns

Adiantum Smilax

Boxwood

gineering personnel of this company, we were finally led up to the signing of a contract for a new range of greenhouses. The "I Will" spirit of this city was evident in every scene. Next was presented a series of actual production scenes inside the manufacturing plant, showing various operations of, and in connection with, the construction of iron, steel and wood materials. These pictures were a revelation to many, as the most minute details were clearly shown. Power riveting machines, multiple drills, automatic punches and manifold mortising machines were shown, also other appliance in operation. Many types of greenhouse were reproduced on the screen, including exterior and interior views of large and small commercial establishments, and finally the reel was completed, showing an actual scene in a modern retail flower store with greenhouses attached. The reel at its final turn announced the national slogan, "Say It With Flowers." President McKee, of the American Greenhouse Manufacturing Co., kindly promised to repeat the exhibition at the May meeting on request of the members.

President Waters announced that the Elks' national convention will be held here July 5-10, bringing over a quarter of a million visitors to the city. The Elks are planning to furnish 10,000 to 20,000 corsage bouquets during the convention, and growers as well as retailers should prepare for this work. Mr. Waters also reminded members that the national republican covnvention, which is to be held here in June, should stimulate the demand for flowers.

Chairman Morton, of the garden committee, reported the completion of all arrangements for an active campaign to encourage more home gardening, and announced the printed matter will be ready for distribution the second week in April.

Treasurer Paul E. Weiss, who is closely identified with coal interests, gave some interesting fuel facts in the programme of the meeting, which will be found in our issue of April 10, page 650.

President Joseph Kohout, of the Commercial Flower Growers of Chicago, presented a very remarkable message on the promotion of the growers' interests, which we hope to print later.

Chairman Guy W. French, of the good-of-the-club committee, announced plans for a May dance, particulars of which will be given later.

Joseph H. Hill, of Richmond, Ind., exhibited his new rose, Red Columbia, which attracted much attention.

The next regular meeting will be held May 6.

TERRE HAUTE, IND.—C. J. Woodard has purchased land at Washington avenue and 21st street, and will build one house.

URBANA, O.—S. W. Carey, owing to failing health, has disposed of his establishment to J. G. Botkin, proprietor of the East Lawn Flower Gardens.

Toledo, O.

STRIKE AND BLIZZARD DEMORALIZING.

Both growers and retailers here have experienced the worst Easter on record, with profits knocked sky high by a combination of circumstances as unavoidable as the big tornado that swept over this section a week ago. Until Friday of Easter week, everything was lovely, and with the greatest demand of years in sight, everybody was happy. Then, on Friday, a gale of biting cold wind shut off business like a clam. On Saturday morning, like a bolt out of the blue sky, came the street car strike, paralyzing traffic, and those people who persisted in going downtown were forced to use the perilous jitney service. Despite this handicap, business on Saturday was surprisingly good, better in fact than on the same day last year. Then, to cap the climax of the florists' woes, a terrific blizzard, with high winds, snow, hail and rain, descended upon the city Sunday morning and continued throughout the day. It was so bad that only a few people ventured out of doors. The result was that florists' ice boxes were jammed Monday morning with cut flowers, which they had expected to sell on Sunday. Bulbous stock, more plentiful than ever before, met the same fate. Florists in the outskirts did not suffer to the same extent as those downtown. Despite all these untoward circumstances, business was about equal to that of last year. No particular plant seemed to be a favorite ,and great quantities of lilies, tulips, hyacinths, daffodils, genistas, hydrangeas and cinerarias were sold. There was a lively call for corsages before Sunday, but few had a chance to wear them. Telegraph orders were more numerous than ever. Due to the great supply, prices were about the same as last Easter. Very little advertising was done, most florists taking the demand for granted. Considering what developed, there is no doubt that had a united effort been made to push stock during the forepart of the week, that a more favorable story could now be told.

NOTES.

Schramm Brothers, who grow most of their Easter plants, had the biggest display they have ever had. To push this stock, they ran a half-page ad in both of the daily papers, which was the largest ever used in this city by any florist. To promote early ordering, a special one-day sale of pot tulips was offered for Thursday, and quite few were sold. Business up to Sunday morning was great, according to Frank M. Schramm, and he was well satisfied.

Max Spanner used his large basement to put on his annual Easter flower show, and had a wonderful assortment of plants. He displayed an exceptionally fine lot of rose bushes, hydrangeas and tulips. Max showed the writer an ice box full of cut flowers on Monday morning, the sale of which was prevented by Sunday's storm.

BEST QUALITY TO BE HAD IN

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Ward, Welland, Brilliant,
Double White and Pink Killarney, Sunburst, Hearst, Nesbit and Brunner.
NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

IN GOOD SUPPLY
DARWIN TULIPS--TULIPS--JONQUILS

Choice stock of Valley, Sweet Peas, Callas, Daisies,
Rubrums, Easter Lilies, Calendulas, Mignonette, Stocks,
Violets, Lupines, Pansies and all other Seasonable Stock.

Don't Forget Us on GREENS, as We Have Mexican Ivy, Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.
WE ARE CLOSED ALL DAY SUNDAY.

Metz & Bateman report a fine trade up to Sunday, but, like other retailers, had a big surplus of cut flowers and plants.

Harry Heinl sent in some fine lilies, but lost many during Easter week, when they blasted. A. C. K.

Milwaukee, Wis.

SUPPLY EXCEEDS FAIR DEMAND.

Business during the past week was brisk, but not enough so to take care of the large amount of stock which arrives daily. The cut of roses, carnations, bulbous stock and lilies, both Easter and callas, is considerably greater than for the same period in 1919. Sweet peas seem to be the most popular cut flower thus far, and while many are cut daily, more could be moved. The weather conditions for the past week were mostly cloudy and cool, which in a way, is a blessing in retarding some of the crops. Yet, after the long siege of winter, we all would like to have it somewhat warmer, especially during the nights. Even the greatly reduced prices all down the line do not seem to have the desired effect.

NOTES.

Fred Gutermuth mourns the loss of his mother, age 58 years, who was relieved by death, April 5, after a prolonged siege of sickness. She is survived by her husband, two daughters and one son. Interment took place at Union cemetery, April 8, from the home, which adjoins the greenhouses at 20th street and Atkinson avenue.

James Livingstone, who served the local florists' club in the capacity of treasurer for a long time, had the misfortune to sprain his right ankle a short time ago, and it has caused him much pain and inconvenience ever since.

Shortly before Easter, burglars, who gained entrance through a basement window at the Edlefsen-Leidiger Co's. store, 419 Milwaukee street, rifled the cash drawer, and were rewarded to the amount of $7.25.

Gimbel Bros.' cut flower department reports an 80 per cent increase for Easter over that in 1919. The many outgoing and incoming telegraph delivery orders were nearly equal in quantity.

We have learned that Mrs. Seaman, who has been very sick since last fall, was well enough to accompany her sister to Chicago, where she will make her home for the present.

The strike of the railway employes has not yet (April 12) affected local perishable stock, which is forwarded by the express companies.

Many local sweet pea growers report a drop in their daily cuts the past week, due to the falling off of the buds.

E. O.

Racine, Wis.

The Brux Greenhouses have been making a fine display of stock since the opening of their new range and store. Fire of unknown origin early in the morning of March 16, destroyed the entire upper story of the Brux residence, adjoining the houses, did not cause loss in that quarter and repairs to the dwelling are now under way.

Swen Olsen, landscape gardener at the Mound cemetery greenhouses, has resigned his position and will go to California. His many friends in this city regret his departure and wish him success in his new location.

The old North Side Greenhouse has been sold again, this time to Milwaukee parties who will remove it to that city. The same interests have purchased the Cuthbertson range.

The Flower Shop, formerly located on Main street, was moved to more commodious quarters one block away on Wisconsin street.

R. A. B.

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Violets. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

For Florists' Supplies, Baskets, Chiffons and Spring Novelties
PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., Pittsburgh, Pa.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Salt Lake City, Utah.

FINE SUPPLY WITH VERY WEAK DEMAND.

The market is flooded with stock of fine quality for which there is little call. Roses are offered at from eight to 20 cents, with Shawyer, Ophelia, Wasatch, Helen Taft, Hoosier Beauty and Columbia, bringing 10 to 25 cents. Carnations are exceptionally fine and are quoted $5 for splits and $8 for fancy, Laddie bringing $15. A few gladioli are seen at $2.50-$3 per dozen. Sweet peas are not in heavy crop due to dark weather and hold up to two cents. The plant market is practically cleaned up in good Bostons, Whitmani and asparagus. There are, however, a few bulbous offerings left. On account of the dark, cold, stormy weather, hydrangeas were too green for Easter but are now coming into their own, which will enable the retailers to have something besides ferns to show.

NOTES.

The Miller Floral Co's. force is taking a little rest after the big rush. Funeral work is now a big factor. Miss Rice, of Burley, Idaho, is now a student at the store, and is fast mastering the details of the business preparatory to taking charge of the flower department of the Miller Drug Co. in that city. Robert Miller was a recent visitor from Farmington.

Mrs. Eunice Frontzes has taken a position with Bailey & Sons, in the capacity of saleslady. Mr. Uno, of the above firm reports excellent business, all stock moving well.

The Evans Floral Co. says a basement location makes no difference as the trade gets to them anyway. All conditions are favorable to good business.

The Salt Lake Floral Co. has some fine snapdragons in colors which clean up easily. Carnations are plentiful at this range.

The Lambourne Floral Co. is having a heavy call for funeral work, which is very welcome after the Easter rush.

Miss Childs, of the B. C. Morris Floral Co., has no complaint to offer, business being very satisfactory.

Emil Lund, of Bountiful, and M. Daunelfelzer, of Sugar House, have large crops of fine carnations.

LINDLEY BOXES
ARNOLD BOXES
Comprising the largest assortment of Florist Boxes obtainable. The Arnold Florist Box stock has been purchased by the Lindley Company. Write us for prices.
GEO. L. HOOPIS, New York Representative, 601 W. 144th St.
A. V. Z. JENNINGS, Chicago Representative, 20 E. Jackson Blvd.
Lindley Flower Box Company, Quality Box Makers. Marion, Indiana

GOLDFISH 1,500,000 (Fancy and Plain)
Ready for market at rock-bottom prices. Ship anywhere in U. S. or Canada. Write for our illustrated catalogue.
Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.
Mention the American Florist when writing

FLORISTS'
Cards, Envelopes, Labels, Tags.
Add 10% to our 1920 catalogue prices.
THE JOHN HENRY CO.
LANSING, MICHIGAN
Mention the American Florist when writing

Al. Alt, of the Huddart Floral Co., says business following Easter has been exceptionally good.

Local growers contemplate getting together on the matter of prices in the near future.

The Sanders Floral Co. is having a good trade, with heavy demand for plants.

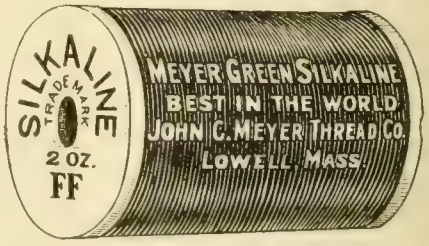
P. R.

PHOENIX, ARIZ.—Edward W. Werick, formerly engaged in the florist business at Buffalo, N. Y., and a past president of the florists' club of that city, died here recently.

FOND DU LAC, WIS.—In spite of inclement weather, nearly 2,000 visitors inspected the handsome new establishment of the Haentze Floral Co., when it was thrown open to the public, March 28.

Sell More Potted Plants

You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a
Little Wonder Plant Irrigator
They keep your plants watered just right.
Wholesale price, $25.00 per 100.
If your supply house does not carry them send us their name with your order.
Sample by mail, 35c.
The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO
Mention the American Florist when writing



Mention the American Florist when writing

BOSTON, MASS.—There was an interesting exhibit of orchids in bloom in Horticultural hall, April 10-11.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.

CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 6179 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen
Roses, Beauty		$2.00@$ 8.00
		Per 100
"	Mrs. Chas. Russell	5.00@ 40.00
"	Columbia	5.00@ 40.00
"	Premier	5.00@ 40.00
"	Hoosier Beauty	4.00@ 30.00
"	Killarney Brilliant	4.00@ 30.00
"	Killarney	4.00@ 25.00
"	White Killarney	4.00@ 25.00
"	Richmond	4.00@ 25.00
"	My Maryland	4.00@ 25.00
"	Mrs. Geo. Shawyer	4.00@ 30.00
"	Milady	4.00@ 30.00
"	Mrs. Aaron Ward	4.00@ 25.00
"	Sunburst	4.00@ 30.00
"	Ophelia	4.00@ 30.00
"	Dble. W. Killarney	4.00@ 25.00
"	Champ Weiland	4.00@ 25.00
"	Stanley	4.00@ 30.00
"	Bayard Thayer	5.00@ 40.00
"	Cecile Brunner	2.00@ 4.00
"	George Elgar	2.00@ 4.00
"	Baby Doll	2.00@ 4.00
"	Nesbit	2.00@ 4.00
"	Our selection	6.00
Carnations		2.00@ 6.00
Cattleyas	per doz.	12.00@ 18.00
Mignonette		6.00
Snapdragons	per doz.	1.00
Freesia		3.00@ 6.00
Tulips		6.00@ 10.00
Daisies		2.00@ 4.00
Valley		8.00@ 12.00
Calendulas		4.00@ 6.00
Gardenias	per doz.	6.00
Lilies	per doz.	3.00
Jonquils		4.00@ 8.00
Callas		25.00@ 35.00
Sweet Peas	per 100	2.00@ 4.00
Violets		1.00@ 2.00
Ferns	per 1,000	4.50@ 5.00
Galax	per 1,000	1.50@ 2.00
Leucothoe		1.00@ 1.25
Plumosus Strings	each	.60@ .75
Sprengeri; Plumosus, Sprays		3.00
Mexican Ivy		.75@ 1.00
Boxwood, 35c per lb., per case		9.00

ZECH & MANN

WHOLESALE FLORISTS

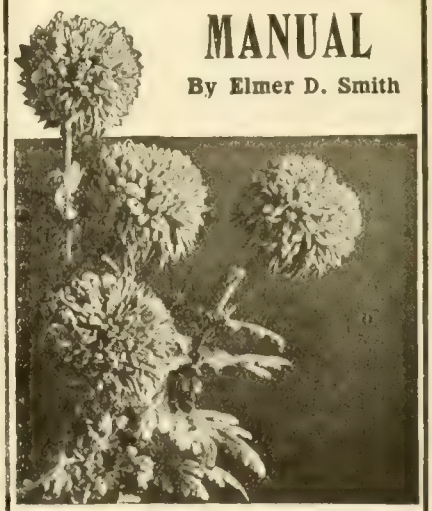
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 No. Clark Street. CHICAGO

A BIG Spring Crop of BEAUTIES

that we offer you at a price which is within reach of every retailer and should be of interest to you.

We have plenty of Beauties now, and will have them until the end of the season.

The Quality is the Best to be had at this time of the season, and you can depend on us for carefully selected stock.

When you want Good Beauties, send your order to

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

EXPRESS EMBARGO WORKS HARDSHIP.

The past week's demand has not been very encouraging; the stores stocked up with good supplies, and there was a fair out-of-town business reported by the wholesalers, but the snap that puts life into things, was lacking. As an offset, the supply was rather short in nearly all lines; even Easter lilies, which are generally freely offered after an early holiday, are not any too plentiful. Roses, in the face of the light demand, are selling up well, as are carnations, and realizing very good prices for the season. The quality of both is fine. There are still violets, but they will soon be off the list. Snapdragon is now at its best. Calendulas of the higher grades sell fairly well. Lily of the valley, from genuine German pips, appears almost as good as ever, and is more plentiful. White lilac, which has played such a part the past season, is about done. Cattleyas are short of the demand and bring top prices from $1.00 up. Asparagus is a good crop; any kind of a fair bunch now brings 75 cents. Adiantum is also up 50 per cent.

April 12.—The express companies, owing to the strike of switchmen and other railroad workers, have refused all shipments, with the result that cut flowers, ordinarily sent or received by express, have to be moved by motor trucks or parcel post. The situation is serious, as if not immediately remedied, considerable loss will result to growers, who will not be able to market their stock.

CLUB MEETING.

The April meeting of the florists' club was too close to Easter for most of the members, and the attendance was not up to the standard. The talk on advertising by Charles Bloomingdale, an advertising expert, was short, but very much to the point. He is a great believer in continuous publicity as he has numerous clients who have found it most beneficial. The slides of Penn's Boston advertising were wonderfully fine and full of excellent ideas in publicity for all seasons of the year. All are splendidly illustrated, with good cuts of decorated plants, arranged baskets of cut flowers, bride's shower bunches and other wedding arrangements, a number showing the bride holding her bouquet. Valentine bunches of violets, and at other seasons were a feature. All public events and anniversaries were connected up in the store publicity. The text and descriptive matter was excellent, the national slogan, "Say it With Flowers," and "Leave it to Penn" is clever and was frequently used. Such splendid work cannot help but bring business to Penn, and to other florists as well.

NOTES.

Transportation is now the great drawback. There is not sufficient room in the limited express car service of many of the trains to carry all shipments ready for forwarding; when the cars are full, packages left over have to wait three or four hours, and longer, for the next chance. Shipments of violets from New York for the Easter trade were many of them from four to six days on the way, and of course, worthless. Conditions described by a New York shipper in explaining delays are as follows: "Everything in the transportation line seems to be tied up by strikes, lockouts and embargoes. Not a single railroad will accept shipments for transportation, and all boat service on the river is tied up. Express companies will accept only shipments that suit them, and these for very few localities, and only subject to delays."

James Heacock, Robert Jamison, and Karl Corts, of the Joseph Heacock Co., paid a visit the first of this week to John H. Dunlop & Son, Toronto, Ont., to see the new rose, as grown by the originator. The new house at Roelfs is soon to be planted with roses, and the Dunlop is likely to be one of the new ones to take up considerable space. Catch crops in this house, not finished until October, are sweet peas, calendulas and Godfrey callas, all of which turned in splendid cards, and are now at their height in production.

Wholesale Flower Markets

BOSTON, Apr. 14. Per 100

Roses, American Beauty	25.00@	150.00
" Shawyer, Russell	12.50@	30.00
" Killarney	10.00@	25.00
" Milady	12.00@	30.00
" Radiance	16.00@	40.00
" White Killarney	10.00@	25.00
" Killarney Brilliant	16.00@	25.00
" Ward	6.00@	16.50
" Hadley	12.00@	35.00
" Ophelia	15.00@	30.00
" Premier	12.50@	30.00
" Columbia	16.00@	25.00
" Maryland	16.00@	25.00
" Hoosier Beauty	15.00@	35.00
" Stanley	16.00@	25.00
Cattleyas, per doz	12.00@	18.00
Sweet Peas	1.00@	3.00
Carnations	6.00@	12.50
Longiflorum Lilies	20.00@	25.00
Violets, a hundred	2.00@	2.50
Marguerites	4.00-6.00@	8.00
Calendulas...doz.	.75@1.00	
Callas	16.50@	25.00
Snapdragons, doz.	3.00@4.00	
Adiantum		2.00
Asparagus Strings, per doz	9.00@	12.00
Asparagus bunches, each		.50
Jonquils	4.00@	6.00
Freesia	8.00@	12.50
Anemones, per doz		1.50
French Iris, per spray		.35
Pansies	2.00@	3.00
Myosotis, a bunch	.35@	1.00
Lily of the Valley	8.00@	12.00

BUFFALO, Apr. 14. Per 100

Roses, Beauty, Special	50.00@	60.00
" Fancy	25.00@	30.00
" Extra	20.00@	25.00
" 1st	15.00@	20.00
" Killarney	6.00@	15.00
" My Maryland	6.00@	20.00
" White Killarney	6.00@	15.00
" Sunburst	6.00@	15.00
" Ward	6.00@	8.00
" Columbia	10.00@	25.00
" Ophelia	8.00@	20.00
" Russell	10.00@	25.00
" Shawyer	6.00@	15.00
" Bon Silene	4.00@	6.00
" Cecile Brunner	3.00@	4.00
Cattleyas	75.00@	100.00
Dasies	1.00@	3.00
Valley	8.00@	10.00
Violets	.75@	1.00
Calla Lilies	12.00@	30.00
Japan Lilies	8.00@	10.00
Easter Lilies	10.00@	20.00
Carnations	3.00@	6.00
Mignonettes	3.00@	6.00
Snapdragons	8.00@	15.00
Sweet Peas	1.00@	3.00
Asparagus Sprengeri	.35@	.50
Ferns, per 1000		3.50
Calendulas	3.00@	6.00
Smilax, doz.		4.00
Golden Spur	4.00@	5.00
Freesia	3.00@	4.00
Von Sion	3.00@	4.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Carnations, Violets, Freesia.

1225 Race St. Philadelphia, Pa.

CINCINNATI, Apr. 14. Per 100

Roses, Premier	6.00@	25.00
" Columbia	6.00@	25.00
" Butterfly	6.00@	25.00
" White Killarney	6.00@	20.00
" Pink Killarney	6.00@	20.00
" Sunburst	6.00@	20.00
" Mrs. Aaron Ward	6.00@	20.00
" Ophelia	6.00@	20.00
Carnations	2.00@	4.00
Calendulas	1.00@	2.00
Sweet Peas	1.00@	2.00
Violets (California)	.50@	.75
Ferns, per 1,000		3.50
Leucothoe, per 1,000		6.00
Galax, per 1,000		1.50
Daffodils	2.00@	4.00
Mexican Ivy, per 1,000		6.00
Smilax, per string	.15@	.20
Dutch Hyacinths	4.00@	10.00
Plumosus (south) per bch.		.25
Tulips	3.00@	6.00
Lily of the Valley		8.00
Easter Lilies	10.00@	15.00
Snapdragons	4.00@	6.00

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Special Big Bargains
in our latest price list. It's a "green" sheet. Keep a copy on your desk.
Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

Latest Easter reports are all most favorable. One of the wholesalers says: "Everybody must have had a wonderful Easter as we have never had bills paid as promptly before. Generally when prices are high there is a lot of complaints of one kind or another in efforts to have the bills reduced, but this year checks are coming along in full, with only satisfactory comment."

There are rumors of a growers' market, for this city on the lines of the growers' association of Chicago. The old dame is always busy talking, but seldom delivers the goods. However, she does come across sometimes, and this may be one of the exceptions.

Berger Bros. have to move as their present building, 1225 Race street, has been rented over their heads. They have taken a lease on the property, 1609 Sansom street, which will be occupied as soon as the necessary alterations can be made.

The Holland bulb men are on the job, booking orders for next fall's delivery. Prices on daffodils are $30 per thousand on Golden Spur, and $32 for Emperor, payments cash on delivery, with three per cent off.

The Leo Niessen Co. is strong on American Beauties, which for the next month, will be very fine. Carnations and sweet peas are also quantity stocks.

Carnations, snapdragons and sweet peas are features of the Edward Reid stock. Ophelia and Columbia roses of good quality are in demand.

M. J. Callahan is much pleased with his branch store, 20th street, near Spruce, formerly Reizer's, where he found a fine Easter demand. K.

Kansas City, Mo.

Probably in no former year was the Easter supply of lilies so plentiful or of better quality than during the Easter period just passed, and in spite of their generous numbers, many more could have been sold had they been available. Quite a number were sent out with one bud opening at the request of customers. The price in pots was 75 cents per flower, while cut stock brought $7.50 per dozen. On Saturday, this city experienced the worst blizzard of the year, but in spite of severe handicaps the trade met the situation and everything moved in perfect harmony. M.

Wholesale Flower Markets

PITTSBURGH, Apr. 14.	Per 100
Roses, Beauty, spl., per doz.	7.50
" " fcy., per doz.	6.00
" " ex., per doz.	4.00
" " No. 1, per doz.	2.00
" Hadley	12.00@ 35.00
" Killarney	8.00@ 20.00
" Maryland	8.00@ 20.00
" Sunburst	8.00@ 20.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	10.00@ 35.00
" Columbia	10.00@ 25.00
" Ophelia	8.00@ 20.00
" Hilda	6.00@ 15.00
" Premier	10.00@ 30.00
Lily of the Valley	10.00
Easter Lilies	20.00
Carnations	6.00
Cattleyas, each	1.50
Ferns, per 1,000	4.00
Sweet Peas	1.00@ 4.00
Daisies	2.00@ 4.00
Galax, per 1,000	2.00
Plumosus, per bunch	.40
Sprengeri, per bunch	.50
Smilax, per doz.	4.00
Calendulas	2.00@ 6.00
Tulips	4.00@ 6.00
Mignonette	5.00
Snapdragons, per doz.	1.50@ 3.00
Calla Lilies, per doz.	1.50@ 2.00
Jonquils	4.00@ 6.00

PHILADELPHIA, Apr. 14.	Per 100
Roses, Beauty, special	50.00@ 75.00
" " fancy	25.00@ 35.00
" Mrs. Chas. Russell	6.00@ 40.00
" Killarney	4.00@ 10.00
" Hadley	10.00@ 30.00
" Sunburst	8.00@ 15.00
" Wards	6.00@ 10.00
" Ophelia	6.00@ 15.00
" Columbia	10.00@ 30.00
" Premier	10.00@ 30.00
Cattleyas	.75@ 1.00
Lilac, bunch	1.25@ 1.50
Mignonette	4.00@ 6.00
Gardenias, doz.	.25@ .40
Carnations	6.00@ 8.00
Carnation Laddie	**12.00@ 15.00**
Snapdragons, per doz.	**1.50@ 2.00**
Callas	15.00@ 20.00
Easter Lilies	**15.00@ 20.00**
Violets	**.50@ 1.00**
Calendulas	1.50@ 4.00
Adiantum	**1.00@ 1.50**
Smilax	**.35**
Asparagus Strings	.75@ 1.00
Sweet Peas	**1.00@ 4.00**
Lily of the Valley	10.00

MILWAUKEE, Apr. 14.	Per 100
Roses, Kill'n'y, W. Kill'n'y.	6.00@ 15.00
" Ward	4.00@ 12.00
" Premier	10.00@ 35.00
" Ophelia	8.00@ 18.00
" Columbia	10.00@ 35.00
" Hoosier Beauty	6.00@ 18.00
Carnations, assorted	4.00@ 6.00
Cattleyas, per doz.	9.00@ 12.00
Callas, per doz.	2.50@ 3.00
Sweet peas	1.50@ 3.00
Lilies, per doz.	2.00@ 2.50
Snapdragon, per doz.	**1.00@ 2.00**
Freesia	**4.00@ 6.00**

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.
Mention the American Florist when writing

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
Mention the American Florist when writing

ST. LOUIS, Apr. 14.	Per 100
Roses, Hadley	6.00@ 10.00
" Premier	4.00@ 35.00
" Killarney	3.00@ 8.00
" White Killarney	5.00@ 10.00
" Hoosier Beauty	6.00@ 12.50
" Russell	4.00@ 35.00
" Ward	3.00@ 6.00
" Sunburst	5.00@ 12.50
Ferns, per 1000	4.50
Carnations	1.50@ 5.00
Carnations, Laddie	**15.00@ 20.00**
Carnations, Specials	**.75@ 2.00**
Sweet Peas	5.00@ 15.00
Calendulas	**3.00@ 4.00**
Callas	10.00@ 20.00
Mignonette	3.00@ 10.00
Violets	.75@ 1.00
Galax, per 1,000	1.50
Leucothoe, per 1,000	7.50
Boxwood, per lb.	.25
Lily of the Valley	8.00
Freesia	2.00@ 3.00
Jonquils	.50@ 4.00

New York.

AFTER-EASTER TRADE DULL.

No great amount of business is ever expected for a week or two following a great holiday trade, and the rule was not broken during the past week. Possibly, it was better for the wholesalers that the weather was very cool. Throughout the week, the temperature seldom went much above 40 degrees, and on several nights, it went down to 30. The supply of stock was consequently reduced, which prevented any noteworthy decline in prices. Both roses and carnations cleaned up fairly well at good figures. The cool weather was also fortunate for the flowering bulb trade, as stock arrived in good condition. It was not "violet weather," so the street men got into the game; but for that matter, after the short and dark days of early winter, they are seldom out of it. A heavy stock of cut lilies has been arriving. Exceptionally fine stock of the longiflorum nobilis has been noticed, which wholesaled at $2 to $2.50 per dozen, buds and flowers. As much of the stock for this market now arrives by automobile trucks it is hoped that even if the railway strike continues, it will not seriously cripple the flower trade.

April 12.—The weather continues cool, and stock is arriving in good condition. Quite a heavy supply of roses was received this morning, but prices are fairly firm. The Ulrich Brunner roses are now arriving and as a spring and early summer variety, they usually meet with favor.

NOTES.

The next event of importance after the club meeting on the night of April 12, will be the removal, April 26, of 20 wholesale firms—20, count 'em—from West 28th street to the Siegel-Cooper-Greenbut building, Sixth avenue, 18th to 19th street. Carpenters have been busy for several weeks in fitting up the ground floor for their reception. The arrangement is somewhat different from the majority of large markets. Broad aisles run through the building, and partitions have been put up between the stands, which it would seem, is an improvement, as it gives each firm, to a certain extent, the same privacy enjoyed in a separate store. It is believed that this market will be a success from the start. It is conveniently located relating to the main transportation lines, and everything in the way of cut flowers that retailers use, will be found there.

As the florist, seed and nursery trades have in the past few years had their share of annoyances from strikes, it seems in order to here refer to such matters. It must be plain to business men that by some means the chaotic conditions that have from time to time deranged all lines of trade, must be reduced to a minimum. It is not merely a question of the rights of employers and employes, but a larger question of the rights of all the people. An industrial court, such as now exists in the state of Kansas, seems to be the sanest solution of this problem. It has been noted that several men have recently been jailed for disobeying the orders of that court. That seems to be the proper place for any man—capitalist or laborer—who refuses to recognize the authority of a lawfully constituted court.

The so-called "outlaw" strikers are living up to that name. On April 11, the east bound Chicago Express, on the Erie R. R., was abandoned by its crew at Port Jervis, N. J., 90 miles from this city. After attending a meeting, and spending several hours in conference, it is said that the crew agreed to come on with the mail and milk. The train will probably reach here today—unless they have to hold another confernce.

Calling recently at the range of the Charles H. Totty Company, Madison N. J., we found a large force engaged in grafting and potting the new varieties of roses for which this firm has become justly famous. They were for a time held up by the non-arrival of their grafting stocks, and have to be lively to make up for lost time, as the orders have been heavy.

We have received from Secretary Vick, of the American Dahlia Society, the April number of the society's bulletin, which is now published at Newark, N. J. It contains much interesting information for dahlia growers.

Phil. Kessler, of the Cut Flower Exchange, is receiving from Jos. Rafferzeder, of Teaneck, N. J., fine stock of new varieties of snapdragon.

Theodore Schultz, a florist and landscape gardener, has opened an attractive retail store at 584 Lexington avenue.

A. L. Miller, of Jamaica, is shipping to Traendly & Schenck, a fine quality of cut lilies.

Edward Brenner is receiving fine stock of the Ulrich Brunner roses.

Hentz & Nash, Inc., are handling a good stock of Spanish iris.

A. F. F.

New York Florists' Club.

The New York Florists' Club met in its hall in the Engineering building on the night of April 12. President Henshaw in the chair. As there was a light attendance at the opening, the president said he was in doubt whether it was a "survival of the fittest" or of the best walkers. However, members kept dropping in until there was a good attendance. On motion, J. P. Mossman, of Hackensack, N. J., was, so to speak, given the right of way to read his paper on orchid culture. Mr. Mossman was interesting, and held the attention of those present, a number arriving too late to hear the paper read. A short discussion followed, in which Joseph A. Manda and others participated. Mr. Mossman was given a rising vote of thanks.

Roman J. Irwin reported on the dinner held at the Hotel Biltmore on the night of March 17. The number of tickets sold was 375, and there were 68 invited guests. This report was accepted, and he and his committee were given a rising vote of thanks. The report of the flower show committee showed that there will be a comfortable balance, at least $9,000, to divide between the club and the Horticultural Society of

Lilies, Sweet Peas, Roses, Carnations, Violets.

Joseph S. Fenrich, 51 West 28th Street, NEW YORK
Telephones: 420-421-422 Watkins.

Mention the American Florist when writing

FUTTERMAN BROS.

Wholesale Florists, 102 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

Mention the American Florist when writing

Mention the American Florist when writing

C. Lecakes & Co.

Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Leucothoe Sprays, and Moss, Our Specialties.
116 W. 28th St., New York
Telephone Watkins 2315
No connection with any other concern.
Prompt and careful attention to Mail, Telegraph and Telephone Orders.

Mention the American Florist when writing

Traveling Wholesale Florist
INC.
133 W. 28th St., NEW YORK.
Telephones 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

Mention the American Florist when writing

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

Mention the American Florist when writing

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Watkins

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone: 759 Watkins

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 1532-3533 Watkins 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
34 West 28th St., NEW YORK CITY
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments Solicited.

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
133 West 28th St., NEW YORK
Established 1887
All consignments receive our special attention.

Wholesale Flower Markets

NEW YORK, Apr. 14. Per 100

Roses, Beauty, Specials	50.00@	75.00
" " extra and fancy	30.00@	40.00
" Hoosier Beauty	4.00@	15.00
" Hadley	4.00@	30.00
" Francis Scott Key	8.00@	50.00
" Columbia	4.00@	35.00
" Prima Donna	4.00@	15.00
" Dble Wht. Killarney	6.00@	20.00
" White Killarney	3.00@	10.00
" Aaron Ward	4.00@	15.00
" Ophelia	4.00@	20.00
" Sunburst	3.00@	12.00
" J. L. Mock	4.00@	25.00
" Mrs. Chas. Russell	4.00@	35.00
" Premier	4.00@	35.00
" Ulrich Brunner	10.00@	30.00
Cattleya orchids, special		150.00
Carnations	6.00@	8.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Asp. Plumosus, doz. bchs.	3.00@	5.00
Smilax, doz. strings	1.50@	2.00
Lilies, white	10.00@	15.00
Gardenias, per doz	1.00@	3.00
Callas, per doz	2.00@	3.00
Lilies, Rubrums	10.00@	12.00
Sweet Peas	1.00@	4.00
Lily of the Valley	1.50@	6.00
Violets	.50@	1.00
Yellow Narcissus, per doz.	.40@	.50
Mignonette, per doz	.50@	2.00
Freesia	.50@	2.00
Tulips, per doz.	.25@	.40
Flamingo, per doz	.50@	.75
Darwin Tulips, doz.	1.00@	1.50
Giant Daffodils, per doz.	.80@	1.00
Snapdragons, per doz	.50@	2.00
Iris, Spanish, per doz	3.00@	5.00
Daisies, Yellow	1.00@	3.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
115 West 28th Street, New York

Telephones {4422 / 4423} Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE {2335 / 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
101 West 28th Street, NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

New York. There will be a final report at a later date. The transportation committee reported progress. A final selection of a route to Cleveland and was deferred to next meeting. A suitable memorial of the death of F. W. Bruggerhof was read.

The following were elected to membership: J. N. Champion, New Haven, Conn.; D. A. Laird, Brooklyn, N. Y.; K. H. Zeevat, New York; H. Berkowitz, New York; J. M. Nitschke, New York; H. M. Cooke, Plattsburg, N. Y.; F. A. Heffner, Hoboken, N. J.; M. J. Watson, New York; Herman Mamitsch, Rockville Center, L. I.; A. H. Brown, Greenwich, Conn.; H. Bergman, Far Rockaway, N. Y.; D. A. Dawson, New York. Eight names were proposed for membership.

When new business was called for, Max Schling took the floor and entertained the members. Others followed. A public market previously mentioned in these columns, was discussed. Mr. Schling advocated support for the market, which has been proposed by Park Commissioner Gallatin, but the plan does not seem to be generally favored by any branch of the trade.

P. F. Kessler exhibited a vase of the snapdragon, Ruth Brewster; awarded cultural certificate. J. A. Manda, West Orange, N. J., exhibited Brasso-cattleya, distinct variety; silver medal. Also C. labiata; silver medal. Geo. Schlegel Broklyn, N. Y., exhibited a collection of Miltorica bluena grandiflora; silver medal for the collection. Louis Strauss, Brooklyn, N. Y., exhibited Dendrobium nobile alba; hornorable mention.

Out-of-town visitors were Richard Vincent, Jr., White Marsh, Md., and Louis Alene, West Haven, Conn.

A. F. F.

Cincinnati, O.

BUSINESS FAIR WITH LOWER PRICES.

With Easter gone, and Mothers' day on the horizon, everyone is getting straightened out and renewing supplies used during the holidays. The commission men did the best business in their career. Flowers are down to everybody's price now, and while business is good, the general public does not warm up. Perhaps the Easter holiday had something to do with it, a few dull days always following a holiday business. Wedding decorations are unusually numerous, and much southern smilax has been used. Roses are in good supply and barely clean up. Carnations are good and bring from $1 to $2 per 100. Sweet peas are very poor even at $7.50 per 1,000; a few bring a little better price. Lilies are an uncertain article to quote, as prices range from $8 to $20 per 100. Violets are done for. Snapdragon is fine, but the prices are still above a breaking market. The retailers all did well at Easter time, considering the high advance price asked, and the deluge of stock the last minute. The Sixth street market folks were selling carnations Saturday night before Easter as low as $1 per dozen, retail. Still every one is satisfied. Mothers' day goes big here, and everyone is getting ready to reap the golden harvest.

NOTES.

H. W. Sheppard's Easter business was 25 per cent better than last year. Funeral work and over 200 corsages kept every one interested. Wedding work is a daily occurrence here.

Julius Baer was hard pressed with funeral work the past week. Easter business was the best ever.

Robt. Kelley did a big Easter business. All plants sold out early. Corsages were a big feature.

T. W. Hardesty & Co., sold out everything for Easter in plants and cut flowers.

K.

LAST CALL

Mothers' Day

FOLDERS
POSTERS
STICKERS
N. D. ADS
MOVIE SLIDES

Order From The Broadside Mailed You

Hundreds of Live Wire Florists have already paved the way for BIG BUSINESS on Mothers' Day by sending in generous orders for all of the Mothers' Day DEALER HELPS.

Don't Delay Ordering

Mail and Express are usually slow at this time and to enable you to put your Mothers' Day HELPS in action early we advise you to send in your orders NOW.

Florists' Publicity Service Bureau

Of the S. A. F. & O. H.

HILMER V. SWENSON, Director

431 South Dearborn St., Chicago, Ill.

A profit on the sale of these Dealer Helps will be paid to the National Publicity Fund. You not only boost your own Business, but also help the S. A. F. fund by buying them in abundance.

An Event, Which Marks An Epoch!

New York's

"Wholesale Flower Market"

WILL BE IN OPERATION

MONDAY, APRIL 26th, 1920

IN THE

Greenhut Building Ground Floor,

East of Sixth Avenue, 18 to 19th Streets.

A long felt need is here completely filled—magnificent quarters, every facility and convenience—with the greatest quantity and most complete variety of Cut Flowers ever assembled for sale under one roof.

And at your service, the following:

J. K. Allen
Wm. Badgley
Edw. Brenner
J. J. Coan
M. C. Ford
J. S. Fenrich
H. E. Froment
S. Gilbert
I. Goldstein
E. C. Horan
Jas. McManus
Wm. Mackie
C. Slinn
P. J. Smith
Dolansky & McDonald
Geo. J. Polykranas
Henshaw Floral Co.
B. Jacobs Cut Flower Co.
John Young & Co.
Roman J. Irwin

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
ELEVEN STORES
Main Store— Lewis Ave. Cor. Hancock St.
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Albany, N. Y.
Danker FLORIST
The Best Service MEMBER
Mention the American Florist when writing

FRENCH RIVIERA and MONTE CARLO
C. Engelmann
Saffron Walden, England
MEMBER
Can take care of all your orders for above district.
Cable address for Riviera Branch: Carnation, Saint Laurent-du-Var.
Mention the American Florist when writing

SAFFRON WALDEN, ENGLAND
MEMBER
C. ENGELMANN
Can take care of all your English orders.
Cable address: Engelmann, Saffronwalden.
Mention the American Florist when writing

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.
Mention the American Florist when writing

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

HARTFORD, CONN.
George G. McClunie
165 MAIN STREET
Right in the Hospital District—Hartford, Charter Oak, Williams, Insane, St. Francis and Memorial Hospitals within two blocks of Flower Shop.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Five Stores in Northern Ohio
CLEVELAND [TWO STORES] - - - 13336 EUCLID AVE. 144 PUBLIC SQ.
YOUNGSTOWN - - 33 East Federal St.
WARREN - - - - 215 East Market St.
AKRON - - - - 109 South Main St.
THE PARK FLORAL COMPANY
MEMBERS FLORISTS' TELEGRAPH DELIVERY ASSOCIATION
Mention the American Florist when writing

ORDERS IN OR AROUND PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.
Mention the American Florist when writing

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester ph. 506. Long Dist. Bell ph. 2189
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

E. W. PEARSON
38 State St., Newburyport, Mass.
Covers All New England Points
Mention the American Florist when writing

Washington, D. C.
Louise Flower Shop
Connecticut Ave at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Albany, N. Y.
EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET
Mention the American Florist when writing

Pittsburgh, Pa.
A. W. Smith Co.
KEENAN BLDG.
Largest Floral Establishment in America. Established 1874. Incorporated 1909.
Mention the American Florist when writing

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.
Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place

L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Mention the American Florist when writing

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST

2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of

GEORGE ASMUS, Mgr.

Wire, Write or Phone West 822

Member of Florists' Telegraph Delivery.

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square and North Broadway

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

A. LANGE

77-79 E. Madison St., CHICAGO

Telegraph, Mail and Telephone Orders given most prompt and careful attention and filled with the best stock in the market.

YOUR PATRONAGE SOLICITED.

Chicago

H. N. BRUNS

3040 West Madison St., Chicago

Telegraph, Telephone and Mail Orders Given Prompt and Careful Attention

FROM NEW YORK EXCEPT AS NOTED.

April 16.

Royal George, Cunard (Southampton).

April 17.

Cedric, I. M. M. Lines (Liverpool).
Baltic, I. M. M. Lines (Liverpool).
FROM BOSTON, Oakland, I. M. M. Lines (Liverpool)
FROM PORTLAND, Canada, I. M. M. Lines (Liverpool).
Philadelphia, I. M. M. Lines (Southampton).
FROM BOSTON, Mercian, I. M. M. Lines (Manchester).
West Ekonk, I. M. M. Lines (Antwerp).
FROM BOSTON, Osawatomie, I. M. M. Lines (Antwerp).
Columbia, Cunard-Anchor (Glasgow).
FROM PHILADELPHIA, River Araxes, Cunard (Constantinople).
Brittania, Fabre Line (Marseilles).

April 20.

Zuiderdyk, Holland-America Line (Rotterdam).
Alps Maru, Barber Lines (Yokohama).
FROM PHILADELPHIA, A Steamer, I. M. M. Lines (Liverpool).
FROM BOSTON, West Togus, I. M. M. Lines (London).
FROM PHILADELPHIA, Mackinaw, I. M. M. Lines (London).
Bovic, I. M. M. Lines (Manchester).
Wampum, I. M. M. Lines (Glasgow).
FROM BOSTON, Anglo-Mexican, Cunard (Glasgow).
Shanghai, Osaka Shosen Kaisha (Japan and China).
Besseggen, Norwegian-America Line (Norway).
Patria, Fabre Line (Marseilles).

April 21.

FROM NEW ORLEANS, Zuiderdyk, Holland-America (Rotterdam).
Megantic, I. M. M. Lines (Liverpool).
Bergensfjord, Norwegian-America Line (Norway).

CHICAGO Mangel The Palmer House Florist 17 E. MONROE ST.

Member of Florists' Telegraph Delivery.

C. Frauenfelder FLORIST

3343 W. MADISON ST. NEAR GARFIELD PARK

CHICAGO

Friedman

FLOWERS

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, Sheboygan, Wisconsin.

Member of Florists' Telegraph Delivery.

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Best Flowers
Best Service

Chicago's Leading Florist
Railway Exchange Bldg.

KANSAS CITY, MISSOURI.
ROCK'S FLOWERS
Members Florists' Telegraph Delivery Ass'n

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Mention the American Florist when writing

Omaha, Neb.
Hess & Swoboda
FLORISTS
1415 Farnum St. PHONES: 1501 and L1158
Member of Florists' Telegraph Delivery.

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.

For St. Louis.
WIRE
Grimm & Gorly

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist
1519 Farnam St., Omaha, Neb.
Member of Florists' Telegraph Delivery.

SHERIDAN, WYO.
SHERIDAN GREENHOUSE CO.
Plants and Flowers

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Ecxhg. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—The Parks Floral Co.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich—Central Floral Co., Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
French Rivieria, France—C. Engelmann.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Hartford, Conn.—Geo. G. McClunie.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Fl. Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
Newark, N. J.—Washington Florist.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—George Hanges.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—A. B. Cazan.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnam St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y—J. B. Keller Sons.
Saffron Walden, Eng.—C. Engelmann.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Seboygan, Wis.—J. E. Matthewson.
Sheridan, Wyo.—Sheridan Greenhouse Co.
South Boston, Va.—Geo. W. Norwood.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toledo, O.—Mrs. J. B. Freeman.

St. Paul, Minn.
Holm & Olson
20-22-24 W. Fifth St.
We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.
HOLLYWOOD GARDENS
Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

New York Phone, Riverside 4036
George Hanges
FLORIST
Columbus Avenue and 93rd Street
Branch: 2848 Broadway
Prompt attention given out-of-town and steamer orders.

Kansas City, Mo.
W. J. Barnes FLORIST, K.C.M.O.
Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890.

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

WICHITA, Kansas Shipments for Kansas and Oklahoma.
W. H. CULP & COMPANY
Quality Flowers
Personal Service
Members F. T. D. A.

Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York

Member of Florists' Telegraph Delivery.

DARDS

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction
Nearly 50 Years.

Let Us Fill Your Steamer Orders. Regular European Sailings Now Established.

Mention the American Florist when writing

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

"SAY IT WITH FLOWERS"

Max Schling Flowers

Schling Service
Nothing Better

785 Fifth Avenue
NEW YORK CITY

Mention the American Florist when writing

New York.

The Aphrodite Co.

THE ARTISTIC FLORISTS
Floral Decorations for All Occasions.
2703 Broadway, Phone Academy 2479

Mention the American Florist when writing

New York.

A. B. CAZAN

FLOWERS OF QUALITY
2751 Broadway
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ESTABLISHED 1847

F. T. D.

Thos. F. Galvin INC.

THE NAME PROTECTS YOU

BOSTON
1 PARK STREET
799 BOYLSTON STREET

NEW YORK
561 FIFTH AVENUE

Steamers are Again Sailing on Schedule
Deliveries made on board

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.

Mention the American Florist when writing

New York

G. E. M. STUMPP

761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

New York.

BROADWAY FLORIST

2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

New York.

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Newark, N. J.

Begerow's

MEMBER F T D

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West
Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing

Alpha Floral Company

CHICAGO
146 S. WABASH AVE.

No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.

Send your telegraph orders to us for delivery in Chicago and vicinity.

Member of F. T. D.

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co's
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist
Connecticut Avenue and L Street

Mention the American Florist when writing

Washington, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist

Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi
224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Rockford, Ill.

H. W. BUCKBEE.

LITTLEFIELD, Florist
WORCESTER, MASS.

Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO
Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building,
4 South Jefferson Street, **Dayton, O.**

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

Wilkes-Barre and near-by Pennsylvania Towns
Member F. T. D.
14 N. Main St. **A. W. B EVANS**

Mention the American Florist when writing

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET
Mention the American Florist when writing

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East
Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St
Members Florists' Telegraph Delivery Association.
Mention the American Florist when writing

Kansas City, Mo.
A. Newell
FLORIST
Established over 30 years.
1122 Grand Avenue.

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists, Grand Rapids

CHICAGO
Central Floral Co.
Best service in both cities and adjoining territory
DETROIT
132 N. State St., CHICAGO
35 Broadway, DETROIT
Member of Florists' Telegraph Delivery

ROANOKE, VA.
FALLON, Florist.

Seattle-Rosaia Bros.
Finest floral studio in Northwest.
Member F.T.D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORISTS
930 PROSPECT AVE., Erie Building. CLEVELAND
Mention the American Florist when writing

LOUISVILLE, KY.
THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.
Mention the American Florist when writing

GUDE BROS. CO.
FLORISTS
1214 F ST. N.W.
WASHINGTON, D.C.
WASHINGTON D. C.
Gudes'
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

QUALITY and PROMPTNESS
New Orleans, La.
Members F.T.D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE
Mention the American Florist when writing

Salt Lake City
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO.
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark.
Telephone Market 494

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.

Philadelphia, Pa.
Chas. H. Grakelow
Broad St., at Cumberland
Member of Florists' Telegraph Delivery.

Flowers Delivered Anywhere. Phone, 1952 Bedford
HUGO H. JAHN
—FLORIST—
710 Nostrand Avenue
Cor. Prospect Place, BROOKLYN, N. Y.
Brooklyn Represeneative of National Floral Corporation.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

VISITED OMAHA: J. C. Vaughan, Chicago.

THE price of bags at Chicago, April 14, was $64.

ONE Chicago seedsman expressed 80 bags of onion sets per day for five days last week.

WINTER WHEAT condition, April 1, was reported 75 per cent normal as against 100 per cent the year before.

THE property of the late Gnud Gundestrup, Chicago, fixtures, seeds, etc., was sold April 10, realizing some $1,800.

ALEX. HENDERSON, of A. Henderson & Co., Chicago, is an enthusiastic golfer, but says Sunday is the only day he can find time to play.

PHILADELPHIA, PA.—President E. C. Dungan, of the American Seed Trade Association, returned to his desk, April 7, after an illness of four months.

MUSCATINE, IA.—The floods here last week seriously threatened the premises of the J. E. Hoopes Co., well known seed growers and market gardeners.

ONION SETS in the Chicago district have been moving slow the past week on account of transportation difficulties, prices remaining about $3.00 to $3.25.

LAST week, at the time of the drop in price of red clover, carlots of this item are reported expressed from Omaha and other points as far east as Toledo.

THE Jerome B. Rice Seed Co., Cambridge, N. Y., writing this week, say shipping conditions are fierce there, being in some instances unable to ship by freight, express or mail.

SEEDSMEN are experiencing a good demand for seed corn, which is expected to continue for several weeks. A few instances of difficulty in obtaining satisfactory seed stocks are reported from the northwest.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, April 14, were as follows: Timothy, $9.00 to $12.00 per 100 pounds. Red clover had a big drop from $45.00-$53.00 to $35.00-$46.00.

ACCORDING to the London Times, increases in ocean freight rates from the United Kingdom to North America will take effect April 19, and will range from 25 per cent on lower classes of goods to 50 per cent on more valuable articles.

TOLEDO, O.—Clover seed was weak and prices lower, April 12, opening quotations ranging from unchanged figures to a drop of 35 cents. Cash was offered at $29.50, April $29.50, October $23.40, and December $22.50. Cash timothy was slightly cheaper with futures steady. Cash, 1919, was quoted $5.75, April $5.75, May $5.70, September $6.10, October $6.00, and December $5.87½.

NEW YORK.—The unseasonably cold weather, April 5-10, to some extent checked counter trade, but it gave the seedsmen a chance to catch up with their orders. On April 10, they were facing, in common with the rest of the people, a more serious situation than cold weather, in the strike of railway men. On that day, an express embargo was declared, and the strike extended to the Hudson tubes, which are now largely depended upon for rapid communication with the Jersey shore.

Market Gardeners Cautious.

W. Atlee Burpee & Co., write as follows, March 26: "Business has been very satisfactory this month. One condition stands out prominently in our business. There is an abnormal demand for grass and clover seeds and less than normal demand for garden seeds from truckers. We are given to understand that many market gardeners are curtailing their acreages of truck crops this season through unwillingness to pay high prices for labor, and are putting their land into hay and grain crops instead. If this condition prevails over any considerable part of the country, it seems to us that a shortage of vegetables is likely to occur next summer.

"Spring has come very suddenly in Philadelphia the last few days, and the change in weather has started things moving very rapidly in the line of garden and flower seeds."

Secretary Meredith on Free Seeds.

Secretary Meredith, of the department of agriculture, went on record as opposing the appropriation of $250,000 for the distribution of free seeds, but the house would not heed his suggestion. The senate committee did, however, and took it from the bill. If the item goes back in conference, the country, in the judgment of Mr. Meredith, will have a splendid opportunity to determine the good faith of a congress that on the one hand chops a quarter of a million dollars from the most vital items which have to do with production, and, on the other hand, leaves in the bill a quarter of a million dollars "for seeds to send free to prospective voters in the fall elections."

There may be a good deal of agitation for a business man for president of the United States, but if Mr. Meredith's experience is a criterion, a business genius in the White House, will be helpless without some business sense in Congress.

Here are some of the reasons advanced by senators, in a recent discussion, why they are against the continuation of the free seed graft:

"There is no pretense that the distribution aids the farmer, and it is recognized as a means utilized by congressmen to keep their memories green in the minds of their constituents."

"The farmer's little daughted, carrying a watering pot in one hand and an American flag in the other, devotedly planting the seeds sent by a beneficent government, does not exist and never did."

"The distribution holds congress up to ridicule and contempt."

"The seeds do not grow, anyhow."

California Weather in March.

March, 1920, was a month of very favorable weather from an agricultural and horticultural standpoint. The temperature was about the normal for the month, and there were no damaging frosts in the valley and foothill sections. There were no marked warm or cold spells and the month was one of good growing weather. The 1st and 2nd were rainy and the balance of the week fair, but rain began again on the afternoon of the 8th, on the north coast, and by the morning of the 10th, it had spread over the entire state. From this time to the end of the month, there were frequent rains with intervening fair weather, which permitted the maximum amount of rain to soak into the soil and do the most good. It was the first month since September, 1919, when the monthly amount of precipitation exceeded the normal in all portions of the state, and in which any considerable amount of snow fell in the mountain regions. At the beginning of the month, the water situation was very acute in all sections, especially in the northern portion of the state, where the deficiency was very marked. The precipitation during March was sufficient for all plant growth, penetrated well into the ground, and in a great measure, helped to replenish the reservoirs and mountain lakes which furnish water for power and irrigation purposes. While the rainfall has not been sufficient to insure the crops, it has been ample for present purposes, and with normal conditions during the remainder of the season, good crops will be secured.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA
Company

We are headquarters for the **BEST OF EVERYTHING** in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Mention the American Florist when writing

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

Vegetable Seed Acreage, 1920.

In the prospective commercial acreage of vegetable seed crops for 1920, compared with last year, marked reductions are noted in the acreage reported for dwarf snap beans, all beet, carrot, lettuce, onion seed, radish, spinach, sweet corn and tomato seed, while a slightly increased acreage is reported for garden pole beans, cucumber, muskmelon, watermelon, parsley, pepper, pumpkin and Swede turnip seed.

Nitrate of Soda.

The senate has just passed a bill, authorizing the secretary of war to turn over to agricultural fertilizer distributors or users in this country, such quantity of the nitrate of soda held as a reserve supply by the war department as, in his opinion, can be spared consistently with the military needs of the government. This action by congress is being taken to meet the existing emergency in the shortage of fertilizers, and the stocks so turned over are to be replaced by the recipients with an equivalent amount of nitrate at a later date, under such guaranties as the secretary of war may prescribe.

B. F. L.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution April 3, 1920, as given by the Government Market Reporter of April 10, 1920.

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$14.00	$28.00	$18.00	$56.00
Baltimore	13.50	29.00	18.00	58.00
Richmond	14.25	29.00	19.50	58.50
Buffalo	13.25	28.00	20.00	57.50
Toledo	13.25	31.00	19.00	57.10
Louisville	13.50	28.50	19.00	57.00
Chicago	13.00	28.00	17.00	55.50
Minneapolis	13.00	31.50	20.00	57.00
St. Louis	13.25	30.00	19.00	54.00
Kansas City	13.00	31.00	19.00	56.00
Denver	13.00	30.00	21.00	....
Salt Lake City	14.00	32.00	21.00	59.00
Seattle	18.00	35.00	25.00	60.00
Memphis	14.25	30.00	22.50	58.00
Average for the United States same date 1919	$11.30	$24.00	$14.00	$47.00

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) **CHICAGO**

Bolgiano's "Big Crop" Seeds

"Tested and Trusted" Over a Century.

Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLGIANO & SON, Baltimore, Md.

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:

Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, **FR EMONT, NEB.** Growing Station, **ROCKY FORD, COLO.**

SEEDS

Flower, Vegetable and Farm.

Send your inquiries to

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

GET QUOTATIONS FROM

LANDRETH

Seeds which Succeed

Bloomsdale Farm **BRISTOL, PA.**

Primula Obconica Gigantea Rosea

Dwarf habit, light and dark shades of pink. Select strain. All fresh seed.

Sample of flower produced, sent on request.

Packet of 1500 seeds for $1.50. Cash.

Ernest Oechslin

Madison and Gale Sts., River Forest, Ill.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Yokohama Nursery Co.

LTD.

Woolworth Building,

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

BULBS

LILIUM GIGANTEUM, also HARDIES, shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

T. R. BEGONIA BULBS, immediate shipment.

For Fall Shipment.
LILIUM GIGANTEUM, FREESIAS and CALLAS.
FRENCH and DUTCH BULBS, Etc.

Immediate Shipment.
BAMBOO STAKES, RAFFIA, Etc.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch
LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.
75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

An experence of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

Michell's Primula Seed

PRIMULA CHINENSIS

	½ tr. pkt.	Tr. pkt.
Michell's Prize Mixture. An even blending of all colors	$0.60	$1.00
Alba Magnifica. White	.60	1.00
Chiswick Red. Bright red	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens. Crimson	.60	1.00
Rosy Morn. Pink	.60	1.00

PRIMULA OBCONICA GIGANTEA

A great improvement over the old type; flowers much larger

	Tr. pkt.		Tr. pkt.
Lilacina, pale lilac	$0.50	**Rosea,** pink	$0.50
Kermesina, deep crimson	.50	**Alba,** white	.50
		Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Catalog.

HENRY F. MICHELL CO., 518 Market Street, PHILADELPHIA, PA.

Mention the American Florist when writing

THE HOUSE OF KELWAY

Has a Reputation of 70 Years Behind It as a Guarantee

For three generations we have been growers and selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders **(delivery after 1920 harvest)**, not tomorrow, but **NOW**.

Specialties: Garden Seeds and Farm Root Seeds

KELWAY & SON, Wholesale Seed Growers, Langport, England

Mention the American Florist when writing

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO — CABLE ADDRESS "McGILL-SEED" SAN FRANCISCO — CALIFORNIA

Mention the American Florist when writing

I. N. Simon & Son

Garden Seeds

438 MARKET STREET
Philadelphia - - Pa.

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES

Price, $6.00 Per Volume

AMERICAN FLORIST CO.

440 S. Dearborn St., Chicago.

CALADIUM.

CALADIUMS

With Sound Center Shoots

TUBEROSES

Well Cured. Free from Rot

TUBEROSE.

CALADIUMS

Sizes	100	1000
5 to 7 in. circum.	$6.50	$60.00
7 to 9 in. circum.	7.50	70.00
9 to 11 in. circum.	12.00	115.00
11 to 12 in. circum. (scarce)	25.00	

TUBEROSES

	100	1000
Dwarf Excelsior Pearl, 2nd size, 3-4 inch.	$3.25	$27.50
Dwarf Excelsior Pearl, 1st size, 4-6 inch	4.50	40.00
Variegated Leaved single	4.00	35.00
Albino, early single white	4.00	35.00
Armstrong's Ever Blooming	4.00	35.00
Mexican	3.00	25.00

GLADIOLUS

We are large growers, and in addition to the following can offer many other named kinds. Write us.

	Per 1000
AMERICA, First size	$27.00
AMERICA, Medium size	24.00
Mrs. Francis King, 1st	25.00
Mrs. Francis King, Medium	22.00
Chicago White, Medium	30.00
Halley, First size	35.00
Peace, First size	45.00
Mrs. Frank Pendleton, First	47.00
Primulinus Sunbeam, First	$60.00
Schwaben, Medium size	55.00
War, First size	60.00
Baron Hulot, First size	60.00
Chicago Red, First size	50.00
White and Light, Mixed, Firsts	22.00
Standard Mixed, First	20.00
Standard Mixed, Medium	16.00
Rainbow Mixed	35.00

Write for special prices on planting stock in black bulblets and first two sizes of white bulblets, etc.

CANNAS

We Offer Both Bulbs and Started Plants

	Dormant Roots 100	Dormant Roots 1000	3-in. Pot Plants Doz.	3-in. Pot Plants 100
Chas. Henderson, Crimson, 4 ft.			$0.80	$ 6.00
David Harum, Scarlet, 3½ ft.			1.00	7.00
Florence Vaughan, Yellow, 5 ft.	$4.00	$35.00	.85	6.00
Gustav Gompper, Yellow, 3½ ft.	5.00	40.00	1.00	7.00
Hungaria, bestPink, 3½ ft.	7.50	70.00	1.50	10.00
King Humbert, Scarlet, 4 ft. (3,000 for $125.00.)	5.50	50.00	1.25	8.00
Louisiana, Scarlet, 6 ft.	4.00	35.00	.85	6.00
Mad. Crozy, Vermilion, 3½ ft.	4.00	35.00		
Orange Bedder, Orange color, 4 ft.	6.00	50.00	1.25	8.00
Yellow Humbert, Deep rich Yellow, 4 ft			1.25	8.00
Souv. Ant. Crozy, Crimson, 4 ft.	5.00	40.00	1.00	7.00
Venus, Rosy Pink, 4 ft.	4.00	35.00	.85	6.00
Wintzer's Colossal, Bright Scarlet, 5 ft.	4.00	35.00	1.25	8.00
Wyoming, Orange, 7 ft.	4.00	35.00	.85	6.00

Write for Our "Spring Book for Florists."

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Rooted Cuttings

ALTERNANTHERA, red and yellow, per 1,000	$ 8.00
BRILLIANTISSIMA, per 1,000	10.00
CALENDULA, Orange King, 2-in., per 100	2.50
JERUSALEM CHERRY, CLEVELAND, fine seedlings, per 100	1.00
CUPHEA, Ageratum, Guernsey and Blue Star, per 100	.90
DAISIES, Mrs. Sanders, Boston Yellow, 2-in.	.04
Single White, 2-in.	.03
DAISY, R. C., Single White, Boston yellow, per 100	1.50
SANDERS, R. C., per 100	1.50
DUSTY MILLER, Gymnocarpa, 2-in., per 100	3.00
DUSTY MILLER, seedlings, per 100	1.00
FEVERFEW, R. C., per 100	1.50
FEVERFEW, 2-in., per 100	3.00
FUCHSIAS, R. C., 6 kinds, per 100	1.50
GENISTA	1.50
GERMAN IVY, R. C., per 100	1.50
PETUNIA, Dbl., R. C., per 100	1.50
SALVIA, 2-in., per 100	3.00

Cash.

BYER BROS., CHAMBERSBURG, PA.

BULBS HOLLAND BULBS

R. A. VANDERSCHOOT

Wholesale Bulb Grower
HILLEGOM, HOLLAND

Our Experience of 80 Years Qualifies Us to Excell

299 Broadway
BULBS NEW YORK BULBS

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers
32 Broadway, New York

CANNAS

2 to 3 Eye Roots

YELLOW FLOWERED VARIETIES

	Doz.	100	1000
YELLOW KING HUMBERT Golden Yellow, spotted red, green foliage, 4½ ft.	$0.70	$4.50	$40.00
RICHARD WALLACE Light Yellow, green foliage, 4¼ ft.	.60	3.50	30.00

CRIMSON AND SCARLET FLOWERED VARIETIES

	Doz.	100	1000
CHAS HENDERSON Deep Crimson, green foliage, 4½ ft.	$0.50	$3.00	$25.00
EXPRESS Scarlet Crimson, green foliage, 2½ ft.	.60	3.50	35.00
LOUISIANA Bright Scarlet, green foliage, 7 ft.	.65	4.00	35.00
WINTZER'S COLOSSAL Bright Scarlet, green foliage, 5 ft.	.70	4.50	40.00

BRONZE LEAF VARIETIES

	Doz.	100	1000
KING HUMBERT Scarlet, bronze foliage, 4½ ft.	$0.75	$5.00	$45.00

CALADIUM ESCULENTUM

	Doz.	100
5 to 7 inch	$1.10	$ 7.00
7 to 9 inch	1.35	9.00
9 to 11 inch	2.25	15.00
12 inch and up	5.00	35.00

TUBEROSES DWARF PEARL

	100	1000
First size, 4 to 6 in.	$4.50	$40.00

A. HENDERSON & CO.
166 N. Wabash Ave., CHICAGO

Spring Plants

IN ABUNDANCE

		100	1000
2 -in.	**Ageratum,** Light or Dark	$ 2.50	$ 22.50
2¼-in.	**Calendulas,** Orange King	3.00	25.00
2¼-in.	**Centaureas,** Dusty Miller	3.00	25.00
2 -in.	**Coleus,** Red or Yellow	3.25	30.00
2¼-in.	**Fuchsias,** 12 good varieties	3.00	25.00
4 -in.	**Fuchsias,** 12 good varieties	12.50	120.00
2 -in.	**Geraniums,** Ricard, Poitevine, Nutt, Buchner, etc.	4.25	40.00
3½-in.	**Geraniums,** Above kinds	10.50	100.00
2¼-in.	**Helitropes,** Light or Dark Blue	4.50	40.00
4 -in.	**Heliotropes**	12.00	110.00
2½ in.	**Larkspurs,** Separate Colors	3.00	25.00
2¼-in.	**Marguerites,** White or Yellow	4.00	37.50
4 -in.	**Marguerites**	12.00	110.00
2¼-in.	**Salvias,** Scarlet Sages	5.00	45.00
3 -in.	**Salvias**	8.00	75.00
2¼-in.	**Verbenas,** Choicest mixed	2.75	25.00
2¼-in.	**Vinca,** Varieagata	5.00	45.00
4 -in.	**Vinca,** Varieagata	13.00	125.00

For prices on other stock send for Catalogue, now ready. Cabbage and Tomato plants in abundance, $5.00 per 1000.

ALONZO J. BRYAN,
Wholesale Florist
Washington, New Jersey

Mention the American Florist when writing

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO.
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

THE DEMAND FOR

Finest Quality French Bulbs

has never been greater.

Place your order with us now so as to secure prompt delivery; nothing can be gained by waiting.

We have our own nurseries and we produce more bulbs than any other exporter in France.

Why not give us a trial?

For further information write

DREVON-TEGELAAR & CO.
1133 Broadway, NEW YORK
Nurseries: Ollioules, Var. France.

When Buying **HOLLAND BULBS**

for next season **BUY THE BEST.** Order from

Segers Brothers, Ltd., WHOLESALE BULB GROWERS **Lisse, Holland**

WRITE OUR

Mr. A. Schravendeel, 116 Broad St., New York, for prices.

BURPEE'S SEEDS
Philadelphia
Wholesale Price List for Florists and Market Gardeners.

CHAS. H. TOTTY
MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty

Chrysanthemums
THE BEST
In Novelties and Standard Kinds.
Catalogue on application.
Elmer D. Smith & Co.
ADRIAN, MICH.

Mention the American Florist when writing

If You Need

FRENCH BULBS

for your fall planting, why don't you buy them from a **French Firm?**

A. & L. Bremond Freres

SONS OF LOUIS BREMOND,

Wholesale Bulb Growers, OLLIOULES (Var.), FRANCE

Are the oldest and most reliable French Firm in this line.

Ask them for their quotations, either by mail or cable.

A. B. C. Code—5th Edition. Cable Address: Albremond, Ollioules.

Lily of the Valley Pips

Delphinium Newport Rose
Dracaena Indivisa
Salvia Zurich
Smilax Seeds
Grass Seed Mixtures of all kinds.

Send for our catalogue.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOG ENVELOPES — RETURN ENVELOPES

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

FOR FALL 1920

ORDER NOW AND BE SURE

Florists' XXX Forcing Grade, 2 Year Field Grown Roses

We will be in position to supply more and better roses for Florists' Pot Plant Forcing than ever before. Top notch stock can be expected from our blocks this year.

BABY RAMBLER CLASS

Erna Teschendorf, Orleans, Jessie and **Crimson Baby,** $45.00 per 100; $400.00 per 1000.

HYBRID PERPETUALS

Magna Charta, Ulrich Brunner, Frau Karl Druschki, Mme. Gabriel Luizet and **Capt. Hayward,** $45.00 per 100; $400.00 per 1000.

RAMBLER OR CLIMBING ROSES

Crimson Rambler, Dorothy Perkins, Excelsa and **White Dorothy,** $35.00 per 100; $300.00 per 1000. For staked and ripened plants.

Owing to the unusual demand for Baby Ramblers, we are forced to ask that each order of roses shall include at least 50% Hybrid Perpetuals or Climbing Roses, where 250 or more are taken.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

IT is reported that owing to the tie-up on the Southern Pacific railroad, some 70 cars of Mexican tomatoes will become a total loss.

IN the south, farm work is further delayed by extraordinary weather, snow being reported in parts of Georgia, and freezing weather over the Easter holiday, down to the gulf.

ROCK GROVE, ILL.—Farmers in this vicinity have partially solved the labor problem by bringing from Switzerland, 20 young men who will receive from $35 to $50 per month with room and board in payment for their services.

WALLA WALLA, WASH.—The Walla Walla Market Gardeners' Association, which markets its onions under the Gloria brand, will this year harvest about 600 acres instead of 500 as in 1919. The average yield is about 500 sacks to the acre.—H. M.

Prices of Indoor Fruits and Vegetables.

Chicago, April 14.—Cucumbers, 2-dozen box, $4.00 to $5.00; celery, Florida, crate $4.00 to $4.50; leaf lettuce, per tomato box, 27½ to 30 cents; radishes, per dozen bunches, $1.00 to $1.10; tomatoes, per crate, six baskets, $4.00 to $6.00.

New York, April 12.—Celery, per crate, $2.00 to $4.50; cucumbers, per dozen, $1.00 to $2.75; mushrooms, 75 cents to $2.00 per three-pound basket; tomatoes, per pound, 25 to 50 cents; lettuce, per dozen, 12 to 30 cents; radishes, per 100 bunches, $4.00 to $8.00.

Flats.

With the coming of spring the plant business will require attention. Whether we grow for our own use or for market, there are times and places where flats are a big help. These days, with scarcity of materials of every nature, shortage of labor and fuel, every factor must be considered. One of the methods gaining in many places is to produce plants in flats under glass, and as soon as permissible, to run these out into cold frames to make room for others inside. The advantages of this plan are such that anyone interested will see them without dwelling on this subject. We have for some years looked around for a cheap source of material for flats, of a uniform, convenient size, and have found this souce in the bushel apple boxes of the Pacific northwest. We can obtain them in any quantity at a nominal price, and by ripping them crossways, into two and a half or three inch strips we make either three or four flats out of every box; the tops, sides and bottoms being uniform will also fit for the bottoms of our flats, hence the whole job is a speedy one at a minimum cost. These flats are cheap enough to permit of the sale of plants in the flat, thus doing away with return troubles. For our own use, we use them extensively as it is so handy to run out plants to harden them off. We prefer a two and a half inch flat, wishing to reduce weight as much as possible. By using a good compound, we can produce nice plants in this depth of soil. For most subjects we make them to hold five dozen plants per flat, but for a cheaper trade, probably eight dozen could be grown. We find that in the last stages of growth, if the plants seem to stop, we can give them a nice thrifty finish by watering with ammonia water—one ounce sulphate ammonia to one gallon water. This ammonia is milder and steadier than nitrate of soda, and where plants are offered for sale this treatment puts that attractive green on them that appeals to the buyer. "Thrifty" plants is what the public terms them. MARKETMAN.

Vegetable Markets.

Reports to the bureau of markets of the United States department of agriculture for the period April 4-10, show irregular market conditions, with cabbage slightly lower and potatoes making strong advances. Most cabbage markets were full, the stock generally ranging $80-$100 in most consuming centers. Chicago and Cincinnati were somewhat weaker at $65-$70 and $70-$75 respectively. Supply continued heavy in St. Louis and a break at the end of the week took the closing range down to $35-$40 per ton. California Winningstadts in 80-pound crates sold at $4-$4.75 in Cleveland and $3.50-$4 in Detroit and Chicago. Florida Wakefields declined about 75 cents in eastern consuming markets. Shipments of old cabbage were small. Michigan and Minnesota potato markets became very strong and active but movement was limited. Prices of sacked round whites opened above the previous week's highest point at $6.20-$6.50 per 100 pounds and continued to advance, reaching $7-$7.50 at the close. All consuming markets advanced generally 80 cents to $1.50 for No. 1 round whites. St. Louis and Kansas City, which have been leading the market, made greater advances of $1.80-$2.50, bringing prices to $8-$9 at the close of the week. Other middle-western markets closed at from $7-$7.65. Eastern markets closed $6.35-$8. Maine Green Mountains closed in Boston at about $6.25 per 100 pounds.

URBANA, ILL.—About 20 students of the department of floriculture of the University of Illinois visited the wholesale flower market in Chicago, recently, where they studied methods of shipping, packing and storage.

Geraniums Standard Sorts, labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings. From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA.
From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

GERANIUMS, ROOTED CUTTINGS

With the deliveries of April 26th, summer prices will go into effect. Per 1000
S. A. Nutt and Buchner $17.50
Poitevine and Ricard 25.00
Nutt, Poitevine and Ricard, ordered in equal quantities at $20.00 per 1000 each
Parcel post at cost.
Pot Smilax, at $3.00 per 100.

ALBERT M. HERR, LANCASTER, PA.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, $1.00

American Florist Co.
440 S. Dearborn St., CHICAGO

Special Stock Selections

READY NOW

	Per 100
Abutilon, Daydawn, pink	$ 6.00
Begonia Chatelaine	8.00
Begonia, Mrs. Patton, deep pink	10.00
Bougainvillea, Glabra Sanderiana, 2½ in., $7.50 per 100; 3 in.	25.00
Dahlias, good assortment	12.00
Dracaena Indivisa, heavy, 2½ in. ready for 3 in.	7.00
Ferns, Fern dish sorts, bushy	6.00
Ferns, Nephrolepis Verona, 2½ in.	7.00
Fuchsia, Mrs. E. G. Hill, best double white	6.00
Gladioli, Niagara, best yellow	$5.00 per 100; $45.00 per 1000
Pelargonium, Mrs. Loyal (Pansy Geranium)	10.00
Petunia, Giant Ruffled	5.00
Petunia, Rosy Morn	5.00
Petunia, Giant Double, assorted	6.00
Hardy Pinks, Her Majesty, Gertrude, Essex Witch and **Laura Wilmer,** 2-in., at	$7.00 per 100; 65.00 per 1000
Salvia, America, the best one of all, true from cuttings	5.00

The Storrs & Harrison Co., Painesville, Ohio

HELICHRYSUM (Straw Flower.)

Sow Some of These "Everlastings"

Money Makers

	Trade pkt.	Oz.
Acroclinium Roseum. Pink (Everlasting)	$0.10	$0.30
Album. White	.10	.30
Roseum Fl. Pl. Double pink	.10	.60
Album Fl. Pl. Double white	.10	.60
Ammobium Alatum Grandiflora	.10	
Briza Maxima. Ornamental Grass	.10	.40
Globe Amaranth (Gomphrena.) Mixed	.05	.20
Globosa. Red or White, each	.05	.25
Orange	.50	
Helichrysum Monstrosum Fl. Pl. Double mixed	.10	.40
Silver Ball, Golden Ball, Salmon Queen, Fireball, Rose Carmine, Violet Queen, Crimson		
Each of the above	.10	.60
Vaughan's Special Mixture	.10	.70
Statice Sinuata. Blue, fine cut flower, lb. $4.40	.10	.40
Sinuata. White, lb. 3.00	.10	.30
Bonduelli. Golden yellow, lb. 3.00	.10	.30
Suworowii, Russian. Flowers bright rose color	.25	1.40
Rhodanthe. Mixed	.10	.60
Manglesi. Rose	.10	.60
Maculata. Alba	.10	.60
Rosea	.10	.60
Heranthemum. Double mixed	.10	.60

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Robert Craig Co...
High Class **PALMS**
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

If you are interested in
POINSETTIAS
and four and five inch
BOSTON FERNS
for immediate delivery, write
GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

A. F. LONGREN
4249 W. Monroe Street
CHICAGO, ILLINOIS

WM. K. HARRIS
55th St. and Springfield Ave.,
WEST PHILADELPHIA, PA.
Wholesale Grower of
Blooming and Decorative Plants

Lily of the Valley Pips

EXTRA SELECTED GERMAN TYPE

Just a few cases left, which we offer at reduced price to clean up.

2,500 pips to the case, per 1000, $30.

DUTCH BULBS

Write us for our special prices.

VanMeeuwen & Tegelaar
1133 Broadway, NEW YORK
Nurseries: Lisse, Holland.

Mention the American Florist when writing

STARTED CANNA PLANTS, EXTRA STRONG

Austria, Marchall Volantia, Allemania, Burbank	per 100,	$ 2.50
Yellow King Humbert	"	5.50
Dormant roots, Austria, Allemania, M. Volantia, Burbank	per 1000,	15.00
Penn, King of Bronze, Marvel, Uncle Sam, Indiana, Louisiana, Wyoming, Attraction, Mlle. Berat, John Farquhar, Martha Washington, Duke of Marlboro	per 1000,	20.00
Loveliness and Yellow King Humbert	per 100,	4.50

Peaches and Cream, per 100, $5.00. New Pink Delight (some fine), $1.00 each.

DRAIME BROTHERS, Citronelle, Ala.

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

EVANSVILLE, IND.—C. E. Gysemans, of the Evansville Nurseries, reports unusually strong demand for nursery stock in all lines.

VISITED CHICAGO: Robert Chase, of the Chase Nursery Co., Chase, Ala., returning from Rochester, N. Y. Mrs. Chase is visiting Herbert Chase and wife at Delta, Colo.

THE quarantine against fruit stocks from the Orient, prohibiting the importation of fruit stocks, cuttings, scions and buds, from Asia, Japan, the Philippine Islands and Oceania, a hearing on which was held in Washington, D. C., March 9, mention of which was made in our issue of February 14, page 206, becomes effective June 1, 1920.

JOHN WATSON, secretary of the American Association of Nurserymen, addressed the convention of the Agricultural Editors' Association at Chicago, April 6, on "Keeping the Boys on the Farm by Making Rural Homes Attractive." Mr. Watson told of the educational publicity work being done by the association, and outlined the standardization programme under way. It is significant that the activities of the association should have attracted attention that brought an invitation to have the association's secretary take part in the programme of a convention of editors of farm papers. In the evening, Secretary Watson met some of the local nurserymen at the Hamilton club, guests of Alvin Nelson.

France Beautifying Argonne Cemetery.

More than 140 skilled French government gardeners, under the direction of Europe's foremost landscape artists, are at work beautifying the Argonne cemetery in France, where 23,000 American war heroes lie, according to Red Cross workers who returned recently. They said it is the desire of the French government to make this spot one of the most beautiful in France.

Before entering the cemetery there is a plot of ground several feet lower, which forms an approach to the burial ground. This will be laid out as a formal garden and banked with flowering plants and shrubs, they said.

On each side of the steps, the name "Argonne Cemetery" will be inscribed in flowers. Flower-bordered paths will lead to the central bed in the shape of a star of flowers, changed according to seasons. In the spring, it will bloom with daffodils and crocuses, in the summer with yellow daisies and asters, and in the autumn with chrysanthemums.

As the cemetery is many miles from the nearest town, the American Red Cross has established a motor bus service, which will be at the disposal of visitors to the graves of American soldiers.

Garden Bordered With Box-Barberry.
Electros of this illustration with each order of 1000 if requested.

Box-Barberry

Well rooted, dormant, summer frame cuttings, ready to set direct into the nursery without further expense.

$65.00 per 1000.

Many leading catalog firms will list Box-Barberry next season.

Introducers

THE ELM CITY NURSERY CO.
WOODMONT NURSERIES, Inc.
New Haven, - - Conn.
Send for Trade Bulletin.

Mention the American Florist when writing

Ampelopsis Veitchii

From 2¼ inch pots, $8.00 per 100; $75.00 per 1000.

JACKSON & PERKINS COMPANY, Newark, New York

Mention the American Florist when writing

Unfair Practices.

President J. Edward Moon, of the American Association of Nurserymen, in a recent communication published in the National Nurseryman, under the title, "Is Our House in Order," calls attention to the fact that many nurserymen are incensed by charges of unfair practices of nurserymen in several states which affect the entire industry and have resulted in a loss of business. President Moon and Executive Secretary John Watson of the association have urgently invited those making the charges to submit the facts in their possession to the vigilance committee, as the constitution of the American Association of Nurserymen provides a means of ridding its membership of persons found guilty of such offenses. The officers of the organization are intent on running these charges down, and in the meantime, are issuing articles for garden publications, assuring the public of honest dealings if members of the association are patronized. It is also hoped that there may be opportunity to have a representative of the association on the programme of every horticultural meeting possible.

Apples for Wisconsin.

"Due to the great variations of climate found in different portions of Wisconsin, it is very difficult to name varieties of apples suitable for growth in all portions of the state," says J. G. Moore, horticulturist at the University of Wisconsin. He divides the state into three climatic divisions where different varieties of apples may be grown. In the northern and colder portions he recommends the Lieland Raspberry, Duchess, Patten's Greening, Longfield, and the Hibernal. In addition to these, the McIntosh, Fameuse, Northwestern Greening, and the Windsor Chief may be grown in the more moderate climates of the state. In the southern and in the extreme eastern sections which border Lake Michigan, the Westfield, Salome, Hubbardston, King, and the Delicious may also be included. The Whitney, Virginia, Martha, and Hislop are suitable varieties of crabapples for all parts of the state.

We have on hand the largest stock of

BOXWOOD

in New England; all shapes.

Rhododendrons

Parsons' Hardy American Seedlings.

1000 BAY TREES

All sizes, pyramidal and standard shapes.

MONTROSE NURSERIES
Wakefield Center, Mass.
(Office and Salesroom) 31 Otis St., Boston, Mass.
N. F. McCARTHY & CO., Props.

VIBURNUM PLICATUM

Also Berberris Thunbergii, Hydrangea Paniculata, Weigelia, Spireas, Etc.

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO — WEST GROVE PENN'A.
Robert Pyle, Pres. — Ant. Wintzer, Vice-Pres.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.

The D. Hill Nursery Co.
Evergreen Specialists — Largest Growers in America
Box 404. DUNDEE, ILL.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.
342 pages, illustrated. Price $2.00.

American Florist Co.
440 S. Dearborn St., CHICAGO

DENVER, COLO.—The preliminary schedule of the fourth annual flower show, to be held at the auditorium, November 10-12, is out. A. Kohankie, park superintendent, is chairman and E. P. Neiman, 1643 Broadway, secretary.

Ready Reference Section.

12 CENTS, NET, PER LINE.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

Alyssum, Double Giant, 2-in., $2.00 per 100; $18.00 per 1,000. Byer Bros., Chambersburg, Pa.

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii, 2¼-in., $8 per 100, $75 per 1,000. Jackson & Perkins Co., Newark, New York.

ASPARAGUS.

Asparagus plumosus seedlings. $1.00 per 100, $8.00 per 1000; 2-in., $3.50; 2½-in., $5.00; 3-in., $10.00; 4-in., $15.00 per 100. All first-class stock. HENRY SMITH, Grand Rapids, Mich.

Asparagus Sprengeri, 2½-in., 4 cts each. ODOR GREENHOUSES, Iola, Kan.

Asparagus Sprengeri, 2½-in., $4 per 100. Byer Bros., Chambersburg, Pa.

ASTERS.

Queen of the Market, Rose Pink, Red, Scarlet, Flesh, White, Lavender, Dark Blue, strong transplanted, $12.00 per 1000. Cash please. HILLVIEW GREENHOUSE CO., La Crosse, Wis. Also see our ads under Calendulas, Snapdragons and Chrysanthemums.

BEGONIAS.

Begonias. Single tuberous rooted, separate colors; $15.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

BULBS.

Dutch Bulbs. Single and double tulips, hyacinths. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Single and double hyacinths. Darwin and single tulips. For prices see display advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Tulips and Lilium Giganteum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

CALADIUMS.

Caladiums. With sound center shoots. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CALENDULAS.

Orange King strong plants in 2-in. square paper pots, $3.00 per 100. Cash please. HILLVIEW GREENHOUSE CO., La Crosse, Wis. Also see our ads under Chrysanthemums, Asters and Snapdragons.

Calendulas. Orange King, 2½-in., $3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Calendula Orange King, 2-in., $2.50 per 100. Byer Bros., Chambersburg, Pa.

CANNAS.

Cannas. Good strong divisions.

	Per 100
King Humbert	$5.00
Crimson Bedder	4.00

THE REESER PLANT COMPANY
Springfield, Ohio.

Cannas. Large flowering in the "better" varieties. Fine 2 to 3 eye, plump, dormant roots, true to name. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Cannas. Stored in our special moist cellars; not dried and stunted, but all first-class stock. For list of varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Started Canna plants, extra strong. For varieties and prices see display advertisement elsewhere in this issue. Draime Brothers, Citronelle, Ala.

CARNATIONS.

ROOTED CARNATION CUTTINGS

Large supply of fine, well-rooted, healthy and strong carnation cuttings in the following varieties, ready for immediate delivery:

	100	1,000
Rose Pink Enchantress	$4.50	$40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.50	40.00
C. W. Ward	4.50	40.00
Aviator	4.50	40.00
Thenanthos	4.50	40.00

PETER REINBERG,
Wholesale Florist
30 E. Randolph St. Chicago

NOW READY
ROOTED CUTTINGS. FIRST CLASS STOCK

	Per 100	Per 1000
Peerless Pink	$4.00	$35.00
Winsor Cerise	4.00	35.00
Belle Washburn	4.50	40.00
Crystal White	4.50	40.00
Merry Christmas	4.50	40.00
Cottage Maid	4.50	40.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.00	30.00
Matchless	4.00	35.00
Miss Theo	4.00	35.00

J. A. BUDLONG,
184 North Wabash Ave., Chicago.

CARNATIONS.

ROOTED CARNATION CUTTINGS

	100	1,000
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
Enchantress	4.50	40.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
30 E. Randolph St. Chicago.

CARNATIONS—ROOTED CUTTINGS.
Very choice, healthy and well-rooted stock.

	100	1000
Matchless	$5.00	$45.00
Enchantress Supreme	5.00	45.00

BASSETT & WASHBURN
178 North Wabash Ave., Chicago.

Rooted Pink Enchantress carnation cuttings, $4.50 per 100; $40.00 per 1,000. JOHN RINDFLEISCH, Beloit, Wis.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemums, R. C., now ready. Extra choice. About 500 of each, $3.00 per 100. White Eaton, Yellow Eaton, Smith's Advance, Yellow Jones, Maud Dean, Golden Glow, Golden Queen, Unaka, Money Maker, Pink Chieftain, Roman Gold.

Pompons and Singles.

Actor, Golden Harvest, Diana, Niza, Ruffins, Buckingham, Garza, Our Brook, Aleen, Baby. About 500 of each, $3.00 per 100.

J. S. WILSON FLORAL CO.,
Des Moines, Iowa.

Special prices on Golden Glow, Golden Queen, Oconto, Dr. Enguehard, Mistletoe, Chrysolora, Mrs. Robinson, Pac. Sup., Harvard, Thanksgiving Queen; clean healthy stock in 2-in. square paper pots, $3.75 per 100. Cash please. HILLVIEW GREENHOUSE CO., La Crosse, Wis. Also see our other ads under Asters, Calendulas and Snapdragons.

CHRYSANTHEMUMS—ROOTED CUTTINGS.
Fancy Pompons, $4.00 per 100.
Western Beauty, Mensa, Golden Mensa.
Peter Pan and Christmas Gold.
BASSETT & WASHBURN
178 North Wabash Ave., Chicago.

Chrysanthemums. Standard varieties for cut flowers and potted plants. R. C. at $3.00 per 100; 2¼-in. plants, $4.00. Send list of varieties required. HENRY SMITH, Grand Rapids, Mich.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

Coleus, R. C., $1.50 per 100. Byer Bros., Chambersburg, Pa.

Coleus. R. C., $1.50 per 100; 2¼-in. pots, $5.00 per 100. Standard varieties. HENRY SMITH, Grand Rapids, Mich.

Coleus. Fine assorted, 2-inch, $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

CYCLAMEN.

Cyclamen. Strong, 2¼-inch for early March delivery, $10.00 per 100. Mixed; white; white with red eye. Note:—We do not guarantee these varieties absolutely true to color, but the above varieties will predominate. All very choice strains. J. E. MATTHEWSON, Sheboygan, Wis.

DRACAENAS.

Dracaenas. Massangeana, 7-in., $2.50, 6-in., $1.75 each; Fragrans, 6-in., $1.50 each; Terminalis, 4-in., doz., $6. 100, $45.00 Vaughan's Seed Store, Chicago and New York.

FERNS.

Hardy Ferns, wholesale	100	10	Each
Aspid. Pedatum, Maidenhair.	$9.00	$1.00	15c
Aspid. Goldiana, Gold. Fern	9.00	1.00	15c
Aspl. Thely, Silver Spleenw't	9.00	1.00	15c
Onoclea Sensibilis	8.00	1.00	15c
Onoclea Struthiopteris, Ostrich	10.00	1.20	15c
Osmunda Cinnamonea and Clayt.	12.00	1.40	15c

And 5 other varieties. Descriptive list mailed free. 100 Ferns, your selection, billed 100 rate. Goldiana, Ostrich and Cinnamon most popular.

LUDVIG MOSBAEK, Ferndale, Askov, Minn.

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Table ferns. Standard varieties. 2¼-in., $5.00 per 100. Adiantum Cuneatum, 2¼-in., $5.00 per 100; 3-in., $12.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Ferns. Boston, 4 and 5-in., for immediate delivery. Write for prices. Geo. A. Kuhl, Pekin, Ill.

FICUS.

Ficus Elastica. Fine perfect plants. 5-in., each 75c, doz. $8; 6-in., each $1.00, doz., $10. Vaughan's Seed Store, Chicago and New York.

GERANIUMS.

Geraniums. Rooted cuttings. S. A. Nutt and Buchner, $20 per 1,000; Ricard and Poitevine, $25 per 1,000. Albert M. Herr, Lancaster, Pa.

100,000 geraniums to offer this season. Strong 4-in. Nutt and Castellane, ready now, 17½ cents each. L. J. ROWE, Box 244, Titusville, Pa.

GLADIOLI.

Gladiolus bulbs. First-class stock from our Michigan farms. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

IRISES.

Dormant stock of Iris; Black Prince, Celeste, Flavescens, Queen of May, Sans Sonci, Siberian Blue, $2.50 per 100. Cash please. NEOSHO NURSERIES CO., Box A, Neosho, Mo.

LYCHNIS.

Lychnis Viscaria Splendens and Gaillardia Grand., $6 per 100 fg. stg. T. J. MURPHY, 409 Erie St., Painesville, O.

LILY OF THE VALLEY.

Lily of the Valley pips. Finest quality; ready for immediate delivery. Van Meeuwen & Tagelaar, 1133 Broadway, New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laillo-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

POINSETTIAS.

One-year-old Poinsettia stock plants, one to two inches thick, $18, $25 and $30 per 100. Less 5% for cash. PAUL ECKE, 1226 Hayworth Ave., Los Angeles, Calif.

PRIVET.

Privet. Box-Barberry, well rooted summer frame cuttings, $65.00 per 1000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

You Need Room

All surplus plant stock should be sold now.

The plants need more room this warmer weather and will soon spoil if they don't get it.

Every plant has cost you money and you can readily sell the surplus by advertising NOW.

ROSES.

50,000 GRAFTED

ROSE PREMIER

Here is your only

opportunity to buy

CHOICE GRAFTED

PREMIER PLANTS

$35.00 per 100

$350.00 per 1000

Can make delivery at rate of 5000 weekly beginning at once.

Absolutely healthy A No. 1 stock.

Place your order at once for immediate or deferred shipment.

WEISS & MEYER CO.,
MAYWOOD, ILLINOIS.

YOUNG ROSE PLANTS IN 2½-INCH POTS

1000		1000	
Columbia	$150.00	Ophelia	$100.00
Sunburst	100.00	White Kill'r'y	100.00

BASSETT & WASHBURN
178 North Wabash Ave., Chicago.

ROSES.

ROSES
Quantity and Quality
2¼-in. ROSE PLANTS

	100	1000
Ophelia	$14.00	$115.00
White Killarney	14.00	115.00
Sunburst	14.00	115.00
Milady	16.50	150.00
Columbia	16.00	140.00
Russell	22.00	200.00
Premier	21.00	180.00
American Beauty	26.00	250.00
Richmond	12.00	115.00
Champ Weiland	12.00	115.00
BENCH PLANTS		
Pink Killarney	$12.00	$115.00
White Killarney	12.90	115.00
Ophelia	15.00	140.00
Milady	17.50	170.00
Russell	17.50	170.00

M. C. GUNTERBERG
Wholesale Florist
159 No. State St. Chicago, Illinois

ROSE PLANTS.

Rose plants in 2½-inch pots. Fine stock. Best in market.

	100	1,000
Richmond	$10.00	$ 90.00
Killarney Brilliant	11.00	100.00
Pink Killarney	10.00	90.00
White Killarney	10.00	90.00
Ophelia	10.00	

WIETOR BROS.
30 E. Randolph St. Chicago.
L. D. Phone Randolph 2081.

BENCH ROSE PLANTS.
In lots of 200 plants to the box.

	1000
American Beauty	$150.00
Sunburst	150.00
Ophelia	100.00
White Killarney	100.00
Hoosier Beauty	100.00

BASSETT & WASHBURN
178 North Wabash Ave., Chicago.

BENCH ROSE PLANTS

Russell	$100.00 per 1000
Champ Weiland	80.00 per 1000

Young Rose Stock—2-Inch Pots

20,000 Ophelia	$75.00 per 1000
5,000 Milady	75.00 per 1000

PETER REINBERG
30 East Randolph St., Chicago

ROSES READY FOR IMMEDIATE SHIPMENT

COLUMBIA, 2½-in. own root, $15 per 100; $125 per 1,000.

CHARLES H. TOTTY COMPANY.
Madison, New Jersey

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

Spring list for legitimate trade exclusively. Leedle Co., Expert Rose Growers, Springfield, O.

SEEDS.

TO THE SEED TRADE.

Early Gradus peas	$20.00 per 100 lbs.
Thomas Taxton peas	20.00 per 100 lbs.
Prince Edward peas	20.00 per 100 lbs.
Black Valentine beans	14.00 per 100 lbs.

F. O. B. cars.
SIMON POS, 31 Bergen St., Paterson, N. J.

Seed. Primula Obconica Gigantea Rosea. Dwarf habit, light and dark shades of pink. Select strain; fresh seeds. Packet of 1500 seeds, $1.50. Cash. Ernest Oechslin, River Forest, Ill.

Seeds. Specialists in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices, Kelway & Son, Langport, Eng.

SEEDS.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorsinera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland .

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds, specialists: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30; 5 lbs. and over, $25 per lb. D. Landreth Seed Co., Bristol, Pa.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Primula Chinensis and P. Obconica Gigantea. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax. Extra good, strong, well rooted plants. 2-in., $2.50 per 100. Elmer Rawlings, Allegany, N. Y.

SNAPDRAGONS.

Plant a bench of Snapdragons and have plenty of flowers all through the summer; big producers and profit makers. If that bench of carnations or roses is not doing well, pull up and plant snaps; will pay BIG. Cultural directions with every shipment. Silver Pink, Rose Pink, Enchantress Pink, Red, Lavender, White, Yellow; exceptionally fine plants, 2½-in., $4.50 per 100; worth much more. Cash please. HILLVIEW GREENHOUSE CO., La Crosse, Wis. Also see our ads under Asters, Chrysanthemums and Calendulas.

Snapdragons. Silver Pink and Nelrose, 2¼-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

TO EXCHANGE.

Vinca Minor plants with 3 to 5 leads for ferns, geraniums, dahlia bulbs, gladioli bulbs, cannas, roses or anything I can use. C. M. WEBB, Fayetteville, Tenn.

VEGETABLE PLANTS.

Fine field-grown "frostproof" cabbage plants, Copenhagen Market, Wakefield, Ballhead, etc., 300, $1.25; 500, $2.00; 1,000, $3.00 postpaid. Express, 1,000, $2.50; 10,000, $20.00. Cash. Shipped safely anywhere. Well packed. TIDEWATER PLANT CO., Franklin, Va.

Vegetable plants. Delivered to you, all charges prepaid. Cabbage, tomato, beet, lettuce and celery. 100, 65c; 1000, $3.50; 5000, $15.00; 10,000, $28.50. Price list free. COMMERCIAL PLANT CO., New Bohemia, Va.

Rhubarb roots, strawberry variety, $30.00 per 1,000. H. CORVAL RICHMAN, Malaga, N. J.

Asparagus plants, 1 year old, 75 cts per 100. ODOR GREENHOUSES, Iola, Kan.

VINCAS.

Vincas. Variegated, extra heavy, bushy, 2-inch, $4.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Vinca Minor or myrtle. Plants with 3 to 5 leads, $7.00 per 1,000, any quantity. C. M. WEBB, Fayetteville, Tenn.

VIOLETS.

VIOLETS. Sweet Single, strong rooted plants, $10.00 per 1,000. Cash please. NEOSHO NURSERIES CO., Box A, Neosho, Mo.

MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works, Lowell, Mass.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., W. Philadelphia, Pa.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CHARCOAL.

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FERTILIZERS

For results use "Master Brand" prepared concentrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braum Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse glass, plants and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Louisville, Neb.

POTS AND PANS.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Fenrich, Joseph H., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co. Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuhl, Geo. A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
Neidinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Williams, New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

of THE AMERICAN FLORIST, published weekly at Chicago, Ill., for April 1, 1920.

State of Illinois, County of Cook.

Before me, a Notary Public in and for the state and county aforesaid, personally appeared Michael Barker, who, having been duly sworn according to law, deposes and says that he is the editor and business manager of THE AMERICAN FLORIST, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, (and if a daily paper, the circulation, etc.,) of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, American Florist Company, 440 South Dearborn Street, Chicago, Ill.

Editor and Business Manager—Michael Barker, 440 South Dearborn Street, Chicago, Ill.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) Estate of E. Asmus, W. Hoboken, N. J.; M. Barker, 440 S. Dearborn St., Chicago, Ill.; David Burpee, 475 N. Fifth St., Philadelphia, Pa.; John Burton, Willow Grove Ave., Chestnut Hill, Pa.; J. D. Carmody, Evansville, Ind.; W. W. Coles, Maple Hill Rose Farms, Kokomo, Ind.; Robt. Craig, 49th and Market Sts., Philadelphia, Pa.; Emresa J. Dickey, Wahiawa, Oahm, Hawaii; Wm. Falconer, Allegheny Cemetery, Pittsburgh, Pa.; Maggie Harris, 55th St. and Springfield Ave., Philadelphia, Pa.; William K. Harris, 1406 So. 51st st, Philadelphia, Pa.; Mrs. Sarah Lonsdale, Jefferson Flats, 1021 De La Vina St., Santa Barbara, Calif.; Mrs. Catherine Mathison, Waltham, Mass.; John N. May, Summit, N. J.; Mark P. Mills, 5323 Chester Ave., Philadelphia, Pa.; F. R. Pierson, Tarrytown, N. Y.; Blanche L. Sailer, care of Randolph Sailer, 929 Chestnut St., Philadelphia, Pa.; Estate of Louise Schiller, 2207 W. Madison St., Chicago, Ill.; H. A. Siebrecht, New Rochelle, N. Y.; W. J. Stewart Estate, 252 Highland Ave., Winchester, Mass.; J. C. Vaughan, 31 W. Randolph St., Chicago, Ill.; Annie G. Whitnall, 4001 Harvard blvd., Los Angeles, Calif.; C. B. Whitnall, 407 Broadway, Milwaukee, Wis.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)

There are no bonds, mortgages or other securities outstanding against THE AMERICAN FLORIST.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

AMERICAN FLORIST COMPANY.
Michael Barker, Sec'y.

Sworn to and subscribed before me this 29th day of March, 1920.

R. C. MEREDITH, Notary Public.

[SEAL.]

(My commission expires Aug. 17, 1921.)

WHOLESALE CUT FLOWERS.

Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

THE CUSTOMERS' INTEREST FIRST

This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all the Greenhouse Boiler business

NOT CAST IRON

NOT CAST IRON

A KROESCHELL

is the key to fuel economy.

Kroeschell Bros. Co. 452 W. Erie St. CHICAGO

THE KROESCHELL POLICY

We make every kind of boiler, but it is our policy to supply only the type of boiler best suited for the conditions. You get the highest boiler value.

NOT CAST IRON

NOT CAST IRON

Tacoma, Wash.

EASTER TRADE SETS RECORD.

The Easter business in this city was "best ever," with prices higher than ever before. The supply of good stock, both pot and cut, was fully equal to the demand, and quality was excellent. Lilies did not have the size that we have had in the past, but were good enough and plenty of them, too, at the price of 50 cents per bud and bloom. Pot plants with four to six blooms were most plentiful. Few cut flowers of them were used. Hydrangeas were well grown and there were plenty of them. Pot roses were few, with a good call for them. Primulas had a very good call, but are being overdone—too many for holidays. Cyclamens just the right supply offered. Other pot plants offered had less of a demand than usual. Cut flowers were higher in price than ever before, with plenty of them, especially carnations. Fine weather conditions with unusual lot of sunshine brought in a big supply and it helped local roses also, both in quantity and quality. No better roses can be produced anywhere than we get from some of the local growers. The best sold at $5 to $10; carnations, $1.50; sweet peas, 35 cents; violets, 50 cents a bunch—all other flowers were in proportion. Most all day Saturday it rained and was cold. Sunday was worse, so it had quite an effect on total sales, but not cold enough to interfere with deliveries, all being easily made. For 10 days the weather has been cold and disagreeable—so bad that buds that were coming out, are just standing still, and garden making stopped. Bulbs are in bloom generally throughout the city, lilac buds just showing color.

NOTES.

The California Florists had the largest stock ever offered by one store in the city; most of it sold out by Sunday evening. Business kept 12 or 15 on the hustle for several days. They handled probably 3,000 pot lilies and several hundred hydrangeas, other stock in proportion.

The Hayden-Watson Co. had a fine supply of home grown stock and sold out about as close as they could spare, and have sufficient left for the funeral orders booked ahead. We missed the familiar face of Mrs. Hayden.

Louie Tschunko, who does somewhat of a local business, and grows for the trade, cleaned out entirely. He grows very few pot plants, but always comes in with a good supply of carnations that are best of quality.

The Northwestern Floral Company is entirely out of the florist business in this city. It dismantled the greenhouse range located at North Eleventh and Tacoma avenue, and left this locality entirely.

H. H. Hinze, located on K street, did a fine local business and sold an unusually fine lot of pot plants. Sold out to the limit on cut flowers, and did some decorating in several churches.

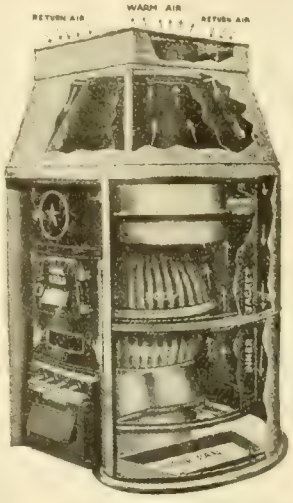
The Smith Floral Co., on Broadway, sold out entirely; closer than any, if one could judge from the store full of empty space, and nothing in the windows.

The Tacoma Floral Co. had a fine call and sold out entirely, both in cut blooms and plants.

H. W. Manike moved all of his pot plants and had fine call for cut blooms.

S. L. H.

QUALITY—SERVICE



"Blauvelt" Hero Pipeless Furnace System

Installed at half the cost of Steam or Hot Water.

70 degrees of heat guaranteed in zero weather.

Can be installed with or without PIT.

Saves 35% of your Coal Bill.

We have also Special Burners for Oil—and Grates for Soft Coal or Wood.

A perfect moist heating system. The ideal heat for growing all kinds of greenhouse products. In fact, it is the coming Greenhouse Heating System.

HERO PIPELESS FURNACE CO.

H. E. BLAUVELT, General Agent,

116 Market St., Suite 65, NEWARK, N. J.

Phone: 9287 Market.

Mention the American Florist when writing

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Ea.	Doz.	100
10	20 in.	$4.50	$49.50	$375.00
20	18 in.	3.30	36.00	293.00
30	16 in.	2.35	26.00	200.00
40	14 in.	1.90	21.50	170.00
50	12 in.	$1.30	$15.00	$115.00
60	10 in.	.90	9.90	77.50
70	8 in.	.75	8.00	61.00

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, **714-716 Chestnut St., Philadelphia, Pa.**

Albany, N. Y.

CLUB MEETING.

Reports made on Easter trade at the April meeting of the florists' club showed that the growers and retailers were satisfied. Retailers from this city and Troy, who were at the meeting, reported stock plentiful, goods well sold out, and prices obtained, high. Some of the dealers are inclined to sound a note

WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free From Bubbles—Uniform in Thickness.

PAINTS and PUTTY

Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.

It will pay you to get our estimates.

THE **DWELLE-KAISER** CO.

251 Elm St., - BUFFALO, N. Y.

Louisiana Red Cypress Bench Lumber

No doubt some of your old benches need repairing—or may have to be entirely replaced.

We have ready for immediate shipment, from our Chicago yard, a large and well assorted stock of **Genuine Louisiana Red Cypress Bench Lumber,** and can take care of your needs—large or small.

Write for prices, giving us a list of your requirements.

When ready to build that new greenhouse, let us figure with you. Our construction is most modern. Our price is reasonable. Write us.

THE FOLEY GREENHOUSE MFG. CO.

Designers Builders Heating Engineers

Main Office and Factory: 3100 S. Spaulding Ave.

CHICAGO, ILL.

Downtown Office: State-Lake Bldg.

of protest at the prices charged this year. They say that violets at $5 a hundred and sweet peas at $8 a hundred, retail, is one of the ways to kill the florists' business, and that people will simply do without flowers at such prices, or will greatly curtail their orders. Roses of all kinds, lily of the valley, orchids, sweet peas, violets, gardenias and spring flowers moved best in cut blooms. In plants, hydrangeas sold largest. Rose bushes and combination baskets were in good demand. Some dealers were unable to fill orders from customers for plants of moderate price—they have practically disappeared. The new pink hydrangea, "Trophy," was a favorite with many buyers.

The club voted to purchase one of the large signs, "Say It With Flowers," offered for $50 by the publicity committee of the S. A. F. The sign will be set up on the nursery grounds of Fred A. Danker on the state road between Albany and Schenectady where it will be seen by thousands of automobilists through the summer. The club voted also to give $25 to the S. A. F. national publicity fund.

H. C. Newbrand, representing R. A. Vanderschoot, 299 Broadway, New York, Dutch bulb importer, spoke of a grower in Washington, D. C., who sowed seed of Lilium longiflorum and L. giganteum in his greenhouses in February, transplanted them into the garden in the spring, and in the fall brought them into the greenhouses, where the following Easter, he was rewarded with fine plants bearing four, five and six buds and flowers.

William Maver, gardener for Henry Manning Sage, at Menands, had on exhibition a calceolaria in an eight-inch pot. The plant had 15 stems loaded with clusters of flowers. It was a beautiful specimen. The club voted to give Mr. Maver a certificate of merit for his exhibit.

R. D.

Nashville, Tenn.

GOOD DEMAND WITH LOWER PRICES.

The week following Easter brought great activities in social circles and a corresponding impetus in the florist business. Weddings have commenced to come with a rush and pre-nuptial affairs are calling for many flowers. Stock has been plentiful and prices have dropped considerably, fully 25 per cent below Easter figures. Lilies, which are quite abundant now, may be had for $6 per dozen. Roses now have $8 for the maximum price and carnations may be had for $3. The snapdragon is the favorite and retails at $3 per dozen. This is the first season this attractive flower has been produced successfully in this city, the Joy Floral Co. growing quite a stock which immediately sprang into popularity. In pot plants, prices have also declined to about one-half pre-Easter figures. The weather, which has been cold since Easter, is warmer now and the Saturday market house display again shows to the front. During the past week, there was the usual heavy demand for funeral work. The weather of the past week has held vegetation in check to some extent, but in spite of the cool nights, lilacs are in bloom and hyacinths are flowering out of doors. M. C. D.

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscriptions, to cover postage, $1.00

As the H. A. is a phrely **TRADE** medium applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A."

LOWDHAM, NOTTS, ENGLAND.

Wired Toothpicks

10,000, $2.50; 50,000, $11.00. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For Sale by Dealers.

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.60

AMERICAN FLORIST CO.

440 S. Dearborn St. CHICAGO.

CUT FLOWER BOXES

EDWARDS FOLDING BOX CO

MANUFACTURERS

PHILADELPHIA, PA.

The Regan Printing House

Large Runs of

CATALOGUES

OUR SPECIALTY

WRITE FOR PRICES

523 PLYMOUTH COURT, CHICAGO

You Can't See

15% to 25% moisture in air dried manures but it is there in nearly every bag. Paper lined bags sound mighty nice but that excess moisture will pay for paper liners and leave a good profit beside. You foot the bill.

WIZARD BRAND
TRADE MARK

PULVERIZED SHEEP—PULVERIZED CATTLE
SHREDDED CATTLE

MANURE

Is dried in high temperature direct heat rotary dryers and every bag is practically bone dry. They are sterilized too and that means cleaner beds with less weeds and grasses to pull by hand and no chance of fungus or disease that may cost your whole crop.

Order by name—WIZARD BRAND—for nearly fifteen years the standard of quality and service in concentrated manures.

Your supply house can ship WIZARD BRAND if you insist or we will quote on any quantity from a bag to a carload with freight rate promptly.

THE PULVERIZED MANURE CO., No. 32 Union Stock Yards, **Chicago, Ill.**

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor

The Peters & Reed Pottery Co.
SO. ZANESVILLE, OHIO
"Moss Aztec" Ware
HORACE C. GRAY CO.
200 Fifth Avenue New York

Mention the American Florist when writing

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

Why?

A. H. HEWS & CO., INC.
Cambridge, Mass.

George Keller Pottery Co.

Successor to

GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Mention the American Florist when writing

Nebraska Red Pots

ARE RECOGNIZED EVERYWHERE FOR QUALITY

Your orders always receive prompt and careful attention. Made of high grade material by skilled workmen in a modern plant. Write for prices on your requirements.

Kahler Pottery Co., Louisville, Neb.

Mention the American Florist when writing

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subscription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY
BURNLEY, ENGLAND.

Mention the American Florist when writing

John C. Moninger Co.

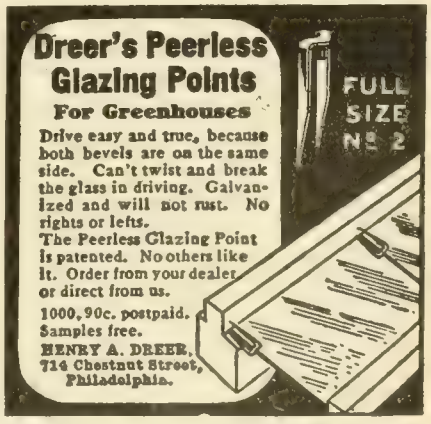
GREENHOUSES

Designers - Manufacturers - Builders

We sell the complete house or any part

908 Blackhawk St., CHICAGO, ILL.

Mention the American Florist when writing



Mention the American Florist when writing

SUPERIOR

RED POTS

Quality and prices right. ASK US.

FLORIST SPECIALTY CO.
IDAVILLE, INDIANA

Mention the American Florist when writing

Index to Advertisers.

Allen J K.....711
Alpha Floral Co.....718
American Bulb Co... I
American Greenhouse Mfg Co.....IV
Amling E C Co.....707
Anderson S A 714
Angermueller G H Co.....709
Aphine Mfg Co.....III
Aphrodite Co 717
Astoria Florist 717
Avenue Floral Co...719
Baer Julius 719
Barnard W W Co...721
Barnes W J.....716
Bassett & Washburn.700
Baumer Aug.....719
Baur Window Glass Co.....IV
Bayersdorfer H & Co.709
Begerow's.....718
Berger Bros.....708
Berning H G.....708
Blackistone Inc 718
Bodger J & Sons Co.721
Bolgiano J & Son....721
Bramley & Son.....718
Braslan Seed Growers Co.....720
Breitmeyer's J Sons 718
Bremond A & L Freres.....725
BrennerEdward.....711
Broadway Florist....717
Brown A J Seed Co..720
Brown Bag Filling Machine Co 725
Bruns H N 715
Bryan Alonzo J.....724
Buckbee H W.....718
Budlong Co J A.....705
Bunyard.....717
Burpee W A Co.....724
Byer Bros.....723
California Florists...716
Cazan A B. 717
Central Floral Co....719
Central Refrigerator & Equipment Co..707
Chicago Feed & Fertilizer Co 736
Chicago Flower Growers Assn.....701
Clark E B Seed Co..725
Clarke's Sons D.....717
Clay & Son.....736
Clipper Lawn Mower Co.....736
Coan J J.....711
Conard & Jones Co..728
Cooke Geo H 718
Cowee W J.....734
Coy H C Seed Co....722
Craig Robt Co.....727
Culp W H & Co.... 716
Danker Fred A.....714
Dards Chas.....717
Dietsch A & Co.. . IV
Dominion Floral Co 718
Dorner F & Sons Co.727
Draime Bros.....727
Dreer H A.. ....733 735
Drevon-Tegelaar Co.724
Dunlop John H.....718
Dwelle-Kaiser Co.. 733
Eble Charles.....715
Edwards Fold'g Box.734
Elm City Nurs Co...728
Engelmann C.....714
Erne & Co.....706
Evans A W B.....718
Excell Laboratories.III
Eyres H G.....714
Fallon Florist.....719
Fenrich Jos S.....710
Fleischman'..... ...716
Florists' Publicity Service Bureau of S A F.....712
Florist Specialty Co.735
Foerster Co Jos 702
Foley Greenhouse Mfg Co.....734
Ford MC ... .711
Ford William P.....711
Fox J M & Son Inc..719
Frauenfelder C.....715
Freeman Mrs J B....718
Frey C H.....716
Frey & Frey.....716
Friedman.... 715
Froment H E.....711
Futterman Bros.....710
Galvin Thos F.....717
Gasser J M Co.....718
Giblin & Co.....III
Gnatt Ove Co The...699
Godineau R & M....722
Goldstein I.....711
Gorham Printery Inc IV
Grakelow Chas H ..719
Grand Rapids Flo Co.719
Grimm & Gorly.....716
Gude Bros..... 719
Habermehl's Sons J J 714
Hammond's Paint & Slug Shot Wks 736
Hanges George.....718
Hardesty & Co.....716
Harris Wm K.....727
Hart Geo B 711
Hart Henry.....717
Haven Seed Co.....722
Heinl John G & Son.719
Henderson A & Co. I 724
Henderson Lewis....716
Henry Co The John.706
Henshaw Floral Co 711
Hentz & Nash.....710
Hero Pipeless Furnace Co.....733
Herr Albert M..... 726
Hess & Swoboda....716
Hession.....717
Hews & Co A H. ... 735
Hill D Nursery Co..728
Hogewoning & Sons.723
Hollywood Gardens.716
Holm & Olson.....716
Holton & Hunkel Co.709
Hort Advertises.....734
Hort Trade Journal.735
Hurff Edgar F.....725
Hurst & Son.....722
Ickes-Braun Mill Co.IV
Idlewild Greenhs....719
Jackson & Perkins Co 728
Jahn Hugo.....719
Joy Floral Co.....715
Kahler Pottery Co..735
Kaiser Jules.. 697
Kasting W F Co..I 699
Keller Pott'y Co Geo.735
Keller Sons J B.....714
Kelway & Son.....722
Kennicott Bros Co. 700
Kervan Co The.....711
Kessler Wm.....711
Kottmiller A.... 717
Kroeschell Bros Co.733
Kruchten John.....707
Kuhl Geo A 727
Landreth Seed Co ..721
Lang Flo & Nurs Co.716
Lange A.....715
Lecakes C & Co 710
Lindley Flower Box Co.....706
Littlefield Florist....718
Longren A F.....727
Louise Flower Shop.714
McCallum Co 709
McClunie Geo G....714
McGill R C & Co....722
McHutchinson & Co.722
Mackie William.....711
Malandre Bros 717
Mangel.....715
Matthews the Flo'st.718
Matthewson J F.....715
Meconi Paul..... 711
Metaire Ridge Nurs 718
Meyer John C Florist Thread Works.....706
Michigan Cut Flower Exchange... 707
Michell Henry F Co..722
Millang Jos A 710
Miller Floral Co.....719
Miller & Musser 707
Moninger J C Co ...735
Montrose Nurseries.728
Murray Samuel. 719
Neidinger Jos G Co..709
Newell A.....719
N Y Cut Flower Ex..711
N Y Floral Co.....715
New York's Wholesale Flower Markt.713
Niessen Leo Co.....708
Oechslin Ernest . . .721
Oriental Goldfish & Supply Co.....706
Papadem J G Co....717
Park Floral Co.....714
Park Floral Co.....719
Peacock E R Co.....721
Pearson E W 714
Pedrick G R & Son..721
Penn the Florist.....718
Pteers & Reed Potty.735
Philips Bros 715
Pierce F O Co..... IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....720
Pikes Peak Flo Co..719
Pillsbury I L.....III
Pittsb'rgh Cut Flo Co.706
Podesta & Baldocchi.718
Poehlmann Bros Co. II
Pollworth C C Co...709
Polykranas Geo J....711
Potter Floral Co.....719
Proto-Feed & Guano Co.....736
Pulverized Manure Co The.....735
Pyfer A T & Co.....703
Raedlein Basket Co.707
Randall A L Co.....707
Randall's Flo Shop..718
Randolph & McClements.....714
Rawlings Elmer.....726
Ready Reference....729
Reed & Keller.....III
Regan Ptg House ...734
Reid Edw.....708
Reinberg Geo.....707
Reinberg Peter.....701
Rice Bros..... 709
Rice Jerome B Seed Co721
Robinson J C Seed Co.724
Rock Wm L Flo Co..716
Rodgers J W.....718
Rohnert Waldo..... 722
Rosaia Bros.....719
Rosery Floral Co....719
Routzahn Seed Co....725
Rusch G & Co.....709
Saake O C.....719
Salzer Seed Co J A..716
Sceery Edw.....719
Schiller the Florist .715
Schillo A Lum Co ...IV
Schlatter W & Son..736
Schling Max.....717
Schmidt Chas L.....714
Segers Bros Ltd.....724
Shaffer Geo C 718
Sharp Partridge & Co.736
Sheppard H W.....718
Sheridan Grhs Co....716
Sheridan Walter F...711
Siebrecht Geo C.....711
Simon & Son I N....722
Situations & Wants 697
Skidelsky S S & Co.. I
Smith A W & Co....714
Smith & Co E D 724
Smith & Fetters Co.719
Smith Henry.....719
Storrs & Harrison 725 726
Stumpp G E M.....717
Thorburn J M & Co..725
Tonner O A & L A..702
Totty Chas H ..698 724
Traendly & Schenck 711
Traveling Wholesale Florist.....710
Trepel Joseph.....71
United Cut Flo Co..714
Vanderschoot R A..721
3
Van Meeuven & Tegelaar 727
Vaughan A L Co....703
Vaughan's Seed Store .....I 723 727
Vick's Sons Jas.....725
Vincent R Jr & Sons Co..... I
Walker F Co.....719
Weber F H.....719
Weiland & Risch...707
Weir Jas.....714
Western Seed & Irrigation Co.....721
Wietor Bros.....702
Williams Mrs E A..714
Winterson Co F F..706
Wittbold G Co.....715
Wolfskill Bros & Morris Goldenson.716
Wonder Plant Irrigator Co.....706
Woodruff S D & Sons.722
Yokohama Nurs Co.721
Young A L & Co....710
Young John & Co....711
Zech & Mann...704 707

"Master Soil Builders"

Send for prices on **Master Brand Vine and Plant Manure**—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.
4121 South La Salle Street, CHICAGO

Mention the American Florist when writing

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3,000 for $1.00 Postpaid
Wm. Schlatter & Son

Before After

422 Main Street SPRINGFIELD, MASS.

Mention the American Florist when writing

Magic Fertilizers

"FOR THE FLORIST"

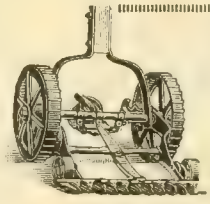
Chicago Feed and Fertilizer Co.
809 Exchange Avenue, U. S. Yards, Chicago

SLUG SHOT

Used from Ocean to Ocean for 35 Years
Sold by Seed Dealers of America

Saves Currants, Potatoes, Cabbage, Melons, Flowers, Trees and Shrubs from Insects. Put up in popular packages at popular prices. Write for free pamphlet on Bugs and Blights, etc., to B. HAMMOND, Beacon, New York.

Mention the American Florist when writing



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plantain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER COMPANY **Dixon, Illinois**

Mention the American Florist when writing

GREENHOUSE GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST., CHICAGO, ILL.

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS
MANUFACTURED BY
CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas"

Vol. LIV. **CHICAGO AND NEW YORK, APRIL 24, 1920.** **No. 1664**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company.

Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901.
Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treas. The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Washington, D. C., January, 1921. OFFICERS: C. W. JOHNSON, Chicago, President; D. G. GRILLBORTZER, Washington, D. C., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa President; F. L. ATKINS, Rutherford, N. J., Vice President; E. A. WHITE, Cornell University Ithaca, N. Y., Secretary; HARRY O. MAY, Summit N. J., Treasurer.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at New York, September 27 29, 1920. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK, 205 Elwood Av., Newark, N. J., Sec'y.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition, Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

MOTHERS' DAY, MAY 9.

Congress Authorizes National Observance

Of all the holidays of the year, Mothers' day is the most personal. Christmas, while essentially a church festival has gradually developed into a season of gift giving, until it is now the universal custom throughout the civilized world, the florist prospering alike with other tradesmen. Easter, another church festival, one of the greatest in the florists' calendar, affects mainly the sale of plants and flowers, the beautiful custom of exchanging Easter greetings with floral offerings having now, become firmly fixed in the celebration of the day. The growth of the gift-giving features of the above holidays has required years to attain its present magnitude. The writer of these lines can remember when there was practically no celebration at Easter, aside from the decoration of churches. Exchanging greetings with plants commenced only in a moderate way about 1880.

The feature that has had most to do in increasing the gift giving at these two periods is, that those who receive, feel obligated to return in like measure. The spirit of Mothers' day is, however, entirely different. It is nationally a day of love, homage and adoration for mothers of the race, and individually for one's own mother, the best mother who ever lived.

Mothers' day is founded on a sentiment, the strongest and most perpetual of any in the human breast. When Miss Anna Jarvis, moved by the great grief in the loss by death of her mother, first conceived the idea of Mothers' day, and that it should be nationally observed, she struck a popular chord that reverberated and was heard and felt by other hearts in unison, all over the land. The first celebration was held in her mother's church, in which she had always been an active member, on the second Sunday in May as this was nearest the anniversary of her death. As white carnations had been her mother's favorite flower, she advocated as a feature of the day, that every person should honor their mother, or her memory, by wearing a white carnation. This visible recognition was at once adopted and grew to such an extent that white carnations, which had always been a drug on the market during May, were in such demand that they brought the highest prices of the year. Miss Jarvis in her enthusiasm, worked very hard in having the day recognized, and its celebration endorsed by state and city officials, and did not rest until it was finally given a national observance by action of congress in a bill passed, which was duly signed by the president. This directs that "Old Glory" shall be displayed in honor of Mothers' day, as on all other national holidays.

With this nation-wide endorsement of a holiday, whose observance encourages and has for its feature the use of flowers, founded with little or no effort on the part of the trade, except to try and meet the unexpected demand, there is presented to the craft a great opportunity to encourage and make of this the most important floral event of the year. In numerous cities and large communities, where the trade have featured the event with co-operative advertising, backing up their newspaper publicity with store displays and literature, results have been wonderful. In a number of reports of the business of Mothers' day in these communities, it has repeatedly been said to have equalled Easter, and in some instances, the sales have been even greater. "Sold out clean; could have sold much more could we have obtained the stock," is a familiar phrase. The demand covered everything in stock plants as well as cut flowers. There is no longer such distinctions as, "red for the living, and white for those

who have passed away. It is "the plant or flower your mother loves or favored," or "all are beautiful, one just as appropriate as another."

While Miss Jarvis originated the idea of Mothers' day, and was largely instrumental in its adoption throughout the country, it is in the communities where the enterprising men of the trade have featured the day with advertising and good publicity through the reading columns of the newspapers, that the greatest observance has been obtained. The reports of last year's event in all the centers where the interest has been aroused by the trade, were most satisfactory, showing an increase over the year before, and this in spite of the fact that Miss Jarvis, who has taken umbrage at the florists, had "decreed," that flowers should not be used.

There is a general apathy in certain sections or cities toward innovations of any kind; the motto appears to be "Let well enough alone." In Philadelphia, Pa., the home of Miss Jarvis, one would expect to find the greatest observance of the day, but as far as the use of flowers is concerned, there is no evidence in the stores of any extra demand, and practically no effort has ever been made by advertising or co-operative work in the trade, to feature the event as a floral holiday. The wholesale commission men find a greatly increased demand from out-of-town points, which generally boosts white carnations up to record prices. Street men, also, do a good business with carnations, and pay highest prices for them.

Mothers' day has no equal as a business opportunity for the retail florist; it affects every household in the country. Its observance is as yet scarcely noticeable; not one-tenth of the people know anything about it, or have ever given it a thought. If the trade in every community would work together to educate and arouse the people to the significance of the day, one full of exquisite memories; when in honor of one's own mother, the best mother who ever lived, she is presented with her favorite flower, or the same tribute is laid on her grave, if she has passed away, a tremendous impetus would be given to making this event a universal holiday.

Mothers' Day Publicity Literature.

The Florists' Publicity Service Bureau of the Society of American Florists, has prepared some splendid advertising matter which can be used to the greatest advantage by all retailers. There is a beautiful poster in four colors, 18 inches high and 12 inches wide, five of which are sold for $1.00. Stickers, or stamps, a reduced replica of the poster, of the same size as the Valentine stamps, should be used from now on with every piece of literature or package that is sent from the store. These cost $2.00 for 500, or 1000 for $3.25. A two-page folder has the Mothers' day poster design in four colors on the front page. It contains good advertising matter, and there is a space for the name and address of the firm sending them out, which imprint is included in the price. These cost $9.00 for 500, or $16.50 per thousand, complete. These fit the ordinary sized envelope, and should be included with all letters or bills, and placed inside all boxes or packages. Colored movie slides, for use in moving picture houses, cost $1.00 each.

The mothers' day advertisement of the national campaign, now in the magazines, is splendid in design, with perfect text. Electros of this for local newspapers cost $2.25. All these dealers' helps are to be obtained from the Florists' Publicity Service Bureau, 431 South Dearborn street, Chicago.

Telegraph Delivery Opportunity.

Mothers' day should afford the best business of the year for the Florist's Telegraph Delivery service. The sons and daughters that have broken home ties are innumerable, but the old home and mother is always uppermost in their thoughts, and if the significance of Mothers' day is brought to them and the ease and certainty with which their love and affection can be expressed in flowers, through the F. T. D. service, many will avail themselves of the opportunity.

The greatest benefit to themselves and to the association will come through the members who strive for outgoing business. The 20 per cent received is "velvet," as there are no demands on their stock, the money is in hand, and they run no risks whatever. It is this individual initiative that puts life and energy into the work, and if all the members will appreciate their responsibilities in this respect, and do their best to secure new business, Secretary Pochelon will have to invent a lot of new adjectives for his next report.

Owing to the present strikes of the various organizations of railroad employes, there is great uncertainty in shipping, either by express or parcel post. These conditions will add very materially to the business or number of orders to be handled by the association for the coming occasion, and all of the different branches of the trade should be prepared to co-operate with the F. T. D. in its work.

A special point should be made of the advantage of ordering early, as the telegraph service is also affected. If orders are received in time to be sent by letter, personally written communications can be forwarded at the same time to be enclosed with the flowers.

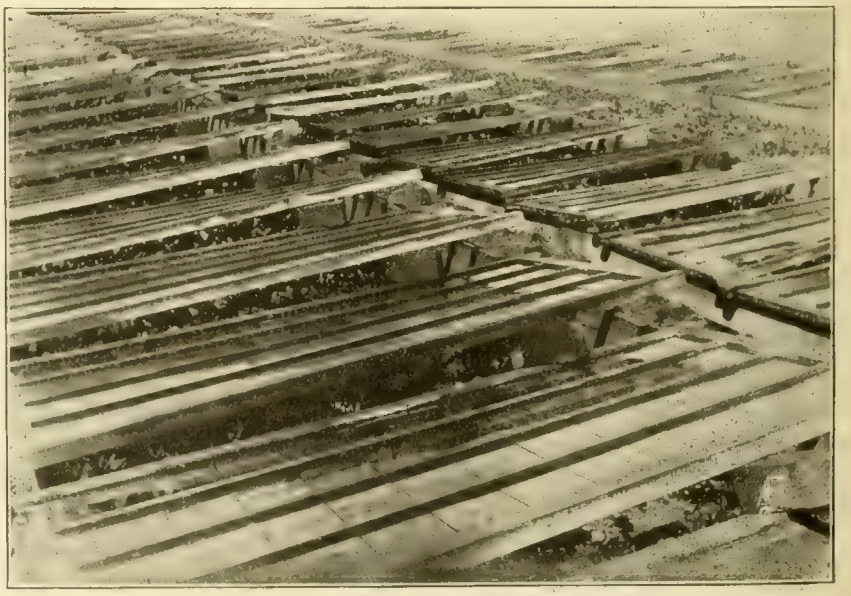
PLANT NOTES.

Asters.

The early and midseason asters should be planted out as early as the season will allow. If the plants are hardened off for two or three weeks in a cold frame and gradually given night air as soon as safe, they will endure the outside temperature much better than those carried directly from the warm greenhouse. The land should be prepared at once, and while asters will grow on almost any piece of ground, success or failure depends much on the proper preparation of the soil. Land that was manured last fall and plowed is by far the best, and all that will be required in the spring is a shallow plowing or disking and then leveling. It is well not to level off too large a tract at once, for heavy rains occur at this season which pack the soil down hard. Before planting, give the young plants a thorough watering, and if in boxes or the bench, cut through the rows with a knife a day before planting. Lay the field out in rows from 25 to 30 inches apart, giving the branching varieties the greater distance, with a wider space every fifth or sixth row to provide a walk when cutting the flowers, and set the plants from 12 to 18 inches apart. Plant with a trowel, for the plants set in a dibbled hole will not take hold as quickly, and with the early asters the slight difference in time taken in planting is more than made up in the early blooming; the dibble packs the soil around the plant and the roots do not grow into it as freely, and the roots are also contracted in the small hole made by the dibble. As soon as the field is planted, if possible, give the plants a good watering and then cultivate lightly with a wheel hoe to loosen up the soil.

Rambler Roses.

The rambler roses for Memorial day will demand constant attention, for at this season of the year aphis and red spider increase very rapidly if the conditions are propitious. It is far better to keep these insects down by proper culture than to be obliged to resort to measures to kill them. Give the plants



PANSIES FOR THE SPRING TRADE.
artial View of 2500 Sash Filled with Pansies.

PANSIES FOR THE SPRING TRADE.
A Corner of One of the Sashes.

all the ventilation possible, but drafts will often cause mildew on the soft foliage, so these must be guarded against especially and low ventilation, such as open doors with the wind drawing through the houses. Syringe thoroughly on bright days. There is no better prevention for red spider than a good syringing that will reach the under side of the leaves, which will quickly break up the colonies of spiders that gather there. If the plants require fumigation, it should be light, for often the young foliage is very tender and heavy fumigation with smoke quickly burns it. Where the pots are full of roots a watering with liquid manure or a mulch of sheep manure mixed with sifted soil will be found very beneficial and will add a lustre to the foliage and deepen the color of the flowers.

Primulas.

For plants of both P. sinensis and obconica, for blooming next spring, May is the best time to sow the seed, which germinates very readily at this time, but if this is delayed until June it will often be found quite difficult to get the seed to start well, and as the young seedlings grow very slowly they will require constant attention during the warm weather, for a few hours' sun when they are dry will cause the loss of all the plants. The soil should be sifted in a fine sieve, as the seeds are very small, and they should not be covered with the soil, but sown thinly on the soil when loose and then pressed flat with a board. Watering should be done with a very fine rose on the can, so as not to wash the seeds or soil. At this season of the year the seed will germinate readily in almost any greenhouse, but it is well to cover the seed pan or box with glass to prevent too rapid evaporation, and until the plants begin to make growth, keep the pots well shaded. Many growers wrap a piece of paraffine paper around the glass that is placed on the seed pan. This allows plenty of light to germinate the seed and will prevent the direct rays of the sun from burning up the young seedlings when they start to grow. As these young plants grow very slowly, some soils will often become caked or scaly, and if this occurs the top should be carefully broken up to allow the air to enter. As soon as three or four leaves are formed, pot in 2½-inch pots, not too deeply, but yet deep enough to have them stand erect. They should then be placed in a cool house, and much of the success of their culture depends upon the care and watering in their early growth. They are a moisture-loving plant and should never become dry, yet they are easily overwatered and will not make a good growth if continually kept soaked; frequent and light waterings are the best. A lightly shaded frame with the pots plunged in the soil and the sash lifted at top and bottom for free circulation of air is the best location for summer culture.

Pansies.

The sale of pansy plants will soon be at its height, and there is nothing that the florist or grower sells upon which more time is wasted than in selecting a small order of pansies if the customer is shown a frame of a few thousand plants. The better way is to have boxes or baskets holding a dozen plants all made up for the customer. It is not necessary to put up more than will be required for one or two days' sale, but as fast as sold keep the stock replenished. There are many patrons who will be well satisfied with a good selection already placed in a basket who will take an hour of a salesman's time in making their choice out of a frame. Any late seedlings should be planted in the frames at once, and these will make fine plants for late May or early June planting when the older plants are either sold or have become too large for bedding purposes.

Antwerp Horticultural Exhibitions.

In connection with the great exhibition to be held at Antwerp this year, arrangements have been made for holding a series of horticultural exhibitions, and the dates upon which these will be held, together with their special features, are as follows: May 1-9, azaleas, rhododendrons and orchids; May 15-19, tulips, irises, and other early flowers; May 22-30, cacti and ferns; June 5-7, cut flowers, principally perennial subjects; June 12-15, roses; June 19-22, fruits and vegetables; June 26-29, liliums and sweet peas; July 3-6, carnations; July 10-13, roses; July 17-21, begonias and gloxinias; July 25-27, floral designs; July 31-August 3, cut flowers; August 7-10, annuals; August 14-17, gladioli; August 22-24, dahlias; August 29-September 1, pelargoniums, fuchsias, palms, and ferns; September 4-8, vegetables; September 11-14, orchids; September 18-22, general horticultural exhibits; September 25-29, fruits; October 3-10, preserved fruits, and fruits packed for market, and October 17-21, chrysanthemums. — London Gardeners' Chronicle.

our body. To secure these ends, we hope to obtain the favorable viewpoints of the commission wholesaler, the retail florist and the public at large, and thus gain an insight how other branches of the trade conduct their business, since we operate on such a different basis than those with whom we deal to maintain an outlet for their products. The grower is the backbone of the florist business, yet we have trusted a larger part of our interests to somebody else. There is the commission man, who always derives his profits from the work of the grower; there is the retailer, who gets his profit by adding his cost of selling to his purchase price, while the grower takes his chances on a possible profit of the unregulated law of supply and demand; hence, his sphere lies in creating a demand for his products that will lead to a profit over the annual average cost of greenhouse production. Some day, I hope to see a maximum selling price at holidays, because of the extra demand and a minimum price on an overabundance, whether because of heavy production or a small demand; in either case, we should establish an equilibrium, or a law of average, to safeguard a margin of profit to continued successful flower production. Stock dumped, has cost us millions of dollars, and finally, we believe we have the solution in employing the power of advertising to reduce such losses. Supply in excess of the demand, starts unstable and erratic prices to the public, while demand in excess of the supply, has the tendency to make returns more uniform. If the retailer can be brought to harmonize his selling figures with his purchase price on an established basis of the market, selling on a minimum and maximum price, such regulation might reduce the waste in the sales and distribution of the growers' products. The national organization could well branch out as a result of our success in Chicago, since this city's geographical location lends an influence to support the activities of establishing a resident organizer, so as to further effect state or sectional organizations among the growers.

Our plan of organization, adopted along national lines, will bring to other growers the remarkable progress we made within a year's time. Our preliminary experience is available to growers surrounding other centers of distribution. After these various bodies have been perfected, one section of the country will learn from the other. It is surprising how the Chicago growers overcome trade jealousies and suspicion, and get together toward friendly cooperation. On a national basis, our organization will co-operate with the scientific and theoretical experimental work in floriculture. We can deal safely with positive results and leave the experiment stations to do their investigations.

Disease control, soil fertility, heating and refrigeration, rotation of crops, crops to grow, marketing, cost of production, labor, employment of women and children, long hours, advertising; all these, and more, can be brought to a new phase to the advantage of the growers as a whole.

A national organization can give us an exchange of the best cultural methods, of the best markets and supply the different local organizations with instructors and organizers for every prospective and permanent organization, and to do our own advertising and create a growers' publicity fund, to organize dollars to boost us all along. As our industry advances, we become individually more ready to surmount difficulties and make our profession in keeping with the most approved methods in practice in other industries. Our national organization will stand out like the rock of Gibralter, to husband our resources, to meet any emergency.

"In Union there is Strength."

DISCUSSION.

In the discussion of this paper J. E. Pollworth spoke as follows:

The paper just read, is further proof of the grower's ability to combine his ideas with those of the other branches of the trade. As a wholesaler, I recognize the needs of an overhauling of our business, and it is getting it. The reference to a maximum and minimum wholesale selling price is not unsound. The great differences in cut flower prices to the public, permits fault finding by that class against the retail dealers, and it also counteracts all the good that advertising might do to make buyers, and to create good will favorable to greater uses of cut flowers. As we now conduct the wholesale market, it is the instinct of the wholesaler to exact all he can when the retailer needs the stock, and the retailer at the first chance lays down on his purchases to "bear the market," only to play into the hands of the department stores at glut times—one of our leaky methods of distribution. Department store competition, at such times, tantalizes the legitimate retail dealer, and brings discord where cooperation is most needed. We should eliminate the evils attending a short market, and the garbage barrel on a long market. When prices are high, the grower is playing in luck; when prices are low, we wonder how long they will last. Inflated high prices, either because of an extreme scarcity or a strong demand, await a reaction towards lowest prices when the supply becomes plentiful or the demand is light. The law of supply and demand can be stabilized, even under the present competitive democratic system of wholesale distribution of the growers' products. Competition cannot be throttled, but it can be regulated. The perishable nature of our products, does not prevent the pooling of the market's resources, so far as it relates to either extreme—a high or a low price. Sales should not be entirely based on what we are offered, but what they are worth as far as it is consistent to be put under control. Such prices, eventually lead to an equilibrium to safeguard the margin of profit to the grower and the retailer in accordance to the stimulating effects of the advertising of cut flowers. The demand would have a price limit fixed by a board of wholesalers, such board to be in a position to adjust itself, with the advertising bureau, to cope with the every day problems of the market, ready to meet the crises of a short market or a surplus of stock and thus open up the opportunities of our local advertising for response, and be effective when wanted. A maximum and minimum price market is worth trying.

WORCESTER, MASS.—The beautiful new residence of Harry I. Randall, well known florist, was destroyed by fire April 1, the loss being estimated at $12,000.

SPRINGFIELD, MASS.—Eber Holmes, superintendent of the Aitken Greenhouses, has resigned to take effect May 1, and will become manager of the Halifax Gardens, at Halifax, Mass.

FLORISTS' FERNS.

Spring Care.

To the fern grower, Easter is a less important season than Christmas, from the fact that the former is essentially a flower festival, while the latter finds the use for both flowers and foliage material, and when flowers are excessively high in price, as sometimes occurs at the glad Christmas season, the modern flower dealer is usually able and willing to call the attention of his customer to the beauties of a well-filled fern dish, a well-grown Boston, holly fern, or a cibotium. Then there are the tremendous numbers of nephrolepis, pteris and adiantums that are used as fillers in basket work, and these form quite an important portion of the Christmas stock in a progressive store. Of course, there are some ferns very happily used in Easter decorations, but comparatively little effort is made in this direction by the fern grower.

Owing to the frequent use of small plants of Asparagus plumosus and A. Sprengeri in table ferneries, many growers carry these plants along with their ferns, and in some cases perhaps descend to the use of the localism of calling them "Asparagus ferns"—a term that seems to have originated in some of the department stores. But be this as it may, the various asparagus are frequently found as a side issue in the fern houses, and not always a profitable one, from the fact that they occupy space for a much longer time than a crop of small ferns, and are frequently sold at very low prices.

However, there are many other things to claim the attention of the fern grower at this season, and one of them is the preparation of a crop of well-finished Boston or Scottii in readiness for the spring and summer trade, for notwithstanding the enormous numbers of nephrolepis that are ready for sale in the autumn, there is almost invariably a shortage of these useful plants in the spring, and a fair to good demand for them for use in porch and window boxes, in vases, and as single specimens for the decoration of the porch table.

To produce plants that are adapted for such purposes, they should be grown in light and well ventilated houses, given feed enough to keep the plants in good color, but not to make them soft, and these plants should be either pot of tub grown stock, for it will never do to dig up plants from a bench and then send them out for porch use before they are properly established.

The sun is now powerful, and it is generally needful to give a light sprinkling of shading material on the glass in March, but a very light shade, indeed, will be all that the nephrolepis require to keep them from burning, provided that the watering is attended to as often as may be necessary.

The young stock of table ferns for next fall's sales should now be in condition to pinch off from the seed pans to trays, and these tender young plants will need more shade than the nephrolepis already referred to, for it must be remembered that these tiny plants have not yet developed much of a root system, and consequently, are unable to withstand full exposure to the sun or strong wind from the ventilators. This does not mean that they must be everlastingly coddled, but simply cared for with a little common sense during the early stages of their career.

Fresh air is an essential to fern growing and the ventilation should be adapted to the condition of the weather, giving some air every day, and night ventilation when the outdoor temperature permits, bearing in mind that our climate is a very changeable one in March, and also April, and that night ventilation may need some attention.

Most of the ferns that are used commercially are not very particular in regard to soil, ordinary potting compost answering well in most instances, but for the benefit of the young seedlings, it is a good plan to have some lighter compost in the trays, to which they are transplanted from the seed pans, nor does this compost need to be pressed down as hard as a propagating bed, this open soil encouraging the roots of the young plant.

There is a certain fascination about fern growing, possibly in part owing to the fact that the ferns are among the oldest forms of vegetation on the face of the earth, and then their reproduction from seeds that form without any flowers appearing, makes them somewhat mysterious.

There is always the possibility of the appearance of seedling variations in the stock, this having been the origin of many of the favorite trade varieties, and a new variety of merit may prove to have considerable value. PTERIS.

American Dahlia Society.

THE EXHIBITION PLANS.

A meeting of the executive committee of the American Dahlia Society was held April 12, at the Pennsylvania hotel, New York, for the purpose of taking up the business of the autumn flower show. Notwithstanding the fact that the railroad strike was at its height at that time, there were present Richard Vincent, Jr., White Marsh, Md.; George L. Stillman, Westerly, R. I.; C. Louis Alling, West Haven, Conn.; I. S. Hendrickson, Flowerfield, N. Y.; William Noonan, Locust Valley, N. Y.; James Duthie, Oyster Bay, N. Y.; I. N. Sailor, Richmond Hill, N. Y.; and E. C. Vick. George W. Kerr, Doylestown, Pa., was expected to attend. He was ready and at the station, but was unable to get a train to New York. Professor George W. Fraser, of the Connecticut Agricultural College, was unable to leave the college at this time. The well attended meeting, under the adverse circumstances, shows the spirit of the committee.

It was decided that there would be three classes of exhibitors, namely: Commercial growers, those who grow tubers for sale; private growers, those who employ gardeners, but do not sell stock, and amateurs, those who grow their own plants, individually, except the work of plowing or spading and handling the fertilizer, who grow dahlias for their own pleasure and not for sale.

The dahlia show will be held September 27-29 at the Pennsylvania hotel, New York.

The exhibits of amateurs shall be admitted free.

Garden clubs will be limited to 100 square feet at a flat rate of $10.

Competitive exhibits may be displayed in the trade space, so that exhibitors who enter flowers for display only, and also flowers in competition, can keep all their exhibits together to make the best possible general display.

The price of trade space is to be $1 per square foot.

Admission, 50 cents. Trade tickets will be sold at $25 per hundred. Unused tickets will not be redeemed. Each exhibitor shall have three season tickets.

A schedule committee was appointed, consisting of James Duthie, C. Louis Alling, I. S. Hendrickson and William Noonan, with the suggestion that the schedule be prepared as soon as possible, to include dahlias, in the various classes, also other autumn flowers, fruits and vegetables.

The following trade space was taken at the meeting: I. N. Sailor, Richmond Hill, N. Y., 50 square feet; John Lewis Childs, Flowerfield, N. Y., 150 square feet; C. Louis Alling, West Haven, Conn., 100 square feet; George L. Stillman, Westerly, R. I., 109 square feet; William Noonan, Locust Valley, N. Y., 50 square feet; Richard Vincent, Jr., White Marsh, Md., 100 square feet. As there are only about 2,000 square feet of trade space to be sold, it will be seen that a quarter of it has already been taken.

THE TRIAL GARDEN.

The trial garden of the American Dahlia Society will be conducted again this season at the Connecticut Agricultural College, Storrs, in charge of Professor George W. Fraser. Dahlias will be entered by the raiser or introducer, and the tubers may be sent by mail to Storrs, Conn., or by express to Willimantic, Conn., prepaid, until June 1; plants up to June 25. The clumps will be returned at the end of the season, if desired. Tubers and plants will be properly planted and taken care of throughout the season, the name of the raiser and introducer posted on the stake. Many visitors from New York, Boston and other points were at the garden last year making notes, and the attendance this year will probably be larger than ever.

A charge of $1 is made for each variety entered. Not more than three tubers or plants of any one variety can be accepted. Flowers scoring 85 will be awarded the society's certificate of merit, and the flowers exhibited at the show of the society.

All correspondence in reference to the trial garden should be addressed to Professor George W. Fraser, Storrs, Conn. EDWARD C. VICK, Sec'y.

National Publicity for Flowers.

A second time within a week or two we are pleased to note the progressiveness of Michigan florists. Albert G. Boehringer, treasurer of the Saginaw-Bay City Floricultural Society, writes: "The Saginaw-Bay City Floricultural Society, by a resolution, instructs me to write a cheque for $25 and mail it to you as our subscription to the national publicity campaign for this year."

Doubtless, there are many other trade organizations in the country which could follow the example set by the two Michigan bodies.

THE SLOGAN BILLBOARDS.

It is a splendid time now to install one of the "Say it With Flowers" billboards. Many a florist's establishment furnishes an ideal location for a board, and it might also serve to hide in a way an unsightly shed or outbuilding. These billboards are very attractive, painted in the official colors, and serve their purpose admirably. They are supplied at actual quantity cost, $50 each, delivered—and are worth this amount for the material in them. A large number of these boards are now complete, and ready for immediate shipment. The Cleveland Florists' Club recently ordered 20 billboards, and they were shipped on the day the order was received. Many other clubs could use a similar quantity. It would be a great thing for our campaign if 500 of these signs, distributed throughout the country, were flashing to a million or more people daily our message, "Say it With Flowers."

CHANGE OF ADMINISTRATION OFFICES.

Owing to lack of sufficient space for the requirements of our administration offices, the society has taken larger quarters in the old Siegel-Cooper building, 41-43 West 18th street, New York, and the offices will be located there, on and after April 26. In the same building, will be a concentration of wholesale florist interests, a realization of what has been the dream for years of many in the trade. Visitors to New York, who look over this new market—and, of course, all will do so—are cordially invited to call at our offices on the mezzanine floor. All the facilities of the offices are at their disposal, and mail and telegrams may be addressed there at any time. Our members will be made to feel quite at home, as, indeed, they should be.

MOTHERS' DAY.

Any florist who has not received a broadside descriptive of the publicity helps for Mothers' day business should write for one to the Florists' Publicity Service Bureau of the S. A. F., 431 South Dearborn street, Chicago.

THE CAMPAIGN FUND.

As far as can be learned, the florists throughout the country did an unusually large Easter business, resulting in greater profits to the trade. It might be expected that many of those who have not yet contributed to the campaign fund, would now come across with the subscription so long anticipated from them. But it looks as though we may go on expecting. Expectancy is a bad habit. For years and years, the florists have made expectancy the basis of operations. Now, when we have an active movement to turn expectancy into actuality, most of those who are to benefit, seem unwilling to support the fund that is making the change. They are not helping to help themselves. Our committee cannot pay our publicity bills with expectations. Why not help them toward materialization. Send a cheque right away for any amount circumstances will permit, and it will be found to be a mighty good investment.

The following subscriptions have been received, and are in addition to those previously announced, annually for four years unless otherwise stated:

Wm. Schumann, Newport, Ky., (addl.)	$ 5.00
J. E. Matthewson, Sheboygan, (addl.)	5.00
S. S. Pennock & Co., New York	100.00
G. S. Ramsburg, Somersworth, N. H.	10.00
Riggs & Co., Three Rivers, Mich.	5.00
Dutch Bulb Growers, Sassenheim, Holland, (1 yr.)	1,000.00
Webster Ghs., Centralia, Ill., (1 yr.)	10.00
Mauldin Flower Shop, Greenville, S. C.	20.00
Louis A. Kintzele, Denver, Colo.	5.00
George J. Jurgens, Northport, N. Y.	10.00
L. H. Butts, Wyomissing, Pa.	10.00
Saginaw-Bay City Flor. Society	25.00
	$ 1,205.00
Previously reported	41,119.00
Total	$42,324.00

JOHN YOUNG, Sec'y.

Trees.

I think that I shall never see
A poem lovely as a tree.
A tree whose hungry mouth is prest
Against the earth's sweet flowing breast;
A tree that looks at God all day,
And lifts her leafy arms to pray;
A tree that may in summer wear
A nest of robins in her hair;
Upon whose bosom snow has lain,
Who intimately lives with rain.
Poems are made by fools like me,
But only God can make a tree.

—Joyce Kilmer.

our body. To secure these ends, we hope to obtain the favorable viewpoints of the commission wholesaler, the retail florist and the public at large, and thus gain an insight how other branches of the trade conduct their business, since we operate on such a different basis than those with whom we deal to maintain an outlet for their products. The grower is the backbone of the florist business, yet we have trusted a larger part of our interests to somebody else. There is the commission man, who always derives his profits from the work of the grower; there is the retailer, who gets his profit by adding his cost of selling to his purchase price, while the grower takes his chances on a possible profit of the unregulated law of supply and demand; hence, his sphere lies in creating a demand for his products that will lead to a profit over the annual average cost of greenhouse production. Some day, I hope to see a maximum selling price at holidays, because of the extra demand and a minimum price on an overabundance, whether because of heavy production or a small demand; in either case, we should establish an equilibrium, or a law of average, to safeguard a margin of profit to continued successful flower production. Stock dumped, has cost us millions of dollars, and finally, we believe we have the solution in employing the power of advertising to reduce such losses. Supply in excess of the demand, starts unstable and erratic prices to the public, while demand in excess of the supply, has the tendency to make returns more uniform. If the retailer can be brought to harmonize his selling figures with his purchase price on an established basis of the market, selling on a minimum and maximum price, such regulation might reduce the waste in the sales and distribution of the growers' products. The national organization could well branch out as a result of our success in Chicago, since this city's geographical location lends an influence to support the activities of establishing a resident organizer, so as to further effect state or sectional organizations among the growers.

Our plan of organization, adopted along national lines, will bring to other growers the remarkable progress we made within a year's time. Our preliminary experience is available to growers surrounding other centers of distribution. After these various bodies have been perfected, one section of the country will learn from the other. It is surprising how the Chicago growers overcome trade jealousies and suspicion, and get together toward friendly cooperation. On a national basis, our organization will co-operate with the scientific and theoretical experimental work in floriculture. We can deal safely with positive results and leave the experiment stations to do their investigations.

Disease control, soil fertility, heating and refrigeration, rotation of crops, crops to grow, marketing, cost of production, labor, employment of women and children, long hours, advertising; all these, and more, can be brought to a new phase to the advantage of the growers as a whole.

A national organization can give us an exchange of the best cultural methods, of the best markets and supply the different local organizations with instructors and organizers for every prospective and permanent organization, and to do our own advertising and create a growers' publicity fund, to organize dollars to boost us all along. As our industry advances, we become individually more ready to surmount difficulties and make our profession in keeping with the most approved methods in practice in other industries. Our national organization will stand out like the rock of Gibralter, to husband our resources, to meet any emergency.

"In Union there is Strength."

DISCUSSION.

In the discussion of this paper J. E. Pollworth spoke as follows:

The paper just read, is further proof of the grower's ability to combine his ideas with those of the other branches of the trade. As a wholesaler, I recognize the needs of an overhauling of our business, and it is getting it. The reference to a maximum and minimum wholesale selling price is not unsound. The great differences in cut flower prices to the public, permits fault finding by that class against the retail dealers, and it also counteracts all the good that advertising might do to make buyers, and to create good will favorable to greater uses of cut flowers. As we now conduct the wholesale market, it is the instinct of the wholesaler to exact all he can when the retailer needs the stock, and the retailer at the first chance lays down on his purchases to "bear the market," only to play into the hands of the department stores at glut times—one of our leaky methods of distribution. Department store competition, at such times, tantalizes the legitimate retail dealer, and brings discord where cooperation is most needed. We should eliminate the evils attending a short market, and the garbage barrel on a long market. When prices are high, the grower is playing in luck; when prices are low, we wonder how long they will last. Inflated high prices, either because of an extreme scarcity or a strong demand, await a reaction towards lowest prices when the supply becomes plentiful or the demand is light. The law of supply and demand can be stabilized, even under the present competitive democratic system of wholesale distribution of the growers' products. Competition cannot be throttled, but it can be regulated. The perishable nature of our products, does not prevent the pooling of the market's resources, so far as it relates to either extreme—a high or a low price. Sales should not be entirely based on what we are offered, but what they are worth as far as it is consistent to be put under control. Such prices, eventually lead to an equilibrium to safeguard the margin of profit to the grower and the retailer in accordance to the stimulating effects of the advertising of cut flowers. The demand would have a price limit fixed by a board of wholesalers, such board to be in a position to adjust itself, with the advertising bureau, to cope with the every day problems of the market, ready to meet the crises of a short market or a surplus of stock and thus open up the opportunities of our local advertising for response, and be effective when wanted. A maximum and minimum price market is worth trying.

WORCESTER, MASS.—The beautiful new residence of Harry I. Randall, well known florist, was destroyed by fire April 1, the loss being estimated at $12,000.

SPRINGFIELD, MASS.—Eber Holmes, superintendent of the Aitken Greenhouses, has resigned to take effect May 1, and will become manager of the Halifax Gardens, at Halifax, Mass.

FLORISTS' FERNS.

Spring Care.

To the fern grower, Easter is a less important season than Christmas, from the fact that the former is essentially a flower festival, while the latter finds the use for both flowers and foliage material, and when flowers are excessively high in price, as sometimes occurs at the glad Christmas season, the modern flower dealer is usually able and willing to call the attention of his customer to the beauties of a well-filled fern dish, a well-grown Boston, holly fern, or a cibotium. Then there are the tremendous numbers of nephrolepis, pteris and adiantums that are used as fillers in basket work, and these form quite an important portion of the Christmas stock in a progressive store. Of course, there are some ferns very happily used in Easter decorations, but comparatively little effort is made in this direction by the fern grower.

Owing to the frequent use of small plants of Asparagus plumosus and A. Sprengeri in table ferneries, many growers carry these plants along with their ferns, and in some cases perhaps descend to the use of the localism of calling them "Asparagus ferns"—a term that seems to have originated in some of the department stores. But be this as it may, the various asparagus are frequently found as a side issue in the fern houses, and not always a profitable one, from the fact that they occupy space for a much longer time than a crop of small ferns, and are frequently sold at very low prices.

However, there are many other things to claim the attention of the fern grower at this season, and one of them is the preparation of a crop of well-finished Boston or Scottii in readiness for the spring and summer trade, for notwithstanding the enormous numbers of nephrolepis that are ready for sale in the autumn, there is almost invariably a shortage of these useful plants in the spring, and a fair to good demand for them for use in porch and window boxes, in vases, and as single specimens for the decoration of the porch table.

To produce plants that are adapted for such purposes, they should be grown in light and well ventilated houses, given feed enough to keep the plants in good color, but not to make them soft, and these plants should be either pot of tub grown stock, for it will never do to dig up plants from a bench and then send them out for porch use before they are properly established.

The sun is now powerful, and it is generally needful to give a light sprinkling of shading material on the glass in March, but a very light shade, indeed, will be all that the nephrolepis require to keep them from burning, provided that the watering is attended to as often as may be necessary.

The young stock of table ferns for next fall's sales should now be in condition to pinch off from the seed pans to trays, and these tender young plants will need more shade than the nephrolepis already referred to, for it must be remembered that these tiny plants have not yet developed much of a root system, and consequently, are unable to withstand full exposure to the sun or strong wind from the ventilators. This does not mean that they must be everlastingly coddled, but simply cared for with a little common sense during the early stages of their career.

Fresh air is an essential to fern growing and the ventilation should be adapted to the condition of the weather, giving some air every day, and night ventilation when the outdoor temperature permits, bearing in mind that our climate is a very changeable one in March, and also April, and that night ventilation may need some attention.

Most of the ferns that are used commercially are not very particular in regard to soil, ordinary potting compost answering well in most instances, but for the benefit of the young seedlings, it is a good plan to have some lighter compost in the trays, to which they are transplanted from the seed pans, nor does this compost need to be pressed down as hard as a propagating bed, this open soil encouraging the roots of the young plant.

There is a certain fascination about fern growing, possibly in part owing to the fact that the ferns are among the oldest forms of vegetation on the face of the earth, and then their reproduction from seeds that form without any flowers appearing, makes them somewhat mysterious.

There is always the possibility of the appearance of seedling variations in the stock, this having been the origin of many of the favorite trade varieties, and a new variety of merit may prove to have considerable value. PTERIS.

American Dahlia Society.

THE EXHIBITION PLANS.

A meeting of the executive committee of the American Dahlia Society was held April 12, at the Pennsylvania hotel, New York, for the purpose of taking up the business of the autumn flower show. Notwithstanding the fact that the railroad strike was at its height at that time, there were present Richard Vincent, Jr., White Marsh, Md.; George L. Stillman, Westerly, R. I.; C. Louis Alling, West Haven, Conn.; I. S. Hendrickson, Flowerfield, N. Y.; William Noonan, Locust Valley, N. Y.; James Duthie, Oyster Bay, N. Y.; I. N. Sailor, Richmond Hill, N. Y.; and E. C. Vick. George W. Kerr, Doylestown, Pa., was expected to attend. He was ready and at the station, but was unable to get a train to New York. Professor George W. Fraser, of the Connecticut Agricultural College, was unable to leave the college at this time. The well attended meeting, under the adverse circumstances, shows the spirit of the committee.

It was decided that there would be three classes of exhibitors, namely: Commercial growers, those who grow tubers for sale; private growers, those who employ gardeners, but do not sell stock, and amateurs, those who grow their own plants, individually, except the work of plowing or spading and handling the fertilizer, who grow dahlias for their own pleasure and not for sale.

The dahlia show will be held September 27-29 at the Pennsylvania hotel, New York.

The exhibits of amateurs shall be admitted free.

Garden clubs will be limited to 100 square feet at a flat rate of $10.

Competitive exhibits may be displayed in the trade space, so that exhibitors who enter flowers for display only, and also flowers in competition, can keep all their exhibits together to make the best possible general display.

The price of trade space is to be $1 per square foot.

Admission, 50 cents. Trade tickets will be sold at $25 per hundred. Unused tickets will not be redeemed. Each exhibitor shall have three season tickets.

A schedule committee was appointed, consisting of James Duthie, C. Louis Alling, I. S. Hendrickson and William Noonan, with the suggestion that the schedule be prepared as soon as possible, to include dahlias, in the various classes, also other autumn flowers, fruits and vegetables.

The following trade space was taken at the meeting: I. N. Sailor, Richmond Hill, N. Y., 50 square feet; John Lewis Childs, Flowerfield, N. Y., 150 square feet; C. Louis Alling, West Haven, Conn., 100 square feet; George L. Stillman, Westerly, R. I., 109 square feet; William Noonan, Locust Valley, N. Y., 50 square feet; Richard Vincent, Jr., White Marsh, Md., 100 square feet. As there are only about 2,000 square feet of trade space to be sold, it will be seen that a quarter of it has already been taken.

THE TRIAL GARDEN.

The trial garden of the American Dahlia Society will be conducted again this season at the Connecticut Agricultural College, Storrs, in charge of Professor George W. Fraser. Dahlias will be entered by the raiser or introducer, and the tubers may be sent by mail to Storrs, Conn., or by express to Willimantic, Conn., prepaid, until June 1; plants up to June 25. The clumps will be returned at the end of the season, if desired. Tubers and plants will be properly planted and taken care of throughout the season, the name of the raiser and introducer posted on the stake. Many visitors from New York, Boston and other points were at the garden last year making notes, and the attendance this year will probably be larger than ever.

A charge of $1 is made for each variety entered. Not more than three tubers or plants of any one variety can be accepted. Flowers scoring 85 will be awarded the society's certificate of merit, and the flowers exhibited at the show of the society.

All correspondence in reference to the trial garden should be addressed to Professor George W. Fraser, Storrs, Conn. EDWARD C. VICK, Sec'y.

National Publicity for Flowers.

A second time within a week or two we are pleased to note the progressiveness of Michigan florists. Albert G. Boehringer, treasurer of the Saginaw-Bay City Floricultural Society, writes: "The Saginaw-Bay City Floricultural Society, by a resolution, instructs me to write a cheque for $25 and mail it to you as our subscription to the national publicity campaign for this year."

Doubtless, there are many other trade organizations in the country which could follow the example set by the two Michigan bodies.

THE SLOGAN BILLBOARDS.

It is a splendid time now to install one of the "Say it With Flowers" billboards. Many a florist's establishment furnishes an ideal location for a board, and it might also serve to hide in a way an unsightly shed or outbuilding. These billboards are very attractive, painted in the official colors, and serve their purpose admirably. They are supplied at actual quantity cost, $50 each, delivered—and are worth this amount for the material in them. A large number of these boards are now complete, and ready for immediate shipment. The Cleveland Florists' Club recently ordered 20 billboards, and they were shipped on the day the order was received. Many other clubs could use a similar quantity. It would be a great thing for our campaign if 500 of these signs, distributed throughout the country, were flashing to a million or more people daily our message, "Say it With Flowers."

CHANGE OF ADMINISTRATION OFFICES.

Owing to lack of sufficient space for the requirements of our administration offices, the society has taken larger quarters in the old Siegel-Cooper building, 41-43 West 18th street, New York, and the offices will be located there, on and after April 26. In the same building, will be a concentration of wholesale florist interests, a realization of what has been the dream for years of many in the trade. Visitors to New York, who look over this new market—and, of course, all will do so—are cordially invited to call at our offices on the mezzanine floor. All the facilities of the offices are at their disposal, and mail and telegrams may be addressed there at any time. Our members will be made to feel quite at home, as, indeed, they should be.

MOTHERS' DAY.

Any florist who has not received a broadside descriptive of the publicity helps for Mothers' day business should write for one to the Florists' Publicity Service Bureau of the S. A. F., 431 South Dearborn street, Chicago.

THE CAMPAIGN FUND.

As far as can be learned, the florists throughout the country did an unusually large Easter business, resulting in greater profits to the trade. It might be expected that many of those who have not yet contributed to the campaign fund, would now come across with the subscription so long anticipated from them. But it looks as though we may go on expecting. Expectancy is a bad habit. For years and years, the florists have made expectancy the basis of operations. Now, when we have an active movement to turn expectancy into actuality, most of those who are to benefit, seem unwilling to support the fund that is making the change. They are not helping to help themselves. Our committee cannot pay our publicity bills with expectations. Why not help them toward materialization. Send a cheque right away for any amount circumstances will permit, and it will be found to be a mighty good investment.

The following subscriptions have been received, and are in addition to those previously announced, annually for four years unless otherwise stated:

Wm. Schumann, Newport, Ky., (addl.)	$ 5.00
J. E. Matthewson, Sheboygan, (addl.)	5.00
S. S. Pennock & Co., New York	100.00
G. S. Ramsburg, Somersworth, N. H.	10.00
Riggs & Co., Three Rivers, Mich.	5.00
Dutch Bulb Growers, Sassenheim, Holland, (1 yr.)	1,000.00
Webster Ghs., Centralia, Ill., (1 yr.)	10.00
Mauldin Flower Shop, Greenville, S. C.	20.00
Louis A. Kintzele, Denver, Colo.	5.00
George J. Jurgens, Northport, N. Y.	10.00
L. H. Butts, Wyomissing, Pa.	10.00
Saginaw-Bay City Flor. Society	25.00
	$ 1,205.00
Previously reported	41,119.00
Total	$42,324.00

JOHN YOUNG, Sec'y.

Trees.

I think that I shall never see
A poem lovely as a tree.
A tree whose hungry mouth is prest
Against the earth's sweet flowing breast;
A tree that looks at God all day,
And lifts her leafy arms to pray;
A tree that may in summer wear
A nest of robins in her hair;
Upon whose bosom snow has lain,
Who intimately lives with rain.
Poems are made by fools like me,
But only God can make a tree.

—Joyce Kilmer.

Co-Operative Publicity for Toronto Florists

The Toronto Retail Florists' Club meeting, April 19, to which the growers were invited for an amicable discussion for the further advancement of the profession, mention of which was made in our issue of April 17, page 696, brought the best evenings of enlightment, with out most of the members and one of such good publicity men as Geo. Asmus, of Chicago; F. C. W. Brown, of Cleveland, O.; and Wallace Eiss, of Buffalo, N. Y., as headliners. The programme was a most attractive one. Following these, were the local lights, J. H. Dunlop, of Richmond Hill, W. J. Gammage, of London; W. E. Groves, of Hamilton; Orlando O'Field, of Grimsby; E. B. Hamilton, of London; Walter Musson, of North Toronto; Thos. Manton, of Eglinton, and other men high in the profession. H. C. Dillemuth acted as chairman, and in his introductory remarks, after welcoming the guests and thanking his fellow members for their loyalty in coming out in such large numbers, promised them a treat in the further insight of the florist business.

Geore Asmus made a wonderful address, giving plans followed in Chicago and Milwaukee, Wis., whereby the growers and retailers have entered on a plan of co-operative advertising together, and worked out plans for disposing of surplus stock. In opening his address, he stated that he had been glad to come to Toronto in the hopes of imparting some knowledge which would assist the Canadians in clearing up some of their difficulties, and he hoped that it would enable them to build up a bigger and better business. He said in part: "The whole florist business is built up on the people's love of flowers. The child and the sick love flowers, and people generally like to be remembered with flowers. Due to that fact, the floral business exists, and not to any effort put forth by the florists themselves. If the florists put forth a united effort, they would greatly increase their business and make greater profits. Co-operative advertising is one form of getting together which has produced results. That was shown in the advertising scheme carried on lately by the S. A. F. in the United States and Canada. It was carried on the voluntary plan. It has been critized, but no one has said that it was not a success. The immense campaign with its wonderful slogan, "Say it With Flowers." brought excellent results at small cost, and it also brought many inquiries from men in other lines. These men were surprised when they heard how the campaign was conducted, and learned that $75,000 was all that the whole campaign cost. The growers can make a living if they create a demand. To do that they must advertise; the greenhouses are maintained because the people love flowers, but growers are not selling all they can grow. If the Quaker Oats company left its advertising exclusively to the retailer, sales would be but a fraction of what they are, after their scientific advertising campaigns. In Chicago, a plan has been worked out by which the growers join in advertising flowers. Seventy-five per cent of the florists have signed up. Chicago florists will spend $60,000 this year, and they will get back 100 per cent on the investment. There are some who sell cheap flowers and have bargains. Forget them. You are entitled to more money for the flowers because of the service you give. When I came to Toronto, I bought a local paper, and I did not see a line of advertising. You think because you know all about flowers, that the people do. Teach them to "Say it With Flowers." The commercial side of the plan, how to raise the money for advertising, should be shared by all, for all benefit. In Chicago, one per cent is collected from the growers on all flowers bought for sale in Chicago. This same plan is used in Milwaukee. As a result, the grower sells more flowers, because he helps the retailer to sell more, and both make more money. Some florists think it needs a calamity to make a market for flowers. They have the wrong idea. Flowers are not used only for funerals, and florists who think that, may be referred to as the terrible example. Scientific advertising will create a demand which will increase the profits of all the florists, and prevent the accumulation of stock.

"To get rid of the accumulation of flowers in Chicago, we have adopted a novel scheme. A central market has been formed with a high salaried man in charge, looking for markets to dispose of flowers when there is a glut. This is being done in the hotels and other business places at a reasonable price, and it is looked upon as a good advertising plan, and good policy to do this."

F. C. W. Brown, of Cleveland, outlined the constitution of the National Flower Growers' Association, with the idea that the Canadians might wish to organize a similar body. He gave its aims and objects, and drew lessons from the present situation in the floral business. He said that in other lines of business, the retailer fills his shelves with stock, but in the floral business, the growers carry the stock, and the retailers merely order as there is a demand for it. If the grower has a poor season, he has a lot on hand, but in the analysis, he has himself to blame for the situation, for he ought to advertise and not leave it all to the retailer. The grower and retailer have a common interest to make a living out of the sale of flowers and should co-operate to get the best results. With co-operative advertising in creating a demand in a big way, any oversupply will be easily sold. The retailer will carry more stock, for he, too, will feel the increased demand, and have to carry a large quantity of flowers. In advertising, tell the people the truth, always. Get up some plan of co-operative advertising. Start a plan, and any corrections may be made after a start is made. The growers have 90 per cent invested in the florist business, but they leave it all to the 10 per cent to create the business, which is to give them returns on the investment. This is not right. The grower should take his share, and should start now. Wallace Eiss outlined the Buffalo plan, where $11,000 has been raised by voluntary contributions from 61 retailers and 50 growers. It was raised on the plan that the man who gives $40 gets the benefit of the whole $11,000.

W. E. Groves, of Hamilton, gave an excellent address on co-operation and several others followed, including E. B. Hamilton, Orlando O'Field, John H. Dunlop and W. W. Gammage.

Then Walter Muston was called upon. He stated that he had absorbed a lot of information. All the statements were truthful, and the point of it all is to get together and act. If all get together any desired end can be reached. It was at this point that George Asmus called on the gathering to show if they were solid on the idea of co-operation and advertising, and all voted by standing vote that they were ready for action. President H. G. Dillemuth then announced that a meeting would be called immediately for the purpose of getting together on a common basis of co-operation.

The club rooms were nicely decorated with Canadian cedar, combined with the Stars and Stripes and the Union Jack. The new Dunlop rose was prominent everywhere, and a vase of specimen Columbia from the Dale estate was given much attention. The ladies of the club, of which Mrs. Moore was on the refreshment committee, delighted the palate, so that with songs included, nothing was lacking.

Among those visiting from out of town were: George Asmus, Chicago; F. C. W. Brown, Cleveland, O.; W. Randall, Chicago; Wallace Eiss, Buffalo, N. Y.; W. W. Gammage and E. B. Hamilton, London, Ont.; W. E. Groves, E. Grey and Frank Smith, Hamilton, Ont.; W. Wilson, Woodstock, Ont.; Orlando O'Field, Grimsby, Ont., and others.

H. G. D.

Detroit Florists Adopt Publicity Plan.

The meeting of the Detroit Florists' Club, held at the Hotel Statler, April 13; with "Publicity" scheduled for the subject for consideration, brought out a large attendance, over 40 members being on hand to greet the speakers of the evening. J. F. Ammann, Edwardsville, Ill., was present in the dual capacity of secretary of the American Flower Growers' Association, and advocate of publicity by florists in a co-operative way, such as has been adopted in Chicago, Milwaukee, Wis., and Buffalo, N. Y., and H. V. Swenson, of the Florists' Publicity Service Bureau of the S. A. F., was also in attendance, and spoke on the Chicago plan and progress.

Albert Pochelon, secretary of the Florists' Telegraph Delivery Association, and chairman of the local publicity committee, opened the discussion, and related his experiences while in Chicago, when the Allied Florists' Association adopted a plan of collecting funds for both the local and S. A. F. national publicity. He was followed by Philip Breitmeyer, who made a strong plea for united action by all the club members, and approved of the equitable plan of assessment that, in its operation, receives the support of retailers, wholesalers and growers. Some discussion of the plan followed before the principal speaker of the evening, J. F. Ammann, delivered his address, speaking first on advertising and the merits of the plan suggested, and at the conclusion, outlined the merits of the new growers' organization. It has often been the pleasure of the members of the trade in Detroit to listen to Mr. Ammann on phases of florticulture and subjects of general interest, all ably presented by him, but on this occasion, he excelled his previous efforts to a degree that inspired everyone present. He eloquently described the great benefits of advertising as practiced co-operatively by other interests than the florists' trade, and held out great hopes, supported by logical arguments for splendid results if the Detroit club and all clubs, adopt the plan suggested.

Addressing the growers present, particularly, he outlined the progress of the American Flower Growers' Association, its aims and condition of membership. His enthusiasm and sincerity, coupled with his well known interest in all that is beneficial to the trade, completely settled the matter in the minds of all present, that there was wisdom in following his counsel in the two issues presented, and after rounds of applause, all signed the agreement to adopt the plan for publicity which will be in full operation May 1.

To arrange the final details of the system, and to consider the proportion of the funds to be assigned to national publicity through the S. A. F., a committee was appointed consisting of Robert Rahaley and H. L. Blend, representing the wholesalers; A. J. Stahelin and Joseph Streit, for the growers, and Peter Papes and Robert Jean, for the retailers. This committee, co-operating with the permanent publicity committee, will hold a meeting at 2 o'clock on the afternon of April 24, at the store of the L. Bemb Floral Co.

J. F. S.

EASTER TRADE.

PEORIA, ILL.—B. Juerjens says that while prices were much better than last year, the severe snowstorm held business back, although total sales for the 1920 Easter trade showed a little increase in money value. In plants, Easter lilies were the only item in short supply, and these with bulbous stock had the best call. There was a good showing of cut flowers, enough for all needs, with carnations, callas, lilies and bulbous stock most sought. Business the early part of the week with excellent weather, was very satisfactory.

SPOKANE, WASH.—Hoyt Bros. report a 30 per cent increase, with prices better than a year ago and with an adequate supply of both cut flowers and plants to meet the Easter demand. It could not be called a good cut flower Easter, roses, carnations and violets being offered in the best quantities. In plants, the degree of popularity, ranged from lilies, tulips, daffodils, hyacinths, hydrangeas, roses, cinerarias to primulas. It was a lively plant Easter.

BOISE, IDAHO.—The Boise Floral Co. reports Easter business about 25 per cent greater than last year with prices somewhat higher. The supply of pot lilies was slightly below the demand, but cut flowers in general were plentiful enough to permit a good cleanup. When lilies were exhausted, everything else moved freely. In cut flowers, roses and carnations were leaders in favor. Business in general has been keeping up well, with stock of good quality.

GRAND RAPIDS, MICH.—With prices higher than in 1919, Henry Smith reports a 10 per cent increase in this year's Easter trade. There was an ample supply of plants, with lilies moving slowly, although there were enough to meet the demand. Roses, hydrangeas, primroses, etc., moved freely, but the call for tulips, hyacinths and daffodils lagged. In cut flowers, the favorities were sweet peas, choice roses, violets and lilies.

RACINE, WIS.—With prices of lilies about on a par with last year and cut flowers higher, the 1920 Easter trade showed an increase in volume of sales of about 50 per cent, compared with a year ago. In plants, lilies and bulbous stock fell short of requirements but cut flowers were equal to all needs. In the latter, the heavy call was for Easter lilies, callas, roses, carnations and sweet peas, according to the Brux Greenhouses.

TORONTO, ONT.—With Easter prices showing about the same level as in 1919, this year's business, according to Dunlop's, recorded a 35 per cent increase. There was a good supply of plants, the smaller offerings least salable, the favorities being lilies, azaleas, hydrangeas and genistas. With violets and sweet peas most in favor, all cut flowers moved freely, with enough for all needs. Business in general throughout the city was very good.

MONTREAL, QUE.—With prices on pot stock higher than in 1919, J. Luck had a 15 per cent increase in the volume of 1920 Easter sales. With a shortage of violets, sweet peas, lily of the valley and orchids, the cut flower supply sold out completely. In plants, hydrangeas, not being well colored, did not move well, the best demand being for lilies and hyacinths.

NASHVILLE, TENN.—The Joy Floral Co. recorded a gain of 38 per cent in Easter business compared with the corresponding period of 1919. The supply in both cut flowers and plants was equal to the demand and higher prices were paid without complaint. Pot lilies were the best sellers, with tulips and hyacinths meeting with limited favor. Roses and carnations showed fine quality.

MILWAUKEE, WIS.—J. M. Fox & Son, Inc., report an increase in Easter sales as compared with 1919, although prices were not advanced, and from appearances they are declining each year in cut flowers. The supply in all lines was ample. Plant baskets moved off slowly while there was a good call for pot stock. Spring flowers led the demand with a limited call for roses.

DOVER, O.—Easter business was much larger than a year ago and prices more satisfactory, according to C. Betscher. The plant supply was ample; in fact, larger than in previous years, and everything sold in fine shape. The same condition prevailed as regards cut flowers. From all indications spring business and the Mothers' Day demand will be most gratifying.

WASHINGTON, D. C.—The Louise Flower Shop had a greatly increased volume of Easter sales, with an adequate supply of both plants and cut flowers of fine quality. With prices much better than last year, it surpassed all corresponding periods since the opening of this establishment. Everything enjoyed a brisk demand.

SAVANNAH, GA.—With prices higher, A. C. Oelschig & Sons, had a 10 per cent better Easter trade than in 1919. Pot plants were plentiful with Easter lilies leading the call. There was a heavy demand for corsages and roses, and the cut flower receipts were limited. Business Easter morning was interfered with by a heavy rain.

PORTLAND, ORE.—Clark Bros. report 25 per cent better Easter business than last year with prices slightly higher. There was an ample supply of cut flowers as well as pot plants. Easter lilies dominated in the latter even at the high figures at which they sold. Corsage and small flowers had a heavy call.

TAMPA, FLA.—According to the Tampa Floral Co., 1920 Easter business was about 25 per cent better than last year at normal prices, with a good supply of both cut flowers and plants, flowering varieties of the latter being most in demand. Taken as a whole, business was very satisfactory.

NEW ORLEANS, LA.—Abele Bros. report that a shortage of stock in both plants and cut flowers made it impossible to pass last year's Easter sales volume, notwithstanding the fact that prices ranged a little higher than in 1919.

SPRINGFIELD, O.—A 20 per cent better Easter trade than in 1919 and prices more satisfactory is the report of the Leedle Rosary. This firm makes a specialty of cut roses exclusively, and no plants were handled.

DES MOINES, IA.—James S. Wilson, who has been on the sick list for some time, is recovering slowly.

ABERDEEN, SO. DAK.—C. A. Pilkington, who has been with Ben Siebrecht here for sometime, expects to start a growing establishment of his own in the near future.

ST. LOUIS, MO.—W. H. Seel, Milwaukee, secretary of the Wisconsin State Florists' Association, will be asked to address the florists' club of this city on co-operative advertising and publicity.

BOSTON, MASS.—The Massachusetts Gladiolus Society has elected officers for the ensuing year as follows: Chas. Fairbanks, Lexington, president; S. E. Spencer, Woburn, and John Zeestratten, Ashland, vice-presidents; C. W. Brown, Ashland, treasurer; Robert R. Walker, Mansfield, secretary.

OBITUARY.

Joseph Hall Campbell.

In the death of Joseph H. Campbell, who passed away April 16, age 85 years, Philadelphia, Pa., loses one of its oldest and most esteemed members of the trade.

Mr. Campbell's entry into the business was, when 13 years of age, he became an errand boy for Daniel Maupay, who had greenhouses at Allegheny and Germantown avenues. After serving an apprenticeship here, and continuing with Mr. Maupay, and afterwards for a time in seed stores, he in 1871 went into business for himself at Germantown avenue and Venango street, where he purchased an acre of ground which he gradually covered with his greenhouses and store. He was a good grower, handling a general line of stock, much of which he retailed in his store.

In 1891 he retired, and the business was carried on by his sons. Some years later, the property was sold and greenhouses erected at Pennlyn, Pa., while the retail business was conducted at 3530 Germantown avenue. This is managed by his oldest son, Chas. H. Campbell, while his brother, Joseph K. Campbell has charge of the greenhouses at Pennlyn. George E. Campbell, another son, is in business for himself as a rose grower at Flourtown, Pa. He also leaves two daughters, Clara M. Campbell and Mrs. J. C. Miller.

Mr. Campbell was a pleasant, affable gentleman, with whom it was a pleasure to do business. He was a hard worker, and in the early days, for many years in the spring time, sold plants on the Market street curb near 13th street, when such privileges were allowed. His funeral was held April 21 from his late residence in Ambler, Pa. K.

Charles Ammann.

Charles Ammann, for many years well known in New York and vicinity as a successful florist and nurseryman, died at his home in Yonkers, N. Y., April 17, age 80 years. He was born in Heidelberg, Germany, and came to this country in 1857. For several years, he had greenhouses in the Harlem section of New York, and had planted many trees for the city in that neighborhood. For the past 20 years, his attention had been given to his nursery on the Tuckahoe road, Yonkers. He is survived by his widow, one son and three daughters.

A. F. F.

John M. Lewis.

John M. Lewis, well known as a propagator of new peonies and gladioli, and a life-long resident of Copenhagen, N. Y., died at San Diego, Calif., March 27, age 73 years. The deceased, accompanied by Mrs. Lewis, went to California early in January, in the hope that the change of climate would benefit his health, but he gradually grew weaker and died as the result of an operation. Funeral services were held April 9 with burial in the family lot in Riverside cemetery, Copenhagen.

KANSAS CITY, MO.—The Apollo Flower Shop, 4 East Eleventh street, has been purchased by the Kansas City Floral Co., which will conduct both stores.

PEMBROKE, N. Y.—Arthur A. Kirchhoff has purchased the entire stock of the new gladioli, General Pershing. Prof. A. C. Beal and Gloxinia, originated by W. E. Kirchhoff, Sr.

LOUISVILLE, KY.—Fred Haupt, florist, has purchased the three-story office building at 506 West Jefferson street, the consideration being approximately $50,000. He will lease the building to a realty firm.—H. G. W.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

Mothers' day, May 9.....737
—Congress authorizes observance.....737
—Telegraph delivery opportunities.....738
Plant notes (illus.).....738
—Asters.....738
—Rambler roses.....738
—Primulas.....738
—Pansies.....738
Antwerp horticultural exhibition.....739
The retail trade.....740
—Next week in the flower shop.....740
—Salesmanship.....740
Growers' need of organization.....741
—Joseph Kohout (portrait).....741
Florists' ferns.....742
—Spring care.....742
American Dahlia Society.....743
National publicity for flowers.....743
Trees.....743
Co-operative publicity for Toronto florists 744
Detroit florists adopt publicity plan.....744
The Easter trade.....745
Obituary.....745
—Joseph Hall Campbell.....746
—Charles Ammann.....745
—John M. Lewis.....745
New York flower show committee.....746
Spring buying brisk.....746
Hands up!.....746
Government jobs unattractive.....746
American Rose Annual.....746
Nassau County Hort. Society.....748
Chicago.....750
San Francisco.....756
Cincinnati.....756
Seattle.....757
Boston.....758
Rochester.....758
Philadelphia.....760
New York.....762
Pittsburgh.....762
Columbus.....762
The seed trade.....770
—Red top and timothy reward.....770
—Canary Islands onion seed.....770
—Chicago seed trade.....770
—Onion sets.....770
—Grass and clover seed prices.....770
Market gardeners.....774
—Potato profiteers indicted.....774
—Strawberries under snowbank.....774
The nursery trade.....776
—American Association of Nurserymen..776
Pennsylvania Hort. Society.....781
Lancaster County Florists' Ass'n.....782

COAL miners are to receive a 27 per cent increase. This means higher coal prices, another burden on railroads.

SPANISH IRIS blooms are reported on sale in the Milwaukee market, and some growers are wondering whether the plant quarantine was violated in the importation of the bulbs.

SECRETARY MEREDITH, of the department of agriculture, is being spoken of as a presidential candidate, and action to have his name presented to the democratic national convention was taken, April 16, at a conference of Iowa party leaders.

OFFICERS of 70 large corporations with an aggregate capital of $5,000,000,000, including the Pennsylvania railroad, Standard Oil, American Telephone & Telegraph, Goodyear Rubber and Du Pont Powder interests, conferring in Philadelphia, Pa., with executives of 100 colleges agreed to furnish 620 American universities with definite specifications of the training required for those industries, and to co-operate financially and otherwise in training men for technical executives.

New York Flower Show Committee.

President A. M. Henshaw of the New York Florists' Club, has appointed Chas. H. Totty, W. H. Duckham, A. L. Miller, W. R. Pierson, Max Schling, F. H. Traendly, John Young and A. M. Henshaw as the flower show committee. This committee will cooperate with a similar committee, appointed by the Horticultural Society of New York, and when this joint committee is organized, will have full power to arrange for the eighth national flower show to be held in the spring of 1921, and to carry out all details in connection with same. JOHN YOUNG, Sec'y.

Spring Buying Brisk.

Dun's report of Chicago trade for the week ending April 17 says: "Freight congestion due to the railroad strike has been a serious hindrance to business this week and has made necessary the shutting down, wholly or in part, of a number of industrial plants. There is no let up, however, in the pressure to buy from both retailers and wholesalers, and if April should fail to keep up the succession of monthly high records for trade, it will be only because the goods cannot be obtained or shipped. Spring-like weather again has brought out the shopping crowds and a rise in the flood of orders from the country for merchandise of all kinds. Naturally with these conditions prices have stiffened again and advances are more numerous.

Hands Up!

Master plumbers of Birmingham, Ala., are required to furnish chauffeurs to drive union plumbers to and from work, and the chauffeurs are not permitted to do any plumbing work, according to findings of a committee of allied civic clubs which investigated the recent demand of the union men for a wage of $12 a day. The committee said its inquiry had also disclosed that 67 journeymen plumbers dominated the plumbing work of the city; that use of apprentices in union shops was forbidden with a view to restricting the number of available plumbers, and that unskilled labor was not permitted to work on plumbing jobs even where no skill was required.

Government Jobs Unattractive.

A wide observer says: "Did you notice how quickly the real business men of this country left Washington when the war was over? I figured that several men in Washington were giving their services to the government at $1 per annum, while their aggregate earning power was $35,000,000 per annum. I would like to know, particularly, why Rosenwald dropped his government job in Washington as quickly as possible and climbed out for Chicago. I heard he was disgusted with government service."

Another able business man—among the ablest in this country—tells his friends: "I would like the scientists to name the bug or microbe that gets into a man who works for the government. During the war, I found myself under government salary and direction. I found that there was no responsibility over me, and that I was working for nobody. You talk about the government of the United States, but who and where is it? Let any man try to find the government of this country.

"Does the government recognize efficiency or inefficiency? Does it discharge for laziness or promote for good work? I found myself near the danger point. The government bug was getting under my skin, and I knew I would soon be a tax upon society or the national treasury. Thank God, government control over me ended, and I am once more a free citizen—free to do an honest day's work, and take a conscientious interest in it."—The Wall Street Journal Straws.

American Rose Annual for 1920.

The American Rose Annual for 1920, edited for the American Rose Society by J. Horace McFarland, Harrisburg, Pa., which is just off the press, contains much in its 188 pages that will make it a welcome addition to the library of any rose lover. The book is handsomely illustrated, the frontispiece being a color reproduction of the new unnamed American hardy everblooming climbing rose, "66 H. 1916, originated by Captain George C. Thomas, Jr. The scope of the annual has been broadened considerably compared with previous issues, there being 45 articles included in the contents, ably handled by well known authorities, whose topics have been well chosen and cover a wide range, among which are "The Work and Aims of the American Rose Society," by its president, Robert Pyle: "Outdoor Rose Growing as a Recreation," by Rev. Edmund M. Mills; "Rose Breeding Notes," by Dr. W. Van Fleet; "The Hardy Everblooming Climber," by Captain George C. Thomas, Jr.; "Night Growth of Roses," by A. W. Greeley; "Can We Have Plant Patents?" by J. Edward Moon; "The Story of Baby Ramblers," by F. L. Mulford; "Five Years' Experience With Own-Root vs. Budded Roses," by Wm. P. Bentz; "A Serious Menace to Greenhouse Roses," by C. A. Weigel; "Strawberry Root-Worm Injuring Greenhouse Roses," by J. G. Sanders; "The Rose Midge", by Robert Matheson; "Mildew and Other Fungous Troubles", by J. Horace McFarland; "Three Years of Back-Yard Bloom-Record", by A. P. Greeley; "Ideals of the World's Rose Originators", a symposium gathered by the editor; "The Rose City—Portland, Oregon", compiled from letter, by the editor; "New Roses Scientifically Tested", by Jesse A. Currey; "The Bagatelle New Rose Trials", by Mlle. Therese Turbat; "The National Rose Test-Garden to Date", by F. L. Mulford; "Rose Notes", by the editor and others; and "A List of Roses Introduced in America", compiled by Charles E. F. Gersdorff, and corrected to date, in addition to many other articles, all of interest and timely.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, date and place of meeting.]

Buffalo, N. Y., April 27, 8:30 p. m.—Buffalo Florists' Club at General Electric building. Wm. Legg, secretary, 889 West Delavan avenue, Buffalo.

Chicago, April 28, 8 p. m.—Gardeners' and Florists' Union No. 10,615 at 180 West Washington street. Bernard Walsted, secretary, Chicago.

San Francisco, Calif., May 1, 8 p. m.—Pacific Coast Horticultural Society at 240 Golden Gate avenue. John R. Walsh, secretary, 417 Montgomery street, San Francisco.

Seattle, Wash., April 25—Florists' and Gardeners' Union No. 16,667 at 1. O. C. T. hall, Virginia and Bowen streets. E. Popp, secretary, Ft. Stellacoom, Wash.

Wilmington, Del., April 26, 8 p. m.—Wilmington Florists' Club at member's place of business. Roy G. Brinton, secretary, 800 West Ninth street, Wilmington.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

When answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted. — By first-class florist as foreman and grower; 26 years experience, 14 in America; foreman about four years. First in cut flowers and pot plants. Address

Key 476, care American Florist.

Situation Wanted—As gardener and florist on private place by May 1. Life experience in all branches. Age 46; married; no children. Strong, in good health; German-American; present place three years but would like a change; good references. Write, please state wages and particulars.

Gardener,
2101 Grand Ave. Cedar Rapids, Ia.

Situation Wanted—As gardener and florist in commercial or private place; by May 1 or later. Life experience in all branches. Age 35; married; no children; strong and in good health; German; present place over 10 years but would like to make a change; good references. Write, please stating wages and particulars. Address

William Bocker,
Wincoma, Huntington, N. Y.

HELP WANTED — All-around man and landscape gardener. **Johnson & Chronis,** 4701 Lake Park Ave., Chicago.

Help Wanted—Experienced decorator and designer as partner in retail store doing a thriving business; to invest $1,000. **Will D. Ahern,** Livingston, Mont.

Help Wanted—Single man who understands growing of general stock on small wholesale place; must be industrious, and interested in work and results. Prefer permanent man who can take complete charge later on. Wages to start, $75.00 per month, with room and board. Address

GRAND VIEW GREENHOUSES
Hopkins, Minn.

For Sale—Greenhouses, 7000 square feet of glass; two stores; located at the entrance of the largest cemetery in Chicago. Address W. Burmeister, 1767 Cemetery Drive, Chicago.

For Sale—Greenhouse in good town about 80 miles west of Boise. It must be sold; only greenhouse in this town. **A. Gonderman,** 7th Street and 18th Avenue south, Nampa, Idaho.

For Sale—Established retail business in town of 3,000 in Illinois, about 50 miles from Chicago. No competition and the nearest greenhouses are 25 miles away. This offer includes the retail store, 2 greenhouses 22x70 feet with stock, Ford delivery truck and an 11-room residence, with entire place in A1 condition. This place will pay for itself within five years and is offered for sale on account of illness. $11,000 cash or terms to suit from responsible parties. This is worth investigating.

Key 478, care American Florist.

For Sale—Greenhouses, 14,000 feet of glass; store and residence. A modern plant; cement walls, large cement service shed, boiler room, coal shed and heated garage. Located in a live college town of about 25,000; 85 miles northwest of Chicago; the only large greenhouses in the city. Possession can be taken at once. Reason for selling: retiring from business. Can be bought with or without residence or store. Terms easy. Would be willing to rent for one year to the right party with option to buy; a good chance for a young live florist that means business. Address

Key 477, care American Florist.

HELP WANTED

First-class pot plant grower; single; room on place; state wages; give reference. Address

Geo. W. Davis, 372 Lincoln Ave., Detroit, Mich.

Help Wanted

All around man for retail store.
Good pay.

Marguerite Flower Shop
5301 Fifth Ave., Brooklyn, N. Y.

HELP WANTED

Landscape Gardener

Should know shrubs and be able to handle men.

O. C. DOERRIER, Landscape Architect
515 Central Ave., HIGHLAND PARK, ILL.

HELP WANTED.

Few helpers in rose houses. $4.50 per day. When Sunday work is necessary we will pay an extra $6.00
Good chance for advancement.

Bassett & Washburn
178 N. Wabash Ave., CHICAGO

For Sale

Complete set of store fixtures.
$300 cash, takes the whole outfit.

Key 468, care American Florist.

FOR SALE.

Four greenhouses (27x125); 5 acres of land; 4-room house; city water and gas; located within Chicago limits. For particulars apply

Key 475, care American Florist.

WANTED

100 HOT BED SASH

3 x 6 ft., glazed. Quote lowest price at once.

The D. Hill Nursery Co.
DUNDEE, - - ILLINOIS

AGENCY WANTED.

Swiss seedsman, well known among continental wholesale seed trade, wishes to represent first-class firm for whole of Europe. Write to

JULES KAISER,
Commerce 7, Geneva, Switzerland.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Sell Surplus Plants

Before They Spoil By Overcrowding

ADVERTISE THEM NOW

American Florist Co.
440 South Dearborn Street, CHICAGO

MEMORIAL DAY

NEXT

Order Your Prepared Foliages, Wreaths and Supplies Early.

MAGNOLIA LEAVES

NON-MOULDY. FLEXIBLE. UNIFORM SIZE.
Colors: Green, Brown, Purple.

Per carton	$ 1.60
10 carton lots	per carton, 1.50
25 lb. cartons	per carton, 6.00
100 lb. cases	20.00

CYCAS LEAVES

PLIABLE. NON-CURLING. QUALITY LEAVES at practically the same prices as inferior imitations.

Per 100	Per 100	Per 100
8 to 12.....$3.80	20 to 24...$ 6.75	32 to 36...$12.50
12 to 16..... 4.50	24 to 28... 8.50	36 to 40... 13.50
16 to 20..... 5.50	28 to 32... 10.00	40 to 44... 17.00

MAGNOLIA WREATHS

Made on mossed wire frames of freshly prepared leaves by expert designers.

Overall.	Per doz.	Overall.	Per doz.
18 inch	$12.00	24 inch	$24.00
20 inch	14.50	28 inch	30.00
22 inch	19.00		

RUSTIC WREATHS

Made up of special assortment of Magnolia leaves, prepared Evergreen, Astral Ferns, Cycas, Pine Cones, etc. A grave wreath that sell at sight.

Overall.	Per doz.
18 inch	$21.00
22 inch	26.00
28 inch	30.00

THE OVE GNATT CO., Inc.

Preservers of Natural Foliages

La Porte, Ind.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorators' Novelties.

Own Root Rose Stock

Immediate Delivery

Frank H. Dunlop

THE 1920 WONDER
$35.00 per 100. $300.00 per 1000.

AMERICAN BEAUTY
$22.00 per 100. $200.00 per 1000.

PREMIER
$20.00 per 100. $175.00 per 1000.

COLUMBIA
$17.50 per 100. $150.00 per 1000.

OPHELIA
$15.00 per 100. $125.00 per 1000.

Above are all ready from 2½ inch pots. Stock selling rapidly. Let us hear from you at once.

CHARLES H. TOTTY COMPANY, Madison, New Jersey

Nassau County Horticultural Society.

The regular meeting of the Nassau County Horticultural Society was held in Pembroke hall, Glen Cove, N. Y., April 14. President Thomas Twigg occupied the chair and Joseph A. Winsocki and Robert Purcell were elected active members and six petitions for active membership were received. Henry Gaut, James MacDonald and Joseph Adler judged the monthly exhibits and their awards were as follows: Three heads lettuce, James McCarthy, 1st: three heads cauliflower. Peter Smith, 1st: 12 mixed antirrhinum, Peter Smith, 1st. President Twigg's special prize for table decoration, brought out lots of competition with Louis Hubbard, first. William Milsted, second, and Peter Smith, third. A vase of roses, exhibited by George Wood, received honorable mention.

A letter was received from the Park Garden Club, inviting the society to attend the iris and tulip show they intend to hold at Flushing, L. I., in the near future. Mr. Van, grower, of Holland, and James Sperling, of New York, were present, and both of them gave a short talks. This was one of the best meetings ever held by the society, both in attendance and exhibits.

The exhibits for the May 12 meeting will be Darwin tulips, 12 pink, 12 mauve and 12 mixed.

ARTHUR COOK, Cor. Sec'y.

READY NOW

200,000 full transplanted **PANSIES,** in bud and bloom.

Superb strain **PANSIES,** $2.25 per 100; $20.00 per 1000; a few 1000 very large at $3.00 per 100; $25.00 per 1000. A trial order will convince you that these are the best you ever had. You need them for your particular trade.

Forget-me-nots, $5.00 per 100.

Cash, please.

Leonard Cousins, Jr.

CONCORD JUNCTION, MASS.

ADMINISTRATION OFFICES

Society of American Florists

AND

ORNAMENTAL HORTICULTURISTS

NOTICE OF REMOVAL

The amount of business in the administration offices has increased to such an extent that we have been compelled to seek larger quarters. We have secured offices containing about 1,600 square feet of space in the former **Siegel-Cooper Building, 41-43 West 18th Street,** and will be located there on and after APRIL 26.

The Thirty-Sixth Annual Convention and Trade Exhibition

will be held in the Ninth Garage, Cleveland, O., August 17-18-19. Floor plans and diagrams showing available trade space are now ready. This Convention and Trade Exhibition should break all records in the history of the Society. You cannot afford to miss it. Make your plans now to be present.

ARE YOU A MEMBER?

It Should Be the Duty of Everyone in the Trade to Be Enrolled

At present our membership consists of 1,550 life and 1,617 annual members, a **total of 3,167 of the leading progressive florists of the United States and Canada.** It is expected this number will be increased to **5,000** by December 31. Five dollars will pay your dues to January 1, 1921. Fifty cents of this amount pays a year's subscription to the "Journal" of the Society. If you have not seen this Journal, send for a sample copy.

Do not delay in this important matter. Send in your check at once, and become a member of the national organization that is doing so much important work for the florists' trade in general.

THE PUBLICITY CAMPAIGN

Have you subscribed to the fund which is making this campaign productive of so much good to the florist industry? If not, why not do so at once? It would be the best investment you ever made.

JOHN YOUNG, Secretary

NOTE NEW ADDRESS 41-43 West 18th Street, NEW YORK

BIG DROP IN PRICES

Large Quantity of Roses. Now Booking Orders—Let us Have Yours.

CURRENT PRICE LIST.

Buy Direct from the Grower

We shall have a very large supply of choice Roses for Mothers' Day in all lengths of stem. Price list will be issued April 28th.

We Are Rose Specialists and Are Cutting from 245,000 Rose Plants.

RUSSELL and COLUMBIA.

Fancy long	per 100,	$25.00
Long medium	per 100,	20.00
Medium	per 100,	$12.00 to 16.00
Short	per 100,	6.00 to 10.00

ASSORTED ROSES, OUR SELECTION, including some **RUSSELLS** and **COLUMBIAS,** lots of 200 or more, per 100, $6.00.

OPHELIA, HOOSIER, WHITE KILLARNEY and SUNBURST.

Extra long	per 100,	$12.00 to $16.00
Medium	per 100,	8.00 to 10.00
Good short	per 100,	5.00 to 6.00

CARNATIONS

Per 100 ..... $4 00 to $6.00

Big supplies of spring flowers are now coming into this market and we will procure the best at lowest market prices.

FANCY FERNS ..... per 1000, $5.00

ADIANTUM	per 100, $2.00	**ASP. SPRAYS**	per 100, $4.00
GALAX, bronze	per 1000, 1.50	**SPRENGERI**	per 100, 4.00

All seasonable flowers not grown by us will be procured for our customers. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

NOTICE:—We close at 5 o'clock week days. Closed all day Sundays.

Chicago.

PLENTY OF STOCK TO GO AROUND.

There is plenty of stock to go around at this writing, but the market is gradually improving, and an advance in prices on almost all items can be expected toward the end of this or the early part of next week. American Beauty roses are moving nicely, and the same holds true for Mrs. Chas. Russell, Columbia and Premier. Sunburst, Ophelia, Killarney, Killarney Brilliant, White Killarney, Mrs. Aaron Ward, Milady, Champ Weiland, Montrose, Mrs. George Shawyer, Hoosier Beauty, Richmond, My Maryland and a few other varieties, including some of the miniature kinds, are in large supply, but are moving better now than they have been the past few weeks. Carnations are still in good supply, and considerable pushing is needed to move them, even in quantity lots at reduced figures. Orchids continued to command high prices, and the same holds good for lily of the valley. Gardenias are plentiful, but clean up regularly. Sweet peas are seen in large numbers at a few of the houses, and some particularly fine stock is now obtainable in this line at very reasonable figures. Snapdragons are quite a factor in the market this week and are to be seen prominently featured in some of the window displays of the leading stores. Pansies and jonquils are selling in large lots at low prices, together with narcissi from the south. Violets are about done. Lilies and callas are to be had in quantity. A few freesias are seen. Calendulas, mignonette, iris, lupines, anemones, tulips, stocks and other miscellaneous seasonable flowers are available. Greens are in strong demand. Outside of the calls for wedding and funeral flowers, the local trade has been somewhat quiet the past week, but is much better at this writing.

FOUNDED BY FLINT KENNICOTT 1st

IN CHICAGO

A $10 or a $1000 Order

For Cut Flowers receives the same consideration and thorough handling to meet the requirement of the "UNSEEN BUYER" as only the Great Central Market is most capable of giving.

Our sphere of usefulness to the retail florist is reflected in the things our policy of **Commission Wholesaling** stands for, and the advantages our large supply of Cut Flowers has to give.

Established reciprocal relations with a customer places the responsibilities of handling all orders "RIGHT UP TO US."

YOUR

FOUNDED BY FLINT KENNICOTT 1st

Protection

Kennicott Bros. Co.

174 North Wabash Avenue

CHICAGO

Heaviest in Roses and Carnations with all other seasonable Cut Flowers right "IN THE PLACE"

CHICAGO HEADQUARTERS

Fancy Sweet Peas

ALL LENGTHS OF STEMS

Most beautiful stock obtainable. Large flowers on strong straight stems in quantity to meet all demands. This stock is of the highest possible quality, but does not cost you any more than the usual run of Sweet Peas in this or any other market. Suitable for all kinds of work. The leading retailers of Chicago and other large flower buying centers are using our Sweet Peas regularly in their best work.

ORDER A TRIAL SHIPMENT TODAY

Full Supply of All Other Seasonable Cut Flowers and Greens

ZECH & MANN

WHOLESALE FLORISTS

30 East Randolph St., L. D. Phones { Central { 3283 3284 CHICAGO

EXTRA HEAVY SUPPLY

ROSES -- CARNATIONS

For Mothers' Day

Place your orders with us and you will get the best stock obtainable for the least money

MOTHERS' DAY PRICE LIST—Subject to Change Without Notice.

PREMIER	Per 100
Select	$35.00
Fancy	25.00
Medium	20.00
Short	12.00

RUSSELL	Per 100
Select	$35.00
Fancy	25.00
Medium	20.00
Short	12.00

COLUMBIA	Per 100
Select	$20.00
Fancy	15.00
Medium	12.00
Short	8.00 to 10.00

OPHELIA	Per 100
Select	$20.00
Fancy	15.00
Medium	12.00
Short	8.00 to 10.00

SUNBURST	Per 100
Select	$20.00
Fancy	15.00
Medium	12.00
Short	$8.00 to $10.00

White—KILLARNEY—Pink	Per 100
Medium	$10.00
Short	8.00
ROSES, Our Selection	$8.00

CARNATIONS	Per 100
Fancy, assorted colors	$10.00 to $12.00
Good	8.00

MISCELLANEOUS	
Calla Lilies, per doz.	$ 2.00
Ferns, per 1000	5.00
Galax, per 1000	2.00
Sprengeri, per bunch	.50

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 CHICAGO

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

FOR MOTHERS' DAY

Get in touch with us in regard to your supply of Roses, Carnations, Sweet Peas, Orchids, Valley and all other seasonable stock. Greens.

ARBOR DAY NEXT WEEK, APRIL 30.

The funeral of the late Roger C. Sullivan, April 17, called for a large quantity of flowers, there being close to 1,000 designs sent to the home, notwithstanding the "please omit flowers" in the obituary in the local dailies. Wm. F. Schofield probably had the largest number of orders, followed closely by C. Frauenfelder, W. J. Smyth, Bohannon Floral Co., Lewis & Rocca, George Wittbold Co., George Wienhoeber and others. Arthur Weatherwax had charge of the flowers at the home, and Wm. F. Schofield from the home to the cemetery. There were easily $18,000 worth of flowers at the funeral, while some in the trade estimated it nearer the $25,000 mark.

Governor Lowden, in a proclamation asking for observance of "Ship by Truck" week, May 17-22, says the transportation system of the country will not be complete until highways are improved so as to permit the use of both passenger cars and trucks throughout the entire year and that all citizens interested in transportation should during that week give especial thought and attention to the economic development of such a highway system for the delivery of the products of our farms and factories.

Tonner

Wholesale
Cut Flowers — Supplies
30 E. Randolph St., CHICAGO
Telephone Central 6284

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

FOR MOTHERS' DAY

Roses-Carnations

Sweet Peas-Lilies-Daisies-Stocks-Callas
Tulips - Valley - Calendulas - Snapdragons
Orchids-Jonquils-Narcissus-Etc. Greens

You will appreciate the service we are rendering, and will find it to your advantage to favor us with a share of your orders.

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

SPLENDID SUPPLY

ROSES AND CARNATIONS

Please Your Customers with Our Perfectly Grown Stock

Buy Direct from the Grower — CURRENT PRICE LIST — **Subject to Change Without Notice**

	Per 100
MRS. CHAS. RUSSELL	
Specials	$30.00
Select	$20.00 to 25.00
Medium	12.00 to 18.00
Short	6.00 to 10.00
COLUMBIA	
Specials	30.00
Select	20.00 to 25.00
Medium	12.00 to 18.00
Short	6.00 to 10.00
MILADY	
Specials	20.00
Select	12.00 to 15.00
Medium	8.00 to 10.00
Short	6.00
Champ Weiland, Killarney, Killarney Brilliant, White Killarney, My Maryland	
Specials	$20.00
Select	$12.00 to 15.00
Medium	8.00 to 10.00
Short	6.00

	Per 100
SUNBURST, OPHELIA	
Specials	20.00
Select	12.00 to 15.00
Medium	8.00 to 10.00
Short	6.00
PREMIER	
Specials	30.00
Select	20.00 to 25.00
Medium	12.00 to 18.00
Short	6.00 to 10.00
ROSES, OUR SELECTION	5.00
CARNATIONS	4.00 to 6.00
Sweet Peas	3.00 to 4.00
Lilies	25.00
Adiantum	2.00
Asparagus, per bunch	50c
Boxwood, per bunch	35c
Ferns, per 1,000	$4.50
Galax, bronze and green, 1,000	$2.00
Leucothoe Sprays	1.00
Smilax, per doz. strings	$3.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY.

Practically every florist in the city is boosting business for Mother's day. From present indications everyone will be using the stamps while large quantities of the posters have already been distributed. There is also a good call for slides, electros and folders. Any one of these items may be obtained through the wholesale houses or direct from the Florists' Publicity Service Bureau, 431 South Dearborn street.

The Perfecto, a restaurant long familiar to wholesale cut flower market visitors, closed its doors April 24, the building being slated to come down. Chris. Pederson conducts a retail store in the same building and will also have to vacate. He has a new location in sight.

All the retail florists who are members of the Allied Florists' Association are having a special sale on roses all this week at $1.50, $3.00, $5.00 and $7.00 per dozen. The copy appearing in the dailies was fine and the sale is proving a great success.

Poehlmann Bros. Co. has a good crop of Columbia roses coming on as well as several of the newer varieties which will be ready for cutting in quantity soon. Some particularly fine yellow snapdragons are now being featured at this store.

Ben Levy, of the Zech & Mann force, who was on strike duty at Kewanee, the past week, with the battalion of the 11th infantry, Illinois reserve militia, is again attending to his job at the store.

Fred Burki and son, A. H. Burki, of the Pittsburgh Cut Flower Co., Pittsburgh, Pa.; who have been spending several months at Los Angeles, Calif., passed through here last week on their way east.

Art Dressler, with the Weiland-Risch Co., and Miss Cecile Marony, were united in marriage, April 17, and have the best wishes of their many friends for a happy and prosperous future.

Allan Gehring, of the Bassett & Washburn store force has quit the wholesale business to open a retail candy store and ice cream parlor on the north side.

Erne & Co. are looking forward to a big Mothers' day trade owing to the popularity of the occasion and the extra advertising that is being done.

The Van Buren Florist, located in the building at the southwest corner of Van Buren and Wabash, will have to vacate their quarters May 1.

John Fuhrmann, 3164 North Clark street, left last week on a visit to California. His son, Robert, is looking after the store.

A. T. Pyfer & Co. report business as good considering conditions and notice a great improvement in the demand this week.

The John Kruchten Co. has handled a fine supply of sweet peas all season and reports the sales of same as very satisfactory.

Eric Johnson says that the A. L. Randall Co. will have peonies to offer for Mothers' day again this season.

William A. Hansen, of the E. C. Amling Co., returned last week from a successful northern business trip.

At Peter Reinberg's store the receipts of roses are large and are moving nicely this week at better prices.

A. L. Vaughan & Co. are moving a large quantity of jonquils in addition to its regular supply of stock.

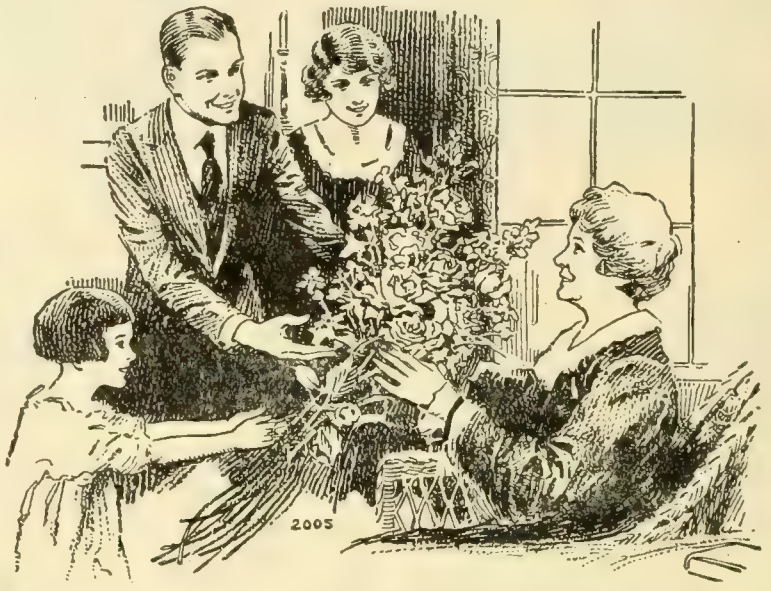
Kennicott Bros. Co. is beginning to talk peonies, which reminds one that the season is pretty close.

Miss May Schultz, with the J. A. Budlong Co., is enjoying a pleasant visit at St. Petersburg, Fla.

W. H. Hilton, 1509 East Fifty-third street, says he will give up the retail florist business May 1.

George Asmus attended a meeting of the growers and retailers at Toronto, Ont., April 19.

"Say it with Flowers"



Mothers' Day Prices

In Effect May 4th 1920.

ROSES:

PREMIER, COLUMBIA, RUSSELL AND MILADY:

	Per 100	
Long fancy	$25.00	$30.00
Choice medium	15.00	20.00
Good short	8.00	12.00

(Specials billed accordingly.)

OPHELIA, SUNBURST, HEARST, MARYLAND AND WHITE KILLARNEY:

Long fancy	15.00	20.00
Choice medium	10.00	12.00
Good short	6.00	8.00

CARNATIONS:		
Select fancy	10.00	12.00
Choice	6.00	8.00

(No orders accepted for White only.)

SWEET PEAS:		
Fancy Spencers	2.00	4.00

(1000 lots $15.00-$35.00.)

YELLOW DAISIES:		
Select large flowers	3.00	4.00
Choice	1.50	2.00
WHITE DAISIES:		
	2.00	3.00

	Per dozen	
CALLAS	$ 2.00	$ 4.00
EASTER LILIES	2.00	4.00
SNAPDRAGON, long fancy	1.00	2.00
STOCKS, choice double	1.50	2.00
PANSIES, per dozen bunches	1.50	2.00
ASPARAGUS PLUMOSUS Per bunch	.35	.50
ASPARAGUS SPRENPERI Per bunch	.25	.50
FERNS Per 1000	5.00	
GALAX Per 1000	2.00	

A. T. Pyfer & Company

OUR MOTTO: "Nothing is too much trouble to please a customer."

164 North Wabash Ave., CHICAGO

L. D. Phone Central 3373

PLACE YOUR ORDERS NOW
FOR MOTHERS' DAY
BEST QUALITY TO BE HAD IN
Roses and Carnations
Columbia, Russell, Premier, Milady, Ophelia, Ward, Weiland, Brilliant,
Double White and Pink Killarney, Sunburst, Hearst, Nesbit and Brunner.
NONE BETTER ON THE CHICAGO MARKET
All colors==CARNATIONS==Good quality
IN GOOD SUPPLY
DARWIN TULIPS--TULIPS--JONQUILS
Choice stock of Valley, Sweet Peas, Callas, Daisies,
Rubrums, Easter Lilies, Calendulas, Mignonette, Stocks,
Violets, Lupines, Pansies and all other Seasonable Stock.
Don't Forget Us on GREENS, as We Have Mexican Ivy, Sprengeri, Ferns, Adiantum, Etc.
If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.
You can increase your profits and business by sending all orders direct to
J. A. Budlong Co.
Quality Speaks Louder Than Prices.
Wholesale Cut Flowers and Greens
184-186 North Wabash Ave., Corner Lake St., CHICAGO
Roses, Valley and Carnations Our Specialty
Prices As Low As Others.
SHIPPING ORDERS GIVEN CAREFUL ATTENTION.
We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.
WE ARE CLOSED ALL DAY SUNDAY.

Vaughan's Seed Store says the moderately cool weather during April has been of great advantage in the satisfactory handling of the counter trade. The demand for gladiolus and nursery stock has been unusually heavy.

Zech & Mann are having a steady call for fancy sweet peas which they are handling in quantities this season. Some fine snapdragons are seen at this establishment.

Irving Aronson, representing Schloss Bros., Ribbons, Inc., New York, was in town this week, returning east, and reports business good in the west.

L. Butsuris, of the Quality Flower Shop, Duluth, Minn., was a visitor last week, looking up supplies for Mothers' day and Memorial day.

The Chicago Flower Growers' Association is having a brisk call for orchids which have been good property all season.

Wietor Bros. are in good crop with roses and carnations and report an improvement in the demand this week.

Bassett & Washburn are in large crop with roses with the daily receipts running close to 20,000.

SPHAGNUM MOSS
For Florists.
For Nurserymen.
For SPOT SHIPMENTS or contract. Write us.
CHICAGO, 31-33 W. Randolph Street NEW YORK, 43 Barclay Street
VAUGHAN'S SEED STORE
Mention the American Florist when writing

Large Supply of Fine Stock for

MOTHERS' DAY--MAY 9

White Flowers for Mothers' Memory;
Bright Flowers for Mothers Living.

Roses and Carnations as usual will be our leaders but we are strong on all seasonable stock and will fill your orders to your satisfaction at prices that are reasonable. It is advisable to place your order early for there is always a big demand for stock and by doing so you will avoid disappointment.

ERNE & COMPANY

WHOLESALE FLORISTS

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Mention the American Florist when writing

Visitors: I. Russell, of the Jones-Russell Co., Cleveland, O.; Chas. Sherwood, Waterloo, Ia.; Al Barber, of the Park Floral Co., Cleveland, O.; J. L. Johnson, DeKalb; Mrs. Lambly, of the American Flower Shop, Birmingham, Ala.; Gustav Schneider, Springfield, O.; Ove Gnatt, La Porte, Ind.

San Francisco.

FUNERAL WORK PRINCIPAL ITEM.

There has been quite a decrease in business since Easter, and with the exception of funeral work, there has been very little going on. Quotations on all stock have taken quite a drop in the wholesale market. There is a very large supply to be disposed of, and the wholesalers are not haggling over prices. The crop of roses is now at its height, and the very finest blooms may be had at low figures. Russell is about the only variety that is holding its own in price. There is very little demand for lilies, except for funeral work. Outdoor tulips are in heavy supply and very cheap. Carnations are in heavy supply. Much of the stock is showing the effect of the hot weather and it is somewhat difficult to obtain high grade blooms. Violets are still hanging on and are in but little demand except for shipping trade and funeral work. Some elegant peonies are to be had. These are priced at $3.00 per dozen.

NOTES.

The Alameda County Floral Society met during the past week in Oakland for the purpose of perfecting plans for its annual spring flower show, which will take place at the Hotel Oakland, April 25-27. (J. Seannavino) will have the management of the exhibition, which will be devoted to roses, carnations, bulbous stock and spring flowering shrubs. The president of the society is J. A. Kettlewell, and the secretary is A. F. Schulte.

The Menlo Park Horticultural Society will hold a sweet pea exhibition this spring, the date to be determined later. The sweet pea shows of this society have always been largely attended by the trade from the city, owing to the general excellence of the displays.

Alexander Rose, proprietor of the St. Francis Woods Nursery, reports a strong demand for flowering and ornamental plants this spring. He has specialized in ericas for a number of years and grows many thousands for the florist and nursery trade of this city.

The California State Floral Society held its monthly meeting, April 9. Installation of officers was the chief purpose of the session. There was a large attendance ,despite inclement weather. Carl Smith lectured on the "Poetry of Flowers."

The Lynch Nursery Company, of Menlo Park, are busy propagating chrysanthemums for this coming season. They will plant 250 000 this year, all grown single stems. J. A. Axell of this city will handle the cut for his shipping trade.

M. H. Ebel, of Sacramento, was a visitor during the week. He says Easter trade with him was far ahead of expectations. Flowering plants were his best seller, although he noted a heavy call for cut flowers of every description.

Martin A. Poss, of the Floral City Nurseries at San Mateo, reports a wonderful Easter business. He was fortunate in having large stocks of flowering plants and lilies ready and sold out completely in all lines.

Nat Rolleri is handling a large cut of tulips from San Leandro and San Lorenzo. He shipped large quantities of bulbous stock during Easter week to Nevada and Washington.

The Francis Floral Company says that Easter trade this year showed a great improvement over previous years. The abundance of stock helped trade materially.

Edward Schwerin, leading adiantum grower, who has embarked in the growing of foliage and flowering plants, says he is greatly pleased over his Easter sales.

Fred C. Jaeger is a great admirer of Cibotium Schiedei as a decorative plant and always carries a large stock in various sizes at his store.

JAMES T. LYNCH.

KANSAS CITY, MO.—It is reported that Arthur Newell will move from 1122 Grand avenue in about a month to a corner store in the Kupper hotel, now being made ready for occupancy.

Sphagnum Moss

Select quality, large size burlap, bale..... $1.75
5 bale lots or more 1.70
10 bale lots or more..... 1.65

Get our list of other items—it's free.

Geo. H. Angermueller Co.
Wholesale Florists
1324 Pine Street, ST. LOUIS, MO.

Cincinnati, O.

BUSINESS BACK TO NORMAL.

Trade has been about normal the past week. The earlier days found business somewhat dull, but the latter period made up the average. More stock comes into the market than can be disposed of, and as a consequence, the better grades go first. The Sixth street market was jammed with prospective buyers all day Saturday, and an enormous amount of stock was disposed of in this way. Roses are plentiful, except in the extra special lengths. War times have made many good flower buyers in this city ,and they want the best. Carnations of every grade are plentiful, and the prices they sell at cover a wide range. Greens are of uncertain quality, although there is enough coming into the market.

NOTES.

C. E. Critchell is popular, not only as a wholesale florist, but also as a rooter for the baseball team. He will be on hand in Chicago when Cincinnati plays in that city.

G. Brunners Sons have some fine rambler roses in pots. Too late for Easter, they are good stock now. White Perkins and Excelsa being most worthy of note.

On Vine street, Tromey's Flower Shop, Fred Gear, W. H. Gear and Eck Bros., all report exceptionally good business for the past holiday.

Chas. Jones, Walnut Hills, says his business is ever on the increase, a natural condition when one considers his untiring efforts to please.

Robert Kelly has been busy with corsage and wedding work. Mrs. Kelly is very skillful in arranging bridal bouquets. K.

PEONIES

For Mothers' Day

Only real supply in this market for this occasion at attractive prices. This stock is from the same grower as last year—it made a big hit with the buying public. Can supply you regularly with choice stock all through the peony season.

ALL OTHER CUT FLOWERS

The demand in previous years has always exceeded the supply of Cut Flowers in general, and from present indications there will be no exception to the rule this year. Remember, when buying Cut Flowers, that you always have a better chance of getting what you need from Randall's than you have at any other source of supply. Get in touch with us today.

A. L. RANDALL CO.

Wholesale Cut Flowers and Florists' Supplies

Wabash Ave. and Lake St., - - CHICAGO, ILL.

Highest quality stock at reasonable prices. Our stock pleases the most discriminating buyer. Roses, Carnations, Sweet Peas, Gardenias, Etc.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Seattle, Wash.

GOOD CLEANUP AT NORMAL PRICES.

While the usual after-Easter lull marked the early part of the past week, there has been more than enough business to keep the dealers' floors clear of stock, and prices have been well maintained on all lines. The local greenhouses are now supplying practically everything used in this market, and in those cases where California is being drawn on, the arrivals show a 'tween season quality that makes sale at once necessary. The local cut of orchids, mostly cattleyas, Ophelia and Columbia roses and lily of the valley, has been especially good, and one of the greenhouses is sending in some of the best sweet peas seen here this season. There has been heavier delivery of lilies than is usual after Easter, due to slow blooming. Carnations are showing steady improvement, both as to strength of stem and depth of color, and there has been no difficulty in maintaining prices in the face of a much increased supply. The pot offerings are all selling well, although some report trouble in getting a full and varied assortment.

NOTES.

The store of Felix Rosaia was damaged to the extent of several hundred dollars last week, when the falling wall of the Hotel Lincoln, which was destroyed by fire, struck the back end of the block in which the shop was located. Water also caused a great deal of damage and prevented the opening of the store for a full day.

An odd case was presented in the local police court last week when Irwin Carter, landscape gardener, was fined $150, and given a suspended sentence of 90 days in the county jail, for ste-

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Violets. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

For Florists' Supplies, Baskets, Chiffons and Spring Novelties
PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., Pittsburgh, Pa.

ing flowers from the graves at the Lakeview cemetery. The only defense the prisoner offered was, that he "loved flowers so much."

Rosaia Bros. handled all of the pot hydrangeas from the Thomas Floral Company last week, and were practically in control of this business for the town. The red tulips and Ophelia roses coming in for this firm were of top quality, and drew many comments.

Max Smith, of the Rotary Florists, at Portland, Ore., a visitor during the week, says that with the rose festival and the Shrine convention coming at the same time, florists of Portland are looking forward to the most active 10 days of their business life.

Henry Day, in charge of the Orpheum Floral Company, showed a novelty from a local grower last week, a cross between a jonquil and a narcissus, having a deep yellow double center and a paler yellow in the petals.

McCoy's are at last located in their new store on Second avenue. The storeroom is large, with an excellent set of display windows, and one of the finest refrigerators on the Pacific coast has been installed.

Some fine cattleyas and sweet peas are being cut at the greenhouses of the Hollywood Gardens, and both are cleaning up in nice shape. The carnations are showing steady improvement.

A surprising increase in the number of accounts over a year ago is one of the causes of rejoicing at the Woodland Flower Shop. Harry Crouch states that every line of business is good.

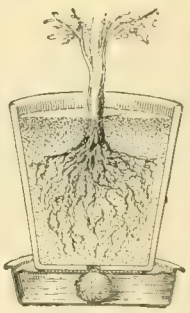
William Goldberry, of Kenney's Home of Flowers, spent the week-end in Vancouver. A nice business is reported for this shop. H. M.

LINDLEY BOXES
ARNOLD BOXES
Comprising the largest assortment of Florist Boxes obtainable. The Arnold Florist Box stock has been purchased by the Lindley Company. Write us for prices.
GEO. L. HOOPIS,
New York Representative, 601 W. 144th St.
A. V. Z. JENNINGS,
Chicago Representaiive, 20 E. Jackson Blvd.
Lindley Flower Box Company, Quality Box Makers, Marion, Indiana

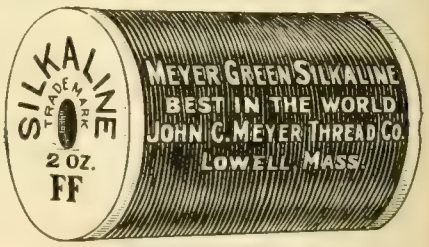
GOLDFISH 1,500,000 (Fancy and Plain)
Ready for market at rock-bottom prices.
Ship anywhere in U. S. or Canada.
Write for our illustrated catalogue.
Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.

FLORISTS'
Cards, Envelopes, Labels, Tags.
Add 10% to our 1920 catalogue prices.
THE JOHN HENRY CO.
LANSING, MICHIGAN

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a
Little Wonder Plant Irrigator
They keep your plants watered just right.
Wholesale price, $25.00 per 100.
If your supply house does not carry them send us their name with your order.
Sample by mail, 35c.
The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO



Boston.

LIMITED SUPPLY MEETS BRISK SALE.

Business during the past week has been good with an abundance of cut flowers, but a shortage of plants. The former have been closing out each day at good figures with the street merchants getting their share. Carnations are shortening up and the best command as high as $8 per 100, with seconds at $3 and $4. Indoor sweet peas are nearly over and short stemmed stock is about all that is in demand. Delphiniums and French irises are arriving in small quantities and are in great favor at $5 and $6 per dozen.

NOTES.

The florists' association held its meeting April 13 at the City club. After a hasty dinner, the chairman, called upon the salesmen of both markets to express their views regarding co-operation, but the discussion closed after a few short remarks. Professor De Chance of the Sheldon School of Business Science then gave a blackboard talk on "Salesmanship," which was very interesting.

William Thurston, the hustling manager of the Boston Flower Exchange, is getting his auto ready for a trip over the Mohawk trail.

John Cooke, manager for John O'Brien, is spending a week's vacation in Philadelphia, Baltimore and Washington.

Charles E. Evans is experiencing considerable difficulty in securing sufficient labor for his establishment.

The Boston Floral Co. is having a fine demand for artificial wreaths for Memorial day trade. S. K. G.

Rochester, N Y.

BUSINESS IMPROVES AFTER QUIET PERIOD.

Trade has been rather slow the past week, but some improvement is now being manifested. There is an abundance of tulips, snapdragons, stocks, sweet alyssum, etc. Callas are almost a drug on the market. There are violets and orchids in abundance, and at present, an oversupply of sweet peas.

NOTES.

Wallace R. Pierson, of Cromwell, Conn., was entertained at dinner, April 16, when he was the guest of the Rochester Rose Society at which time he addressed that organization. The arrangements for the affair were in the capable hands of George B. Hart, E. P. Wilson and George T. Boucher.

Due to the railroad strike in the east, shipments of flowers from that section and along the Hudson river have been discontinued. Violets, however, are being received by parcel post.

At a meeting of the florists' association, April 19, it was decided to hold a flower show in November at which chrysanthemums and a general display of plants will be featured.

Horace J. Head is making an extensive business trip through the state of Pennsylvania.

Colin T. Ogston is kept busy with spring planting at the Kimball greenhouses.

H. P. Neun is growing excellent lily of the valley at his range.

CHESTER.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.

CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 6179 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen
Roses, Beauty		$2.00@$ 8.00
		Per 100
" Mrs. Chas. Russell.		5.00@ 40.00
" Columbia		5.00@ 40.00
" Premier		5.00@ 40.00
" Hoosier Beauty		4.00@ 30.00
" Killarney Brilliant.		4.00@ 30.00
" Killarney		4.00@ 25.00
" White Killarney		4.00@ 25.00
" Richmond		4.00@ 25.00
" My Maryland		4.00@ 25.00
" Mrs. Geo. Shawyer.		4.00@ 30.00
" Milady		4.00@ 30.00
" Mrs. Aaron Ward.		4.00@ 25.00
" Sunburst		4.00@ 30.00
" Ophelia		4.00@ 30.00
" Dble. W. Killarney.		4.00@ 25.00
" Champ Weiland		4.00@ 25.00
" Stanley		4.00@ 30.00
" Bayard Thayer		5.00@ 40.00
" Cecile Brunner		2.00@ 4.00
" George Elgar		2.00@ 4.00
" Baby Doll		2.00@ 4.00
" Nesbit		2.00@ 4.00
" Our selection		6.00
Carnations		2.00@ 6.00
Cattleyas	per doz.	12.00@ 18.00
Mignonette		6.00
Snapdragons	per doz.	1.00
Freesia		3.00@ 6.00
Tulips		6.00@ 10.00
Daisies		2.00@ 4.00
Valley		8.00@ 12.00
Calendulas		4.00@ 6.00
Gardenias	per doz.	6.00
Lilies	per doz.	3.00
Jonquils		4.00@ 8.00
Callas		25.00@ 35.00
Sweet Peas	per 100	2.00@ 4.00
Violets		1.00@ 2.00
Ferns	per 1,000	4.50@ 5.00
Galax	per 1,000	1.50@ 2.00
Leucothoe		1.00@ 1.25
Plumosus Strings	each	.60@ .75
Sprengeri, Plumosus. Sprays		3.00
Mexican Ivy		.75@ 1.00
Boxwood, 35c per lb., per case		9.00

ZECH & MANN

WHOLESALE FLORISTS

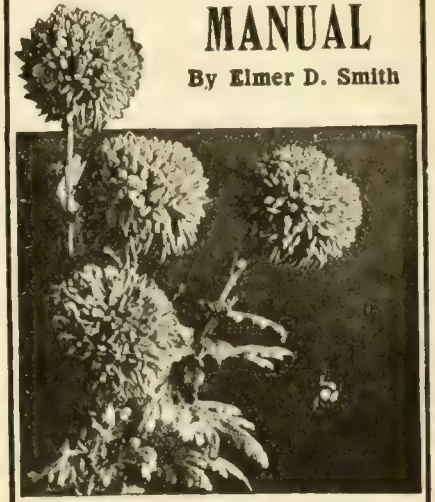
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 No. Clark Street, CHICAGO

A BIG Spring Crop of BEAUTIES

that we offer you at a price which is within reach of every retailer and should be of interest to you.

We have plenty of Beauties now, and will have them until the end of the season.

The Quality is the Best to be had at this time of the season, and you can depend on us for carefully selected stock.

When you want Good Beauties, send your order to

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

STRIKE CAUSES SEVERE HANDICAP.

The past week has presented extreme difficulties, and brought about a situation unprecedented in the flower trade of this city. For the whole of this period, nothing has been received or shipped out by express, an embargo being placed on the receipt of all packages. The local parcel or package service, which is handled by the railroads, who transport boxes and baskets of produce and other goods to and from the city, if the same are delivered to them and called for at their destination, and which accommodation was largely used by all branches of the trade, was also suspended entirely for the first four days of the week, and was only partially restored the last two days. Under these conditions, extreme measures were necessary to keep things moving. The parcel post, which owing to the reduced train service was greatly handicapped, took packages, "subject to delay." Autos were used to the limit and helped out, both in bringing in stock and in its delivery within a radius of 25 to 50 miles, but all long distance shipments were held up until the resumption of something like regular railroad service. This, of course, means a great loss to wholesalers and growers. The cold rooms of the former were packed to the limit with first-class flowers of all kinds, there being two or three times as much stock coming in daily as could be handled locally. One of the large wholesalers said it had been the most disastrous week of the season, and nothing like it had ever been experienced before. With a number of prominent growers, roses were in full crop. Sweet pea men also were cutting excellent stock in quantity. Snapdragon was at its height. Callas, daisies, calendulas, in fact everything, was in full supply. There had been a lot of stock carried over from the week before, which it was thought might be worked off on Monday, but the sudden strike situation brought us up against a stone wall, and matters at once became worse instead of better. As cut flowers are shipped at purchasers' risk, they refused to take the chance, which at once cut off half the business. Had Easter Sunday fallen as it did last year, this would have been Easter week, and we have that to be thankful for. We are told there is likelihood that all embargoes will be lifted soon, which we hope will turn out to be true.

April 19.—The market opened with quantities of left over stock, to which were added heavy Monday morning shipments. There was a moderate local demand, and some from out-of-town, but most outside buyers were waiting for the good news that the embargoes had been lifted, which was known here early today and sent immediately to all important buyers, and others who depend on this market for their flowers. It looks now as if all transportation troubles are over, if the delayed shipments in all lines do not swamp the service for the time being.

NOTES.

Carl Corts in speaking of the Dunlop rose, as seen growing at Richmond Hill in the Dunlop greenhouses, said that no one could ask for anything better. It is a strong grower, apparently very free, and throws up strong shoots from the bottom. The flowers are wonderfully large, of good color and fragrant. All the varieties at this range were in splendid condition. Miller & Son, in the Toronto district, who have quite a range of glass, were very successful growers, their stock in all lines being such as any florist would be proud of. The federal horticultural board, although they agreed to admit novelties for the purposes of propagation, have refused John H. Dunlop permission to bring or sell any Canadian grown cuttings of his new rose into the United States. Fortunately there had been a little stock imported before the ban, and this is being worked up by the Chas. H. Totty Co., Madison, N. J., for Mr. Dunlop.

A very good lawn effect is seen in the east window of the Henry F. Michell Co.'s store. In front of a painted background of trees and shrubbery is a growing grass lawn, bordered with marguerites on one side and genistas,

Wholesale Flower Markets

BOSTON, Apr. 21. Per 100

Roses, American Beauty	25.00@	150.00
" Shawyer, Russell	12.50@	30.00
" Killarney	10.00@	25.00
" Milady	12.00@	30.00
" Radiance	16.00@	40.00
" White Killarney	10.00@	25.00
" Killarney Brilliant	16.00@	25.00
" Ward	6.00@	16.50
" Hadley	12.00@	35.00
" Ophelia	15.00@	30.00
" Premier	12.50@	30.00
" Columbia	16.00@	25.00
" Maryland	16.00@	25.00
" Hoosier Beauty	15.00@	35.00
" Stanley	16.00@	25.00
Cattleyas, per doz	12.00@	18.00
Sweet Peas	1.00@	3.00
Carnations	6.00@	12.50
Longiflorum Lilies	20.00@	25.00
Violets, a hundred	2.00@	2.50
Marguerites	4.00-6.00@	8.00
Calendulas...doz.	.75@1.00	
Callas	16.50@	25.00
Snapdragons, doz.	3.00@4.00	
Adiantum		2.00
Asparagus Strings, per doz	9.00@	12.00
Asparagus bunches, each		.50
Jonquils	4.00@	6.00
Freesia	8.00@	12.50
Anemones, per doz		1.50
French Iris, per spray		.35
Pansies	2.00@	3.00
Myosotis, a bunch	.35@	1.00
Lily of the Valley	8.00@	12.00

BUFFALO, Apr. 21. Per 100

Roses, Beauty, Special	50.00@	60.00
" Fancy	25.00@	30.00
" Extra	20.00@	25.00
" 1st	15.00@	20.00
" Killarney	6.00@	15.00
" My Maryland	6.00@	20.00
" White Killarney	6.00@	15.00
" Sunburst	6.00@	15.00
" Ward	6.00@	8.00
" Columbia	10.00@	25.00
" Ophelia	8.00@	20.00
" Russell	10.00@	25.00
" Shawyer	6.00@	15.00
" Bon Silene	4.00@	6.00
" Cecile Brunner	3.00@	4.00
Cattleyas	75.00@	100.00
Dasies	1.00@	3.00
Valley	8.00@	10.00
Violets	.75@	1.00
Calla Lilies	12.00@	30.00
Japan Lilies	8.00@	10.00
Easter Lilies	10.00@	20.00
Carnations	3.00@	6.00
Mignonettes	3.00@	6.00
Snapdragons	8.00@	15.00
Sweet Peas	1.00@	3.00
Asparagus Sprengeri	.35@	.50
Ferns, per 1000		3.50
Calendulas	3.00@	6.00
Smilax, doz.		4.00
Golden Spur	4.00@	5.00
Freesia	3.00@	4.00
Von Sion	3.00@	4.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Carnations, Violets, Freesia.

1225 Race St. Philadelphia, Pa.

CINCINNATI, Apr. 21. Per 100

Roses, Premier	6.00@	25.00
" Columbia	6.00@	25.00
" Butterfly	6.00@	25.00
" White Killarney	6.00@	20.00
" Pink Killarney	6.00@	20.00
" Sunburst	6.00@	20.00
" Mrs. Aaron Ward	6.00@	20.00
" Ophelia	6.00@	20.00
Carnations	2.00@	4.00
Calendulas	1.00@	3.00
Sweet Peas	.75@	1.00
Ferns, per 1,000		3.50
Leucothoe, per 1,000		6.00
Galax, per 1,000		1.50
Smilax, per string	.15@	.20
Plumosus (south) per bch.		.25
Easter Lilies	10.00@	15.00
Snapdragons	4.00@	8.00
Stocks, per bunch		.50

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, W

Special Big Bargains
in our latest price list. It's a "green" sheet. Keep a copy on your desk.
Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Mention the American Florist when writing

low plants in full flower, on the other. A miniature dwelling, leading to which is a white pebbled path, is a feature. Standing to one side, is a full sized figure of a lady dressed in spring costume. The arrangement as a whole is striking, and best of all, Philip Fruend, who arranged it, says it helps to sell grass seed.

Mothers' day is approaching, but there is as yet no indications of any concerted movement of the trade of this city to feature, or increase its popularity as a floral holiday. There are numerous examples of successful and profitable efforts in other communities, where returns have been most satisfactory, but this staid old Quaker village is a law unto itself, and only moves when the spirit prompts it. Some day it will—and then look out.

Berger Bros. moved, April 16, into their new store, 1609 Sansom street, one block west of the Philadelphia Cut Flower Co. and A. M. Campbell, and one block south of the Ludlow, Ranstead and Mole street centers. They have a central location, convenient to the Pennsylvania and B. & O. railroad stations and express offices.

K.

BANGOR, ME.—According to A. J. Loder, 1920 Easter sales showed an increase of nearly 60 per cent, with profits in about the same ratio. The plant receipts were below the demand, there never before being a time when it was as difficult to get stock to fill orders. Roses and carnations always were in heavy demand.

CAMDEN N. J.—Although the supply of pot lilies, azaleas and spiraeas was below requirements, James M. Thoirs reports a 30 per cent increase in the volume of his Easter trade compared with the corresponding period of 1919, with prices also more satisfactory. All pot stock sold especially well and there was a brisk demand for all cut flowers of good quality. The rush of F. T. D. business emphasized the fact that great care should be taken at such busy times, especially in small orders, much time as well as money being lost through incorrect addresses and lack of explicitness.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

Wholesale Flower Markets

PITTSBURGH, Apr. 21. Per 100

Roses, Beauty, spl., per doz.		7.50
" " fcy., per doz.		6.00
" " ex., per doz.		4.00
" " No. 1, per doz.		2.00
" Hadley	12.00@	35.00
" Killarney	8.00@	20.00
" Maryland	8.00@	20.00
" Sunburst	8.00@	20.00
" Mrs. Aaron Ward	6.00@	15.00
" Russell	10.00@	35.00
" Columbia	10.00@	25.00
" Ophelia	8.00@	20.00
" Hilda	6.00@	15.00
" Premier	10.00@	30.00
Lily of the Valley		10.00
Easter Lilies		20.00
Carnations		6.00
Cattleyas, each		1.50
Ferns, per 1,000		4.00
Sweet Peas	1.00@	4.00
Daisies	2.00@	4.00
Galax, per 1,000		2.00
Plumosus, per bunch		.40
Sprengeri, per bunch		.50
Smilax, per doz.		4.00
Calendulas	2.00@	6.00
Tulips	4.00@	6.00
Mignonette		5.00
Snapdragons, per doz.	1.50@	3.00
Calla Lilies, per doz.	1.50@	2.00
Jonquils	4.00@	6.00

PHILADELPHIA, Apr. 21. Per 100

Roses, Beauty, special	50.00@	75.00
" " fancy	25.00@	35.00
" Mrs. Chas. Russell	6.00@	40.00
" Killarney	4.00@	10.00
" Hadley	10.00@	30.00
" Sunburst	8.00@	15.00
" Wards	6.00@	10.00
" Ophelia	6.00@	15.00
" Columbia	10.00@	30.00
" Premier	10.00@	30.00
Cattleyas	.75@	1.00
Lilac, bunch	1.25@	1.50
Mignonette	4.00@	6.00
Gardenias, doz.	.25@	.40
Carnations	6.00@	8.00
Carnation Laddie	12.00@	15.00
Snapdragons, per doz.	1.50@	2.00
Callas	15.00@	20.00
Easter Lilies	15.00@	20.00
Violets	.50@	1.00
Calendulas	1.50@	4.00
Adiantum	1.00@	1.50
Smilax		.35
Asparagus Strings	.75@	1.00
Sweet Peas	1.00@	4.00
Lily of the Valley		10.00

MILWAUKEE, Apr. 21. Per 100

Roses, Kill'n'y, W. Kill'n'y.	6.00@	15.00
" Ward	4.00@	12.00
" Premier	10.00@	35.00
" Ophelia	8.00@	18.00
" Columbia	10.00@	35.00
" Hoosier Beauty	6.00@	18.00
Carnations, assorted	4.00@	6.00
Cattleyas, per doz.	12.00@	18.00
Callas, per doz.	2.50@	3.00
Sweet peas	1.50@	4.00
Lilies, per doz.	1.50@	2.50
Snapdragon, per doz.	1.00@	2.00
Freesia	4.00@	6.00
Daisies	3.00@	4.00

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

Mention the American Florist when writing

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.

Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

Mention the American Florist when writing

ST. LOUIS, Apr. 21. Per 100

Roses, Hadley	3.00@	8.00
" Premier	3.00@	25.00
" Killarney	2.00@	8.00
" White Killarney	5.00@	12.50
" Hoosier Beauty	6.00@	12.50
" Russell	3.00@	25.00
" Ward	2.00@	5.00
" Sunburst	3.00@	8.00
Ferns, per 1000		5.00
Carnations	1.50@	4.00
Carnations, Laddie	12.50@	15.00
Carnations Specials	75@	2.00
Sweet Peas	2.00@	10.00
Calendulas		3.00
Callas	10.00@	15.00
Mignonette		8.00
Violets	.75@	1.00
Galax, per 1,000		1.50
Leucothoe, per 1,000		7.50
Boxwood, per lb.		.35
Lily of the Valley		8.00
Freesia		2.00
Jonquils	2.00@	3.00

New York.

STRIKE CAUSES UNSETTLED BUYING.

While the strike has not prevented the wholesalers from receiving their stocks, most of it arriving by auto trucks, it has indirectly, had a bad effect on the florist business. Thousands of men in other lines of business are worried and annnoyed by the tieup Thousands of commuters are chiefly concerned about how they shall get to and from their business. It will be readily understood that so many people in an anxious and uncertain state of mind are not plunging heavily in flowers. The past week opened fairly well for business, but as it wore on, there was a marked reaction. Heavy supplies of stock kept arriving, till by April 17, there was a condition approaching a glut. In addition to heavy supplies of roses, carnations and cut lilies, the cool weather is keeping up a steady supply of tulips and narcissi. All conditions combined, necessarily caused a heavy drop in prices. Special American Beauty roses went as low as $40 per 100. Orchids, which were scarce at Easter, have probably somewhat increased in supply, but the real "jinx" is the falling off in demand. Carnations have gone as low as $2 to $4 per 100. As for violets, they seem now to be the particular prey of the street venders. An excellent quality of cut lilies is on the market, but the wholesalers are overstocked with them. In addition, there is a great supply of stocks, snapdragons, yellow daisies and other minor offerings that help to swell the surplus.

April 19.—Heavy supplies of stock are arriving and prices continue low. The weather is fair, with prospects of increasing supplies. It is said that the railroad strikers are returning to work, but in any event, it will be some time before traffic gets back to normal conditions.

NOTES.

The work on the new flower market at Sixth avenue and 18th street is progressing as fast as can be expected in these times, when to many people, work seems only a tardy and painful accompaniment to getting the money. As the interior finishings near completion, one is more and more impressed with the magnitude and excellence of the enterprise. It is hoped that by the time these lines are generally read, the wholesalers will be comfortably installed in the new quarters.

Our sympathy is with Leo Klein and wife, retailers of Lexington avenue and 60th street. Mrs. Fannie Siegel, mother of Mrs. Klein, who had made her home with them, dropped dead in the store, of heart disease, April 16. She was 56 years old, and is survived by six children.

Secretary John Young, of the Society of American Florists, and the New York Florists' Club, will soon remove from his present Broadway location to the mezzanine floor of the new market, Sixth avenue and 18th street.

William F. Gude, wife and daughters, were in this city the past week, and took a steamer for Bermuda, where they will enjoy a vacation. Many friends will be pleased to learn that the genial W. F. is looking well.

The New York Florists Supply Co., now located at 103 West 28th street, which does a large business in supplies, will at an early date, remove to the new market.

E. G. Hill, of Richmond, Ind., was a visitor last week, and seems to be renewing his youth.

A. F. F.

STAMFORD, CONN.—The Stamford Horticultural Society has raised $14,500 for a new horticultural building.

Lilies, Sweet Peas, Roses, Carnations, Violets.

Joseph S. Fenrich, 31 and 43 W. 18th St., NEW YORK
Telephones: 420-421-422 Watkins.

Mention the American Florist when writing

FUTTERMAN BROS.

Wholesale Florists, 102 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. **Consignments Solicited**

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York.
Consignments Solicited

Mention the American Florist when writing

Pittsburgh, Pa.

RAIL STRIKE SERIOUSLY FELT.

The railroad strike which has caused the shutting down of many mills and factories in this district, thus throwing thousands of men out of work, has also made it impossible to ship in or out of the city by express, and what few shipments have been received have come in by parcel post, and have been delayed anywhere from three to twenty-four hours. The demand has been very light, as the retailers have only bought what they absolutely needed, and consequently stock has accumulated and has had to be sacrificed in order to move it. American Beauties have been off color and of poor quality, while the tea roses have been excellent, especially the better grades, but owing to conditions they have not realized any more than the medium grades. Carnations are good property and clean up daily. Sweet peas are in heavy supply with a light demand. Snapdragon receipts are heavier than ever seen in this market before, but it is of such good quality that there is not much trouble moving them. All other stock moves slowly.

NOTES.

Sam Seligman, McCallum Company's representative, spent several days here last week, getting acquainted with their line. C. W. Brown, city salesman of the same company, acted as toastmaster at the annual banquet of the local chapter of window trimmers.

The Smith Floral Company, of McKeesport, Pa., reports the loss of their delivery car by fire.

M.

Columbus, O.

TRADE IMPROVES WITH GOOD WEATHER.

With somewhat better weather prevailing, there has been a rather brisk demand in this city and the central part of the state. Conditions generally are satisfactory, and prospects for the future are considered good in every way. Flowers are now down to everybody's prices, and as a result, the market is expanded to a point where all of the florists will get the benefits of quantity buying. Roses are selling well, and the quality is excellent. There is also a good demand for carnations, which are of fine quality. Violets are lasting somewhat later than usual. Inside jonquils are out of the market, but the outdoor varieties are now coming in. In plants there is a good call with stocks rather scarce. Greens are plentiful. Snapdragons are arriving in limited quantities and prices are high.

J. W. L.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Mention the American Florist when writing

C. Lecakes & Co.

Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Leucothoe Sprays, and Moss, Our Specialties.
116 W. 28th St., New York
Telephone Watkins 2315
No connection with any other concern.
Prompt and careful attention to Mail, Telegraph and Telephone Orders.

Mention the American Florist when writing

Traveling Wholesale Florist
INC.
31 and 43 W. 18th St., NEW YORK
Telephones 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

Joseph A. Millang

WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
31 and 43 West 18th St., NEW YORK
Telephone No. 2264 Watkins

William Mackie
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Telephone: 759 Watkins

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Watkins 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
31 and 43 W. 18th St., NEW YORK
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
31 and 43 W. 18th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Prompt and careful attention to your interests. Consignments Solicited.

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
31 and 43 W. 18th St., NEW YORK
Established 1887
All consignments receive our special attention.

Wholesale Flower Markets

NEW YORK, Apr. 21.	Per 100	
Roses, Beauty, Specials	30.00@	50.00
" " extra and fancy	20.00@	25.00
" Hoosier Beauty	3.00@	12.00
" Radiex	4.00@	30.00
" Francis Scott Key	8.00@	40.00
" Columbia	4.00@	20.00
" Prima Donna	4.00@	12.00
" Dble Wht. Killarney	4.00@	15.00
" White Killarney	3.00@	10.00
" Aaron Ward	4.00@	12.00
" Ophelia	3.00@	12.00
" Russell	4.00@	15.00
" J. L. Mock	4.00@	15.00
" Mrs. Chas. Russell	4.00@	20.00
" Premier	4.00@	25.00
" Ulrich Brunner	10.00@	30.00
Cattleya orchids, special	60.00@	75.00
Carnations	2.00@	4.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Asp. Plumosus, doz. bchs.	3.00@	5.00
Smilax, doz. strings	1.50@	2.00
Lilies, white	6.00@	10.00
Gardenias, per doz.	1.00@	3.00
Callas, per doz.	1.00@	2.00
Lilies, Rubrums	6.00@	2.50
Sweet Peas	.50@	3.00
Lily of the Valley	1.50@	6.00
Yellow Narcissus, per doz.	.40@	.50
Mignonette, per doz.	.50@	2.00
Tulips, per doz.	.25@	.40
Flamingo, per doz.	.50@	.75
Darwin Tulips, doz.		1.00
Giant Daffodils, per doz.	.80@	1.00
Snapdragons, per doz.	.50@	1.00
Iris, Spanish, per doz.	3.00@	5.00
Daisies, Yellow	1.00@	2.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
31 and 43 W. 18th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
31 and 43 W. 18th St., New York

Telephones {4422 / 4423} Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE {2335 / 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
31 and 43 W. 18th St., NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST

ELEVEN STORES

Main Store— Lewis Ave Cor. Hancock St.

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

Danker

FLORIST

The Best Service

MEMBER

Mention the American Florist when writing

FRENCH RIVIERA and MONTE CARLO

C. Engelmann

Saffron Walden, England

MEMBER

Can take care of all your orders for above district.

Cable address for Riviera Branch: Carnation, Saint Laurent-du-Var.

Mention the American Florist when writing

SAFFRON WALDEN, ENGLAND

MEMBER

C. ENGELMANN

Can take care of all your English orders.

Cable address: Engelmann, Saffronwalden.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St. cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

HARTFORD, CONN.

George G. McClunie

165 MAIN STREET

Right in the Hospital District—Hartford, Charter Oak, Williams, Insane, St. Francis and Memorial Hospitals within two blocks of Flower Shop.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Five Stores in Northern Ohio

CLEVELAND [TWO STORES] - - - 13336 EUCLID AVE. 144 PUBLIC SQ.

YOUNGSTOWN - - 33 East Federal St.

WARREN - - - - 215 East Market St.

AKRON - - - - 109 South Main St.

THE PARK FLORAL COMPANY

MEMBERS FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

Mention the American Florist when writing

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Washington, D. C.

Louise Flower Shop

Connecticut Ave at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Rochester, N. Y.

J. B. KELLER SONS,

FLORISTS

25 Clinton Avenue N

Rochester ph. 506. Long Dist. Bell ph. 2189

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

Mention the American Florist when writing

E. W. PEARSON

38 State St., Newburyport, Mass.

Covers All New England Points

Mention the American Florist when writing

CHARLES L. SCHMIDT

813 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Mention the American Florist when writing

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST

2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of

GEORGE ASMUS, Mgr.

Wire, Write or Phone West 822

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

A. LANGE

77-79 E. Madison St., CHICAGO

Telegraph, Mail and Telephone Orders given most prompt and careful attention and filled with the best stock in the market.

YOUR PATRONAGE SOLICITED.

Chicago

H. N. BRUNS

3040 West Madison St., Chicago

Telegraph, Telephone and Mail Orders Given Prompt and Careful Attention

FROM NEW YORK EXCEPT AS NOTED.

April 23.

FROM BALTIMORE, Mississippi, I. M. M. Lines (London).

April 24.

New York, I. M. M. Lines (Southampton).
Adriatic, I. M. M. Lines (Southampton).
Michigan, I. M. M. Lines (London).
FROM NORFOLK, Western Star, I. M. M. Lines (London).
FROM PHILADELPHIA, Gambo, I. M. M. Lines (Antwerp).
K. Auguste Victoria, Cunard (Liverpool).
Mauretania, Cunard (Southampton).
River Araxes, Cunard (Constantinople).
FROM PHILADELPHIA, Verbania, Cunard (Bristol).
FROM PORTLAND, Casandra, Cunard (Glasgow).

April 25

Zuiderdyk, Holland-America (Rotterdam).

April 27.

Port Bowen, Cunard-Anchor, (London).
West Grama, Green Star Line (Italy).

April 28

FROM NEW ORLEANS, Nubian, I. M. M. Lines (Liverpool).
FROM NORFOLK, Western Star, I. M. M. Lines (London).

April 29

Vestalia, Cunard-Anchor, (Bristol).
Tunisier, Belgian Line, (Havre).

April 30

FROM NEW ORLEANS, Garredyk, Holland-America (Rotterdam).
FROM PHILADELPHIA, Wathena, I. M. M. Lines (London).
Mercian, I. M. M. Lines, (Manchester).
Londonier, I. M. M. Lines, (Antwerp).
West Gambo, I. M. M. Lines, (Antwerp).
FROM BOSTON, West Isleta, I. M. M. Lines, (Antwerp).
FROM PHILADELPHIA, West Gambo, I. M. M. Lines, (Antwerp).
West Nohno, I. M. M. Lines (Glasgow).
Lingensfjord, Norwegian-America Line (Norway).

CHICAGO **Mangel** The Palmer House Florist 17 E. MONROE ST.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

C. Frauenfelder FLORIST

3343 W. MADISON ST.

NEAR GARFIELD PARK

CHICAGO

Mention the American Florist when writing

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, Sheboygan, Wisconsin.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Best Flowers
Best Service

ROSES Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

KANSAS CITY, MISSOURI.
ROCK'S FLOWERS
Members Florists' Telegraph Delivery Ass'n.

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Mention the American Florist when writing

Omaha, Neb.
Hess & Swoboda
FLORISTS
1415 Farnum St. PHONES: 1501 and L1587
Member of Florists' Telegraph Delivery.

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.

For St. Louis.
WIRE
Grimm & Gorly

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.

FREY & FREY,
1338 O Street, LINCOLN, NEB
Wholesale and Retail
Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist
1519 Farnam St., Omaha, Neb.
Member of Florists' Telegraph Delivery.

SHERIDAN, WYO.
SHERIDAN GREENHOUSE CO.
Plants and Flowers

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exchg. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—The Parks Floral Co.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich—Central Floral Co., Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
French Rivieria, France—C. Engelmann.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Hartford, Conn.—Geo. G. McClunie.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Fl. Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
Newark, N. J.—Washington Florist.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—A. B. Cazan.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y—J. B. Keller Sons.
Saffron Walden, Eng.—C. Engelmann.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Seboygan, Wis.—J. E. Matthewson.
Sheridan, Wyo.—Sheridan Greenhouse Co.
South Boston, Va.—Geo. W. Norwood.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers, N. Y.—New York Floral Co.

St. Paul, Minn.
Holm & Olson
20-22-24 W. Fifth St.
We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.
HOLLYWOOD GARDENS
Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Mention the American Florist when writing

Kansas City, Mo.
W. J. Barnes FLORIST, K.C.MO.
Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890.

Mention the American Florist when writing

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

Mention the American Florist when writing

WICHITA, Kansas Shipments for Kansas and Oklahoma.
W. H. CULP & COMPANY
Quality Flowers
Personal Service
Members F. T. D. A

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York

Member of Florists' Telegraph Delivery.

DARDS

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction
Nearly 50 Years.

Let Us Fill Your Steamer Orders. Regular European Sailings Now Established.

Mention the American Florist when writing

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK
Quality Flowers
BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

"SAY IT WITH FLOWERS"

Max Schling Flowers

Schling Service Nothing Better

785 Fifth Avenue
NEW YORK CITY

Mention the American Florist when writing

New York.

The Aphrodite Co.

THE ARTISTIC FLORISTS
Floral Decorations for All Occasions.
2703 Broadway, Phone Academy 2479

Mention the American Florist when writing

New York.

A. B. CAZAN

FLOWERS OF QUALITY
2751 Broadway
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ESTABLISHED 1847

F. T. D.

Thos. F. Galvin INC.

THE NAME PROTECTS YOU

BOSTON
1 PARK STREET
799 BOYLSTON STREET

NEW YORK
561 FIFTH AVENUE

Steamers are Again Sailing on Schedule
Deliveries made on board

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.

New York

G. E. M. STUMPP

761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.

YONKERS, N. Y. NEW ROCHELLE, N. Y.

Cor. Manor House Square 542 Main Street

New York Floral Co.

Largest Retail Florists in Westchester County.

Members F. T. D. Established 1908

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

New York

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.

BROADWAY FLORIST

2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Mention the American Florist when writing

New York.

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Send your telegraph orders to us for delivery in Chicago and vicinity.

Member of F. T. D.

Alpha Floral Company
CHICAGO
Northwest Corner of Adams and Wabash

No order for less than $4.00 accepted for delivery. All orders for less than this amount will be absolutely refused.

Detroit, Mich.
John Breitmeyer's Sons
Corner Broadway and Gratiot Avenues.
Artistic Designs.
High Grade Cut Blooms
We cover all Michigan points and good sections of Ohio, Indiana and Canada.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery.

Orders in or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Newark, N. J.
Begerow's
MEMBER
946 BROAD STREET
Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to
The Dominion Floral Co.
484 St. Catherines St., West
Montreal, Que., Canada
Every order receives prompt and careful attention.

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.'s
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.
Mention the American Florist when writing

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street
Mention the American Florist when writing

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service
Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grand Avenue
Mail or telegraphic orders promptly and most carefully executed.

Toronto, Can.
Canada's best known and most reliable florist.
Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

Rockford, Ill.
H. W. BUCKBEE.

LITTLEFIELD, Florist
WORCESTER, MASS.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.
Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO
Good Stock and Good Service.
Mention the American Florist when writing

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City.
Mention the American Florist when writing

THE J. M. GASSER COMPANY
CLEVELAND
EUCLID AVENUE
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

J. W. RODGERS
Elks' Building, 4 South Jefferson Street. Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.
Mention the American Florist when writing

Wilkes-Barre and near-by Pennsylvania Towns
Member F. T. D.
14 N. Main St. **A. W. B. EVANS**
Mention the American Florist when writing

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET
Mention the American Florist when writing

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East
Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
D. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St
Members Florists' Telegraph Delivery Association.
Mention the American Florist when writing

Kansas City, Mo.
A. Newell
FLORIST
Established over 10 years.
1122 Grand Avenue.

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists, Grand Rapids

CHICAGO DETROIT
Central Floral Co.
132 N. State St., CHICAGO
35 Broadway, DETROIT
Best service in both cities and adjoining territory.
Member of Florists' Telegraph Delivery.

ROANOKE, VA.
FALLON, Florist.

Seattle-Rosaia Bros.
Finest floral studio in Northwest.
Member F.T.D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORISTS
930 PROSPECT AVE., Erie Building. CLEVELAND
Mention the American Florist when writing

LOUISVILLE, KY.
THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.
Mention the American Florist when writing

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.
WASHINGTON D. C.
Gudes'
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE
Mention the American Florist when writing

Salt Lake City
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO.
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.

Philadelphia, Pa.
Chas. H. Grakelow
Broad St., at Cumberland
Member of Florists' Telegraph Delivery.

Flowers Delivered Anywhere. Phone, 1952 Bedford
HUGO H. JAHN
—FLORIST—
710 Nostrand Avenue
Cor. Prospect Place, BROOKLYN, N. Y.
Brooklyn Represeneative of National Floral Corporation.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

CATALOGUE paper prices continue to advance.

THE price of bags at Chicago, April 21, was $64.

WINTER wheat is quite badly winter killed in northern Illinois.

SPECIAL offers of vegetable seeds are showing a tendency to run lower with each successive offering.

THE Southern Seedsmen's Association will hold its annual meeting in Jacksonville, Fla., June 7-9.

KANSAS CITY, MO.—The Rudy Patrick Seed Co. is carrying certain stocks in Chicago for quick shipment.

THE seed trade is waiting and hoping to hear that the final knockout has been given congressional free seed distribution.

A. SCHRAVENDEEL, representing Segers Brothers, Ltd., Lisse, Holland, will sail for home on the S. S. Mauretania, April 24.

AMERICAN orders for Dutch bulbs are reduced this season, approximately to the extent of the increase in price, which is about 20 per cent.

GEORGE HOYT ALLEN, of Clinton, N. Y. is selling 33 of Allen's Egyptian lima beans for $1, said to make three beans grow where one grew before.

VISITED CHICAGO: A. M. Van Der Schoot, representing R. A. Van Der Schoot, Hillegom, Holland, who expects to sail for home the middle of next month.

SECRETARY WILSON has suspended immigration laws so as to admit laborers from Mexico and Canada to cultivate and harvest sugar beet crops in western states.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, April 21, were as follows: Timothy, $9.00 to $12.00 per 100 pounds. Red clover, $35.00-$46.00.

THE Wing Seed Co., of Mechanicsburg, O., has filed papers with the secretary of state, increasing its capital from $200,000 to $300,000. The concern will enlarge its facilities.

GRAND RAPIDS, MICH.—A. J. Brown, of the Alfred J. Brown Seed Co., left for California, April 17, Mrs. Brown accompanying him. Mr. Brown says the peas out there are in bloom.

ACCORDING to a Holland letter of April 1, the Dutch bulb crop is early, and the weather so far has been fine. Financial conditions in Europe are not favorable to heavy demand.

AN Ohio farm crops professor recently purchased a quart of grass seed at a novelty store, operated by a large corporation having a chain of stores within the state. The contents of the package, weighing 11 ounces, consisted almost entirely of chaff and weed seeds. A small quantity of timothy was found, but scarcely a trace of bluegrass.

MUSCATINE IA.—The J. E. Hoopes Co. has so far escaped the floods here, with only a little water on low places, saving their buildings and extensive hot beds. Many others, however, on both sides of the river, have suffered great loss.

CINCINNATI, O.—The latest reports from H. B. McCullough, of the J. M. McCullough's Sons Co., now in California, are to the effect that his health is improving as rapidly as can be expected. Mr. McCullough is planning to return in June.

L. W. WHEELER, of the Pieters-Wheeler Seed Co., Gilroy, Calif., says the seed growers are still enjoying rains and that the annual crops are improving. Onion is showing some mildew, and the beet crop is very bad, much of it being plowed up.

THE regular semi-annual meeting of the Western Canners' Association was held at the Hotel Sherman, Chicago, April 15-16, with a fair attendance. The out-of-town seedsmen were conspicuous by their absence, but local houses were well represented.

THE Berlin Tageblatt says that a number of American financial concerns which had offered to provide credits to help in the recovery of German trade have withdrawn their offers as a result of the recent Kapp coup. For the same reason, it says, negotiations which had been nearly completed for shipments of large quantities of potash to America have been indefinitely postponed.

TOLEDO, O.—Clover seed displayed added weakness, with opening figures April 19 ranging from 10 cents to $1 under final quotations of April 17, and a drop of $3.50 during the previous seven days. Cash was offered at $26, April $26, October $23.10, and December $22.35. Timothy held steady with cash, 1919, at $5.30, April $5.30, May $5.30, September $5.70, October $5.65, and December $5.70.

MISS W. E. LOW, daughter of the principal of Stuart Low & Co., London, Eng., is calling on the American trade this season, taking the place of the veteran, Harry A. Barnard, so well and favorably known to many of our readers. Mr. Barnard's advancing years compel him to take care of his health. Miss Low is probably the pioneer lady commercial traveler, visiting this country from Europe, in horticultural lines.

Canary Islands Onion Seed.

The exportation of onion seed from the Canary Islands to the United States during 1920 will probably be much less than usual, according to a report of the American consul at Teneriffe, dated February 25.

The greater part of each year's production is contracted for in advance with American seedsmen. The crop is planted in November and harvested in June, July and August.

According to exporting interests, plantings last fall were smaller by 50 per cent than the year before, and the crop will consequently be the smallest in many years. This condition was the result of two causes: First, the American market was well supplied with seed in 1919, and seedsmen postponed sending their contracts; second, onions for planting were 300 per cent higher in price than usual, which made the prospective profits from an onion seed crop an extremely speculative proposition.

Exports to the United States during the past two years were 94,045 pounds in 1918, and 69,592 pounds in 1919.

Chicago Seed Trade.

The seed stores all report brisk counter trade the past week, notwithstanding the very unfavorable weather. There is much complaint of delayed shipments and the losses of business and goods from this cause have been heavy. As we go to press, both the express and freight service is much improved.

A. Setterberg, of the Everette R. Peacock Co., has been elected director of the new Cook County State bank.

Carl Cropp, of Vaughan's Seed Store, says the flower seed demand continues well ahead of last year's.

A. Henderson, of A. Henderson & Co., who has been on the sick list, is better this week.

Red Top and Timothy Reward.

Charles Dickinson, vice-president of the Albert Dickinson Co., Chicago, has offered a reward of $25,000 for proof and conviction before the federal trade commission, of those interested in the understanding and combination concerning red top seed and timothy seed against the public, this to be completed before June 19, 1920, so that the matter may be placed before the seedsmen's association at Milwaukee the following week.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA

We are headquarters for the BEST OF EVERYTHING in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Mention the American Florist when writing

Lily of the Valley Pips

Delphinium Newport Rose
Dracaena Indivisa
Salvia Zurich
Smilax Seeds
Grass Seed Mixtures of all kinds.

Send for our catalogue.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

Onion Sets.

Ralph B. Howe, of the W. W. Barnard Co., Chicago, says recent railroad information is to the effect that the shippers of onion sets have been successful in having set aside the motion to charge a higher rate for less than carlot shipments.

The movement of sets in the Chicago district continues difficult, owing to the slow improvement of transportation facilities. Prices are about the same as last week, $3.00 to $3.25.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution, April 10, 1920, as given by the Government Market Reporter of April 17, 1920:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$13.50	$28.00	$17.50	$55.00
Baltimore	13.25	28.00	18.00	67.00
Richmond	14.00	29.25	19.50	68.50
Buffalo	13.25	28.00	19.50	66.00
Toledo	12.75	31.00	19.00	49.15
Louisville	13.50	28.50	19.00	57.00
Chicago	13.00	28.00	16.50	51.50
Minneapolis	12.75	28.00	20.00	54.00
St. Louis	13.00	30.00	19.00	53.00
Kansas City	13.00	31.00	19.00	56.00
Denver	13.00	29.00	20.00	.....
Salt Lake City	14.00	32.00	21.00	59.00
Seattle	18.00	35.00	25.00	60.00
Average for the United States same date 1919	$11.40	$24.75	$14.50	$47.00

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.
4013 Milwaukee Ave., (Near Irving Park Blvd.) CHICAGO

Bolgiano's "Big Crop" Seeds

"Tested and Trusted" Over a Century.
Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLGIANO & SON, Baltimore, Md.

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS
SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.

Office and Warehouse, FREMONT, NEB. — Growing Station, ROCKY FORD, COLO.

SEEDS

Flower, Vegetable and Farm.
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

GET QUOTATIONS FROM
LANDRETH
Seeds which Succeed

Bloomsdale Farm — **BRISTOL, PA.**

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

Yokohama Nursery Co.

LTD.
Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

BULBS

LILIUM GIGANTEUM, also **HARDIES,** shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

For immediate shipment. Per 1000

COCOS WEDDELLIANA seeds.....$8.00
ARECA LUTESCENS seeds..... 4.75
ASPARAGUS PLUM. NANUS seeds 2.50
(Special prices for large quantities.)

BAMBOO STAKES, Natural and Green in all sizes.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch
LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.
75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

An experence of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

Michell's Primula Seed

PRIMULA CHINENSIS

	½ tr. pkt.	Tr. pkt.
Michell's Prize Mixture. An even blending of all colors	$0.60	$1.00
Alba Magnifica. White	.60	1.00
Chiswick Red. Bright red	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens. Crimson	.60	1.00
Rosy Morn. Pink	.60	1.00

PRIMULA OBCONICA GIGANTEA

A great improvement over the old type; flowers much larger

	Tr. pkt.		Tr. pkt.
Lilacina, pale lilac	$0.50	**Rosea,** pink	$0.50
Kermesina, deep crimson	.50	**Alba,** white	.50
		Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Catalog.

HENRY F. MICHELL CO., 518 Market Street, PHILADELPHIA, PA.

Mention the American Florist when writing

THE HOUSE OF KELWAY

Has a Reputation of 70 Years Behind It as a Guarantee

For three generations we have been growers and selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders **(delivery after 1920 harvest),** not tomorrow, but **NOW.**

Specialties: Garden Seeds and Farm Root Seeds

KELWAY & SON, Wholesale Seed Growers, Langport, England

Mention the American Florist when writing

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "MCGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing

I. N. Simon & Son

Garden Seeds

438 MARKET STREET
Philadelphia - - Pa.

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Seed Packets

FLOWER SEED SIZES TO CATALOG ENVELOPES — RETURN ENVELOPES

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

CALADIUM.

CALADIUMS

With Sound Center Shoots

TUBEROSES

Well Cured. Free from Rot

TUBEROSE.

CALADIUMS

Sizes	100	1000
5 to 7 in. circum.	$6.50	$60.00
7 to 9 in. circum.	7.50	70.00
9 to 11 in. circum.	12.00	115.00
11 to 12 in. circum. (scarce)	25.00	

TUBEROSES

	100	1000
Dwarf Excelsior Pearl, 2nd size, 3-4 inch.	$3.25	$27.50
Dwarf Excelsior Pearl, 1st size, 4-6 inch	4.50	40.00
Variegated Leaved single	4.00	35.00
Albino, early single white	4.00	35.00
Armstrong's Ever Blooming	4.00	35.00
Mexican	3.00	25.00

GLADIOLUS

We are large growers, and in addition to the following can offer many other named kinds. Write us.

	Per 1000
AMERICA, First size	$27.00
AMERICA, Medium size	24.00
Mrs. Francis King, 1st	25.00
Mrs. Francis King, Medium	22.00
Chicago White, Medium	30.00
Halley, First size	35.00
Peace, First size	45.00
Mrs. Frank Pendleton, First	47.00
Primulinus Sunbeam, First	$60.00
Schwaben, Medium size	55.00
War, First size	60.00
Baron Hulot, First size.	60.00
Chicago Red, First size.	50.00
White and Light, Mixed, Firsts	22.00
Standard Mixed, First	20.00
Standard Mixed, Medium	16.00
Rainbow Mixed	35.00

Write for special prices on planting stock in black bulblets and first two sizes of white bulblets, etc.

CANNAS

We Offer Both Bulbs and Started Plants

	Dormant Roots 100	Dormant Roots 1000	3-in. Pot Plants Doz.	3-in. Pot Plants 100
Chas. Henderson, Crimson, 4 ft.			$0.80	$ 6.00
David Harum, Scarlet, 3½ ft.			1.00	7.00
Florence Vaughan, Yellow, 5 ft.	$4.00	$35.00	.85	6.00
Gustav Gompper, Yellow, 3½ ft.	5.00	40.00	1.00	7.00
Hungaria, best Pink, 3½ ft.	7.50	70.00	1.50	10.00
King Humbert, Scarlet 4 ft. (3,000 for $125.00.)	5.50	50.00	1.25	8.00
Louisiana, Scarlet, 6 ft.	4.00	35.00	.85	6.00
Mad. Crozy, Vermilion, 3½ ft.	4.00	35.00		
Orange Bedder, Orange color, 4 ft.	6.00	50.00	1.25	8.00
Yellow Humbert, Deep rich Yellow, 4 ft.			1.25	8.00
Souv. Ant. Crozy, Crimson, 4 ft.			1.00	7.00
Venus, Rosy Pink, 4 ft.	4.00	35.00	.85	6.00
Wintzer's Colossal, Bright Scarlet, 5 ft.	4.00	35.00	1.25	8.00
Wyoming, Orange, 7 ft.	4.00	35.00	.85	6.00

Write for Our "Spring Book for Florists."

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Rooted Cuttings

ALTERNANTHERA, red and yellow, per 1,000	$ 3.00
CALENDULA, Orange King, 2-in., per 100	2.50
JERUSALEM CHERRY, CLEVELAND, fine seedlings, per 100	1.00
CUPHEA, Ageratum, Guernsey and Blue Star, per 100	.90
DAISIES, Mrs. Sanders, Boston Yellow, 2-in.	.04
Single White, 2-in.	.03
DAISY, R. C., Single White, Boston yellow, per 100	1.50
SANDERS, R. C., per 100	1.50
DUSTY MILLER, Gymnocarpa, 2-in., per 100	3.00
DUSTY MILLER, seedlings, per 100	1.00
FEVERFEW, R. C., per 100	1.50
FEVERFEW, 2-in., per 100	3.00
FUCHSIAS, R. C., 6 kinds, per 100	1.50
GENISTA	1.50
GERMAN IVY, R. C., per 100	1.50
PETUNIA, Dbl., R. C., per 100	1.50
ROSY MORN, 2-in., per 100	3.00
SALVIA, 2-in., per 100	3.00
VINCA VAR., 2-in., per 100	4.00

Cash.

BYER BROS., CHAMBERSBURG, PA.

Mention the American Florist when writing

BULBS HOLLAND BULBS

R. A. VANDERSCHOOT

Wholesale Bulb Grower
HILLEGOM, HOLLAND

Our Products Will Win Patrons for You

299 Broadway
BULBS NEW YORK BULBS

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers
32 Broadway, New York

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

THE members of dandelion clubs are busy these days pulling up dandelion to pull down the cost of living.

GOVERNOR COOLIDGE, of Massachusetts, says he is very doubtful about the wisdom of the daylight saving bill, and considers its enactment would impose a real hardship on the farmers of the state.

THE freight embargo on various railway lines in New Jersey, due to strike conditions, has held up many shipments of seed potatoes from outside points to farmers in the state, and will consequently affect the summer crop.

AN Easton, Md., dispatch says many tomato canneries will probably remain closed this season, and some of the packers are offering their plants for sale, due to the unsettled condition of the canned tomato market. Some have had to sell stocks at a heavy loss.

THE head of the department of agriculture of Columbia University estimates there will be a reduction of one-third of a million acres of cultivated land this year owing to scarcity of help. Seventeen per cent of farm hands on 3,775 representative New York farms left their work in the year ending February 1.

THE Minnesota crop bureau estimates the supply of farm labor is 10 per cent less than normal. New York and Indiana both have a shortage of 17 per cent. For the whole United States the average is 12.7 per cent less than in 1918 and 27.6 per cent less than in prewar times. Wages are about 14 per cent higher than a year ago.

PRINCETON, IND.—W. J. Ritterskamp, for many years engaged in the nursery business here, has leased 100 acres of land in Knox county, on which he will this year grow plants for canning factories in southern Indiana and Illinois. His decision followed the request of canners in this section, as farmers are late in planting this season.—W. B. C.

SECRETARY MEREDITH, of the department of agriculture, farmers, and business men, in recent conferences, have expressed themselves in favor of amending immigration laws to admit law-abiding persons and help the workers from other countries to relieve the labor situation of various industries and on the farms, 5,000,000 such workers being now needed here.

Prices of Indoor Fruits and Vegetables.

Chicago, April 21.—Cucumbers, 2-dozen box, $4.00 to $4.75; celery, Florida, crate $4.00 to $4.75; leaf lettuce, per tomato box, 27½ to 30 cents; radishes, per dozen bunches, $1.00 to $1.10; tomatoes, per crate, six baskets, $5.00 to $7.50.

New York, April 19.—Celery, per crate, $3.00 to $9.00; cucumbers, per dozen, $1.00 to $2.00; mushrooms, 75 cents to $2.00 per three-pound basket; tomatoes, per pound, 25 to 50 cents; lettuce, per strap, $3.00 to $9.00; radishes, per 100 bunches, $4.00 to $8.00.

Potato Profiteers Indicted.

Detroit, Mich., April 17.—Two butchers and two potato merchants were indicted today by the federal grand jury on charges of profiteering in foodstuffs during the railroad strikes. Agents of the department of justice are investigating many other cases and more indictments are expected.

New York, April 20.—The federal grand jury today returned two indictments on testimony of the government's "flying squadron" of profiteer hunters. One was against Eugene A. Sullivan, known as a "potato king." The other named William H. Fleming and Henry Schulte of the New York & New Jersey Produce Company, also accused of profiteering in potatoes.

Strawberries Under Snowbank.

NUCLA, COLO., April 13.—Full-grown strawberries under a snowbank is the Paradox valley record claimed by Geo. Sly, of this town, who reports finding luscious berries as well as many blossoms on his ever-bearing strawberry plants under a drift of snow on his farm.

GERANIUMS, ROOTED CUTTINGS

With the deliveries of April 26th, summer prices will go into effect. Per 1000

S. A. Nutt and Buchner..... $17.50
Poitevine and Ricard..... 25.00
Nutt, Poitevine and Ricard, ordered in equal quantities at $20.00 per 1000 each.

Parcel post at cost.
Pot Smilax, at $3.00 per 100.

ALBERT M. HERR, LANCASTER, PA.

TUBEROSE BULBS

FOR SALE. Size, 4 to 6 in. around, $3.00 per 100; $25.00 per 1000.
F. O B. Teacheys, N. C.
Cash with order.

R. L. TEACHEY, Teacheys, N.C.

Van Meeuwen & Tegelaar

Wholesale Dutch Bulb Growers

1133 Broadway, NEW YORK

Nurseries at Lisse, Holland

Drevon-Tegelaar & Co.

WHOLESALE FRENCH BULB GROWERS

1133 Broadway, NEW YORK

Nurseries at Ollioules, France

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

Mention the American Florist when writing

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO.

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Mention the American Florist when writing

When Buying **HOLLAND BULBS**

for next season BUY THE BEST. Order from

Segers Brothers, Ltd., WHOLESALE BULB GROWERS **Lisse, Holland**

HELICHRYSUM (Straw Flower.)

Sow Some of These "Everlastings"

Money Makers

	Trade pkt.	Oz.
Acroclinium Roseum. Pink (Everlasting)	$0.10	$0.30
Album. White	.10	.30
Roseum Fl. Pl. Double pink	.10	.60
Album Fl. Pl. Double white	.10	.60
Ammobium Alatum Grandiflora	.10	
Briza Maxima. Ornamental Grass	.10	.40
Globe Amaranth (Gomphrena.) Mixed	.05	.20
Globosa. Red or White, each	.05	.25
Orange	.50	
Helichrysum Monstrosum Fl. Pl. Double mixed	.10	.40
Silver Ball, Golden Ball, Salmon Queen, Fireball, Rose Carmine, Violet Queen, Crimson		
Each of the above	.10	.60
Vaughan's Special Mixture	.10	.70
Statice Sinuata. Blue, fine cut flower, lb., $4.40	.10	.40
Sinuata. White, lb., 3.00	.10	.30
Bonduelli. Golden yellow, lb., 3.00	.10	.30
Suworowii. Russian. Flowers bright rose color	.25	1.40
Rhodanthe. Mixed	.10	.60
Manglesi. Rose	.10	.60
Maculata. Alba	.10	.60
Rosea	.10	.60
Heranthemum. Double mixed	.10	.60

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Robert Craig Co...
High Class **PALMS**
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

If you are interested in
POINSETTIAS
and four and five inch
BOSTON FERNS
for immediate delivery, write
GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

A. F. LONGREN
4249 W. Monroe Street
CHICAGO, ILLINOIS

WM. K. HARRIS
55th St. and Springfield Ave.,
WEST PHILADELPHIA, PA.
Wholesale Grower of
Blooming and Decorative Plants

Special Stock Selections

READY NOW

	Per 100
Abutilon, Daydawn, pink	$ 6.00
Begonia Chatelaine	8.00
Begonia, Mrs. Patton, deep pink	10.00
Bougainvillea, Glabra Sanderiana, 2½ in., $7.50 per 100; 3 in.	25.00
Dahlias, good assortment	12.00
Dracaena Indivisa, heavy, 2½ in. ready for 3 in.	7.00
Ferns, Fern dish sorts, bushy.	6.00
Ferns, Nephrolepis Verona, 2½ in.	7.00
Fuchsia, Mrs. E. G. Hill, best double white	6.00
Gladioli, Niagara, best yellow, $5.00 per 100; $45.00 per 1000	
Pelargonium, Mrs. Loyal (Pansy Geranium)	10.00
Petunia, Giant Ruffled	5.00
Petunia, Rosy Morn	5.00
Petunia, Giant Double, assorted	6.00
Hardy Pinks, Her Majesty, Gertrude, Essex Witch and **Laura Wilmer,** 2-in., at, $7.00 per 100; 65.00 per 1000	
Salvia, America, the best one of all, true from cuttings	5.00

The Storrs & Harrison Co., Painesville, Ohio

BURPEE'S SEEDS
Philadelphia
Wholesale Price List for Florists and Market Gardeners.

CHAS. H. TOTTY
MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty

Chrysanthemums
THE BEST
In Novelties and Standard Kinds.
Catalogue on application.
Elmer D. Smith & Co.
ADRIAN, MICH.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

FRENCH nurserymen meet in June to fix prices on manetti stocks for the season.

BRIGHTON, N. Y.—Stock valued at between $25,000 and $30,000 at the establishment of A. H. Heberle, was destroyed by fire, April 9.

THE California Almond Growers' Exchange reports that owing to the lack of rain and damaging frosts, this year's almond crop will be considerably below normal.

ORLAND, CALIF.—W. Samuel Clark is establishing a large nursery here to be devoted exclusively to the Kadota fig. Large tracts of land are being planted with this variety in this locality.

American Associatian of Nurserymen.

The following communication from the American Railroad Association Commission on Car Service, Washington, D. C., which was issued and distributed, April 17, to all railroad officials, has been called to the attention of all members of the American Association of Nurserymen by John Watson, Princeton, N. J., executive secretary of the association:

"Complaints in considerable volume are reaching us, and the interstate commerce commission as well, from nurserymen in various parts of the country, indicating that there is little uniformity among the various roads with respect to exempting nursery stock, a highly seasonal and semi-perishable commodity, from embargoes. To establish a uniform practice, it appears to be important at this season, and it is therefore suggested, that whenever general embargoes are placed which exempt food, feed, perishable freight, live stock and fuel, that such seasonal articles as field and garden seed, seed grain, and nursery stock, be considered next in order of importance to receive preference in transportation.

W. C. KENDALL, Chairman.

Mr. Watson adds: "Since the roads were returned to private ownership and control, March 1, the American Railroad Association has occupied the only position of central direction, and while it acts in an advisory capacity, its suggestions have the weight of orders. It will be noticed that the urgency of the situation, gives nursery stock a far more favorable rating in priority than did Circular CS—A1 of the former classification under government control. Also, it gives special emphasis to nursery stock, by making it the sole subject of a general circular. This action was taken as the result of conferences with the secretary of agriculture, the interstate commerce commission, and at the request of various members of congress.

"Prompt handling of nursery stock now depends only on the physical ability of the roads to move their freight; our goods are given preferential handling only after such vital necessities as food and fuel.

Ibolium Privet, Natural Habit

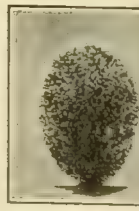
Ibolium THE NEW HYBRID **Hardy Privet**

(L. Ibota x Ovalifolium)

Now sent out for the first time. Inquire for further information. One-year field-grown plants, $5.00 each. Summer rooted, frame-grown, $3.00 each. Plants in storage for immediate shipment.

Introducers of **Box-Barberry,** well rooted summer frame cuttings, $65.00 per 1000.

The Elm City Nursery Co., Woodmont Nurseries, Inc.
NEW HAVEN, CONN.



Ibolium Privet, When Trimmed

We have on hand the largest stock of
BOXWOOD
in New England; all shapes.

Rhododendrons
Parsons' Hardy American Seedlings.

1000 BAY TREES
All sizes, pyramidal and standard shapes.

MONTROSE NURSERIES
Wakefield Center, Mass.
(Office and Salesroom) **31 Otis St., Boston, Mass.**
N. F. McCARTHY & CO., Props.

Mention the American Florist when writing

SNOW QUEEN CANNA
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for
SWASTIKA BRAND CANNAS.
The CONARD & JONES CO. **WEST GROVE PENN'A.**
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
342 pages, illustrated. Price $2.00.
American Florist Co.
440 S. Dearborn St., CHICAGO

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing

Geraniums **Standard Sorts,** labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings. From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA.
From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, **ALLEGANY, N. Y.**

Mention the American Florist when writing

Spring Plants
IN ABUNDANCE

		100	1000
2 -in.	**Ageratum,** Light or Dark	$ 2.50	$ 22.50
2¼-in.	**Calendulas,** Orange King	3.00	25.00
2¼-in.	**Centaureas,** Dusty Miller	3.00	25.00
2 -in.	**Coleus,** Red or Yellow	3.25	30.00
2¼-in.	**Fuchsias,** 12 good varieties	3.00	25.00
4 -in.	**Fuchsias,** 12 good varieties	12.50	120.00
2 -in.	**Geraniums,** Ricard, Poitevine, Nutt, Buchner, etc.	4.25	40.00
3½-in.	**Geraniums,** Above kinds	10.50	100.00
2¼-in.	**Helitropes,** Light or Dark Blue	4.50	40.00
4 -in.	**Heliotropes**	12.00	110.00
2½ in.	**Larkspurs,** Separate Colors	3.00	25.00
2¼-in.	**Marguerites,** White or Yellow	4.00	37.50
4 -in.	**Marguerites**	12.00	110.00
2¼-in.	**Salvias,** Scarlet Sages	5.00	45.00
3 -in.	**Salvias**	8.00	75.00
2¼-in.	**Verbenas,** Choicest mixed	2.75	25.00
2¼-in.	**Vinca,** Varieagata	5.00	45.00
4 -in.	**Vinca,** Varieagata	13.00	125.00

For prices on other stock send for Catalogue, now ready. Cabbage and Tomato plants in abundance, $5.00 per 1000.

ALONZO J. BRYAN,
Wholesale Florist
Washington, New Jersey

Mention the American Florist when writing

CANNAS
2 to 3 Eye Roots

Bronze Leaved Variety

KING HUMBERT, best of all Cannas.

	Doz.	100	1000
Scarlet, bronze foliage, 4½ ft.	$0.75	$5.00	$45.00

Special price quoted for quantity.

Caladium Esculentum

	Doz.	100
5 to 7 inch	$1.10	$ 7.00
7 to 9 inch	1.35	9.00
9 to 11 inch	2.25	15.00
12 inch and up	5.00	35.00

Tuberoses Dwarf Pearl

	100	1000
First size, 4 to 6 in.	$4.50	$40.00

A. HENDERSON & CO.
166 N. Wabash Ave., CHICAGO

Mention the American Florist when writing

Ready Reference Section.

12 CENTS, NET, PER LINE.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

Alyssum, Double Giant, 2-in., $2.00 per 100; $18.00 per 1,000. Byer Bros., Chambersburg, Pa.

ASPARAGUS.

Asparagus plumosus seedlings. $1.00 per 100, $8.00 per 1000; 2-in., $3.50; 2½-in., $5.00; 3-in., $10.00; 4-in., $15.00 per 100. All first-class stock. HENRY SMITH, Grand Rapids, Mich.

Asparagus Sprengeri Seedlings, $1.00 per 100. Cash please. CHAS. E. COUGILL, Auburn, Ind.

Asparagus Sprengeri, 2½-in., 4 cts each. ODOR GREENHOUSES, Iola, Kan.

Asparagus Sprengeri, 2½-in., $4 per 100. Byer Bros., Chambersburg, Pa.

ASTERS.

Queen of the Market, Rose Pink, Red, Scarlet, Flesh, White, Lavender, Dark Blue, strong transplanted, $12.00 per 1000. Cash please. HILLVIEW GREENHOUSE CO., La Crosse, Wis. Also see our ads under Calendulas, Snapdragons and Chrysanthemums.

BEGONIAS.

Begonias. Single tuberous rooted, separate colors; $15.00 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

BULBS.

Dutch Bulbs. Single and double tulips, hyacinths. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Single and double hyacinths, Darwin and single tulips. For prices see display advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Tulips and Lilium Giganteum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

CALADIUMS.

Caladiums. With sound center shoots. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CALENDULAS.

Orange King strong plants in 2-in. square paper pots, $3.00 per 100. Cash please. HILLVIEW GREENHOUSE CO., La Crosse, Wis. Also see our ads under Chrysanthemums, Asters and Snapdragons.

Calendulas. Orange King, 2½-in., $3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Calendula Orange King, 2-in., $2.50 per 100. Byer Bros., Chambersburg, Pa.

CALLAS.

CALLAS-GODFREY

3-in. Ready to bloom.....$10.00 per 100
3-in. Smaller plants..... 8.00 per 100

THE PARK FLORAL CO.
Denver Colorado

CANNAS.

Cannas. Large flowering in the "better" varieties. Fine 2 to 3 eye, plump, dormant roots, true to name. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Cannas. Stored in our special moist cellars; not dried and stunted, but all first-class stock. For list of varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cannas, King Humbert, extra fine plants, out of 2½-in. pots, $8.00 per 100. THE REESER PLANT CO., Springfield, O.

CARNATIONS.

ROOTED CARNATION CUTTINGS

Large supply of fine, well-rooted, healthy and strong carnation cuttings in the following varieties, ready for immediate delivery:

	100	1,000
Rose Pink Enchantress	$4.50	$40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.50	40.00
C. W. Ward	4.50	40.00
Aviator	4.50	40.00
Thenanthos	4.50	40.00

PETER REINBERG,
Wholesale Florist
30 E. Randolph St. Chicago

NOW READY
ROOTED CUTTINGS. FIRST CLASS STOCK

	Per 100	Per 1000
Peerless Pink	$4.00	$35.00
Winsor Cerise	4.00	35.00
Belle Washburn	4.50	40.00
Crystal White	4.50	40.00
Merry Christmas	4.50	40.00
Cottage Maid	4.50	40.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.00	30.00
Matchless	4.00	35.00
Miss Theo	4.00	35.00

J. A. BUDLONG,
184 North Wabash Ave., Chicago.

CARNATIONS.

ROOTED CARNATION CUTTINGS

	100	1,000
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
Enchantress	4.50	40.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
30 E. Randolph St. Chicago.

CARNATIONS—ROOTED CUTTINGS.
Very choice, healthy and well-rooted stock.

	100	1000
Matchless	$5.00	$45.00
Enchantress Supreme	5.00	45.00
Belle Washburn	5.00	50.00

BASSETT & WASHBURN
178 North Wabash Ave., Chicago.

ROOTED CARNATION CUTTINGS
Enchantress Supreme, $60 per 1000; 2¼-inch stock of Matchless and Rose Pink Enchantress, $50 per 1000. Immediate delivery.

ALLAN HUMASON
30 East Randolph St., Chicago.

Rooted Pink Enchantress carnation cuttings, $4.50 per 100; $40.00 per 1,000. JOHN RINDFLEISCH, Beloit, Wis.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemums, R. C., now ready. Extra choice. About 500 of each, $3.00 per 100. White Eaton, Yellow Eaton, Smith's Advance, Yellow Jones, Maud Dean, Golden Glow, Golden Queen, Unaka, Money Maker, Pink Chieftain, Roman Gold.

Pompons and Singles.
Actor, Golden Harvest, Diana, Niza, Ruffins, Buckingham, Garza, Our Brook, Aleen, Baby. About 500 of each, $3.00 per 100.
J. S. WILSON FLORAL CO.,
Des Moines, Iowa.

Special prices on Golden Glow, Golden Queen, Oconto, Dr. Enguehard, Mistletoe, Chrysolora, Mrs. Robinson, Pac. Sup., Harvard, Thanksgiving Queen; clean healthy stock in 2-in. square paper pots, $3.75 per 100. Cash please. HILLVIEW GREENHOUSE CO., La Crosse, Wis. Also see our other ads under Asters, Calendulas and Snapdragons.

CHRYSANTHEMUMS—ROOTED CUTTINGS.
Fancy Pompons, $4.00 per 100.
Western Beauty, Mensa, Golden Mensa.
Peter Pan and Christmas Gold.

EARLY WHITE DOUBLE POMPON
Our early white double pompon, commences blooming in October and continues until Christmas. Rooted cuttings, $5.00 per 100.

BASSETT & WASHBURN
178 North Wabash Ave., Chicago.

Chrysanthemums. Standard varieties for cut flowers and potted plants. R. C. at $3.00 per 100; 2¼-in. plants, $4.00. Send list of varieties required. HENRY SMITH, Grand Rapids, Mich.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It

COLEUS.

Coleus. Comprising 20 of the best bedding varieties, out of 2¼-in. pots, $3.00 per 100. THE REESER PLANT CO., Springfield, O.

Coleus. R. C., $1.50 per 100; 2¼-in. pots, $5.00 per 100. Standard varieties. HENRY SMITH, Grand Rapids, Mich.

Coleus. Fine assorted, 2-inch, $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

Coleus, R. C., $1.50 per 100. Byer Bros., Chambersburg, Pa.

CYCLAMEN.

Cyclamen. Strong, 2¼-inch for early March delivery, $10.00 per 100. Mixed; white; white with red eye. Note:—We do not guarantee these varieties absolutely true to color, but the above varieties will predominate. All very choice strains. J. E. MATTHEWSON, Sheboygan, Wis.

DRACAENAS.

Dracaenas. Massangeana, 7-in., $2.50, 6-in., $1.75 each; Fragrans, 6-in., $1.50 each; Terminalis, 4-in., doz., $6. 100, $45.00 Vaughan's Seed Store, Chicago and New York.

FERNS.

Hardy Ferns, wholesale	100	10	Each
Aspid. Pedatum, Maidenhair	$9.00	$1.00	15c
Aspid. Goldiana, Gold. Fern	9.00	1.00	15c
Aspl. Thely, Silver Spleenw't	9.00	1.00	15c
Onoclea Sensibilis	8.00	1.00	15c
Onoclea Struthiopteris, Ostrich	10.00	1.20	15c
Osmunda Cinnamonea and Clayt.	12.00	1.40	15c

And 5 other varieties. Descriptive list mailed free. 100 Ferns, your selection, billed 100 rate. Goldiana, Ostrich and Cinnamon most popular.

LUDVIG MOSBAEK, Ferndale, Askov, Minn.

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Table ferns. Standard varieties. 2¼-in., $5.00 per 100. Adiantum Cuneatum, 2¼-in., $5.00 per 100; 3-in., $12.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Ferns. Boston, 4 and 5-in., for immediate delivery. Write for prices. Geo. A. Kuhl, Pekin, Ill.

Boston Ferns, 4-in., 25c; 5-in., 50c; 6-in., 75c. Cash. L. J. ROWE, Box 244, Titusville, Pa.

FICUS.

Ficus Elastica. Fine perfect plants. 5-in., each 75c, doz. $8; 6-in., each $1.00, doz., $10. Vaughan's Seed Store, Chicago and New York.

FUCHSIAS.

Fuchsias. Fine bushy, 3-in. Assorted colors, $5.00 per 100; 2-in., $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

FUNKIAS.

Funkias Var., strong, field-grown divisions, $5.00 per 100. Cash. B. SCHELLER, Warren, Pa.

GERANIUMS.

100,000 geraniums. Nutt, Poitevine, Barney, Helen Michell, Jean Oberley, 2¼-in., 4½c; Nutt, 3-in., 10c; Nutt and Castellane, 4-in., 15c; Nutt and Costellane, extra large spread on benches, 4-in., 17½c; Am. Beauty, Barney, Helen Michell, 4-in., 20c; L. J. ROWE, Box 244, Titusville, Pa.

GERANIUMS.

Geraniums. S. A. Nutt, A. Ricard, La Favorite and Beaute Poitevine; out of 3¾-in. pots, shipped in paper pots at $20 per 100. C. W. PAIGE, Tivoli, N. Y.

Ivy Geraniums. Mixed colors; fine 3-in. stock, $7.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

GLADIOLI.

Gladiolus bulbs. First-class stock from our Michigan farms. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus bulbs. A limited quantity of the best new named varieties. MRS. JOHN M. LEWIS, Copenhagen, N. Y.

IRISES.

Dormant stock of Iris; Black Prince, Celeste, Flavescens, Queen of May, Sans Sonci, Siberian Blue, $2.50 per 100. Cash please. NEOSHO NURSERIES CO., Box A, Neosho, Mo.

You Need Room

All surplus plant stock should be sold now.

The plants need more room this warmer weather and will soon spoil if they don't get it.

Every plant has cost you money and you can readily sell the surplus by advertising NOW.

LYCHNIS.

Lychnis Viscaria Splendens and Gaillardia Grand., $6 per 100 fg. stg. T. J. MURPHY, 409 Erie St., Painesville, O.

LILY OF THE VALLEY.

Lily of the Valley pips. Finest quality; ready for immediate delivery. Van Meeuwen & Tagelaar, 1133 Broadway, New York.

MOONVINES.

Moonvines, White, good strong plants, out of 2¼-in. pots, $5.00 per 100. THE REESER PLANT CO., Springfield, O.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANSIES.

200,000 large, stocky, September transplanted, field-grown, blooming pansy plants. Superb strain; all salable stock; satisfaction guaranteed, $1.60 per 100; $15.00 per 1000. Ready now. Cash with order. BRILL CELERY GARDENS, Kalamazoo, Mich.

Pansies. Ready now, 200,000 full transplanted, in bud and bloom. Superb strain, $2.25 per 100; $20 per 1000. Leonard Cousins, Jr., Concord Junction, Mass.

POINSETTIAS.

One-year-old Poinsettia stock plants, one to two inches thick, $18, $25 and $30 per 100. Less 5% for cash. PAUL ECKE, 1226 Hayworth Ave., Los Angeles, Calif.

PRIVET.

Privet. Box-Barberry, well rooted summer frame cuttings, $65.00 per 1000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

ROSES.

ROSES—2½-INCH STOCK

	100	1000
Ophelia	$8.00	$70.00
Sunburst	8.00	70.00
White Killarney	8.00	70.00

BENCH PLANTS

	100	1000
Ophelia	$10.00	$90.00
Sunburst	10.00	90.00
White Killarney	10.00	90.00

Good Stock
All goods shipped at purchaser's risk.
GEORGE REINBERG
162 North Wabash Ave., Chicago.

YOUNG ROSE PLANTS IN 2½-INCH POTS

	1000		1000
Columbia	$150.00	Ophelia	$100.00
Sunburst	112.00	White Kill'r'y	100.00

BASSETT & WASHBURN
178 North Wabash Ave., Chicago.

ROSE PLANTS.

Rose plants in 2½-inch pots. Fine stock. Best in market.

	100	1,000
Richmond	$10.00	$ 90.00
Killarney Brilliant	11.00	100.00
Pink Killarney	10.00	90.00
White Killarney	10.00	90.00
Ophelia	10.00	

WIETOR BROS.
30 E. Randolph St. Chicago.
L. D. Phone Randolph 2081.

BENCH ROSE PLANTS.

In lots of 200 plants to the box.

	1000
American Beauty	$150.00
Sunburst	150.00
Ophelia	100.00
White Killarney	100.00
Hoosier Beauty	100.00

BASSETT & WASHBURN
178 North Wabash Ave., Chicago.

BENCH ROSE PLANTS

Russell	$100.00 per 1000
Champ Weiland	80.00 per 1000

Young Rose Stock—2-Inch Pots

20,000 Ophelia	$75.00 per 1000
5,000 Milady	75.00 per 1000

PETER REINBERG
30 East Randolph St., Chicago

ROSES READY FOR IMMEDIATE SHIPMENT

COLUMBIA, 2½-in. own root, $15 per 100; $125 per 1,000.

CHARLES H. TOTTY COMPANY.
Madison, New Jersey

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

Spring list for legitimate trade exclusively. Leedle Co., Expert Rose Growers, Springfield, O.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

SEEDS.

Seeds. Specialists in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, special prices, Kelway & Son, Langport, Eng. beet and mangel; flower seeds. Write for

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorsenera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland .

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds, specialists: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30; 5 lbs. and over, $25 per lb. D. Landreth Seed Co., Bristol, Pa.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Primula Chinensis and P. Obconica Gigantea. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia. Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax. Extra good, strong, well rooted plants. 2-in., $2.50 per 100. Elmer Rawlings, Allegany, N. Y.

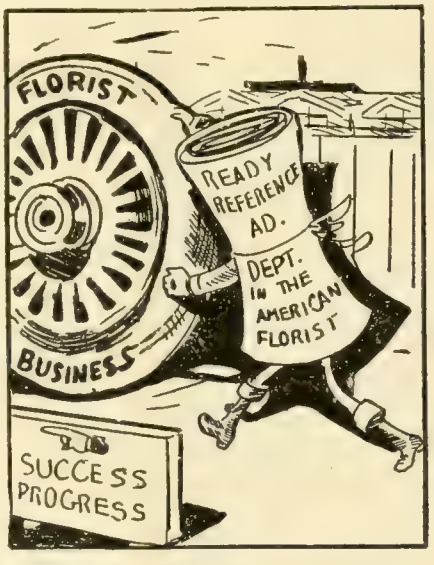
SNAPDRAGONS.

Plant a bench of Snapdragons and have plenty of flowers all through the summer; big producers and profit makers. If that bench of carnations or roses is not doing well, pull up and plant snaps; will pay BIG. Cultural directions with every shipment. Silver Pink, Rose Pink, Enchantress Pink, Red, Lavender, White, Yellow; exceptionally fine plants, 2½-in., $4.50 per 100; worth much more. Cash please. HILLVIEW GREENHOUSE CO., La Crosse, Wis. Also see our ads under Asters, Chrysanthemums and Calendulas.

Snapdragons. Silver Pink and Nelrose, 2¼-in., $6.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SPHAGNUM MOSS.

Sphagnum Moss for florists and nurserymen. For spot shipments or contract. Write us. Vaughan's Seed Store, Chicago and New York.



It Puts Its Shoulder to the Wheel.

STRAWBERRY PLANTS.

Strawberry plants, fresh dug, packed right; Dr. Burrell, Gibson, Aroma, Brandywine, $6.00; S. Dunlap, Warfield, $5.00 per 1000. 5% discount on lots of 5000. Special discount on larger lots. Progressive (Everbearing), $10.00 per 1000. P. D. ASPINWALL, Fort Atkinson, Wis.

Strawberry plants for the trade a specialty; first class and true to name. Surplus stock of Progressive, $8.00 per 1000; Dunlop and Warfield, $3.50 per 1000. E. O. WESTERFIELD, Fort Atkinson, Wis.

Progressive and Peerless, Everbearing Strawberry plants, $1.50 per 100, $10.00 per 1000. Also other varieties. Catalogue free. BASIL PERRY, Georgetown, Del.

VEGETABLE PLANTS.

Fine field-grown "frostproof" cabbage plants, Copenhagen Market, Wakefield, Ballhead, etc., 300, $1.25; 500, $2.00; 1,000, $3.00 postpaid. Express, 1,000, $2.50; 10,000, $20.00. Cash. Shipped safely anywhere. Well packed. TIDEWATER PLANT CO., Franklin, Va.

VEGETABLE PLANTS.

Vegetable plants. Delivered to you, all charges prepaid. Cabbage, tomato, beet, lettuce and celery. 100, 65c; 1000, $3.50; 5000, $15.00; 10,000, $28.50. Price list free. COMMERCIAL PLANT CO., New Bohemia, Va.

Asparagus roots. One, two and three years old. Selected eight year old rhubarb and horseradish roots. 1500 five year old Concord grape vines. WARREN SHINN, Woodbury, N. J.

New crop plants ready. Cabbage, lettuce, celery, tomato. We have all varieties; order what you want. 100 lots, 50 cts. prepaid. 1,000 lots or more, $1.50 per 1,000. Express or P. P. CODEN NURSERIES, Coden, Ala.

Rhubarb roots, strawberry variety, $30.00 per 1,000. H. CORVAL RICHMAN, Malaga, N. J.

Asparagus plants, 1 year old, 75 cts per 100. ODOR GREENHOUSES, Iola, Kan.

VINCAS.

Vincas. Variegated, extra heavy, bushy, 2-inch, $4.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works, Lowell, Mass.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., W. Philadelphia, Pa.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL.

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FERTILIZERS

For results use "Master Brand" prepared concentrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braum Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

GREENHOUSE CONSTRUCTION.

Greenhouse glass, plants and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Louisville, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Fenrich, Joseph H., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co. Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuhl, Geo. A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.

Bailey's New Standard Cyclopedia of Horticulture

Six Splendid Volumes

Price, $6.00 Per Volume

Carriage paid to any part of the United States

American Florist Co.
440 S. Dearborn St., CHICAGO

WHOLESALE CUT FLOWERS.

Neidinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Williams, New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

WIZARD
TRADE BRAND MARK
PULVERIZED SHEEP—PULVERIZED CATTLE
SHREDDED CATTLE
MANURE

PROTECTS YOUR CROP

It is direct heat dried and sterilized, weed seeds, grass seeds, fungus and disease germs destroyed in a direct heat rotary drying process that does not change or destroy any of the valuable elements in crude manure.

Air dried manures cannot be sterilized and usually carry excess moisture that actually makes them cost more per ton than WIZARD BRAND even at the same or a lower price.

Look for the WIZARD BRAND Trade Mark tagged or printed on every bag. If it is not there you are not getting WIZARD BRAND protection for your crop and pocket book.

Your dealer can get WIZARD BRAND for you if you insist or we will quote with freight rate on any quantity from a bag to a carload promptly.

THE PULVERIZED MANURE CO., No. 32 Union Stock Yards, Chicago, Ill.

Mention the American Florist when writing

Pennsylvania Horticultural Society.

The last lecture of this season's series was given April 12, by Professor A. C. Beal of Cornell University, Ithaca, N. Y., the subject being "Gladioli." Professor Beal began his lecture by giving a very clear history of this useful class of bulbous plants, starting with the varieties found in southern Europe and in South Africa, giving an account of the work in France and Holland in hybridising, detailing the work and the results accomplished by European growers until the introduction of gladioli into this country, then, giving a list of the principal growers, who have been working in hybridising in this country, and showing the results they had obtained. These remarks were illustrated by some well colored slides, showing the older varieties and also those produced by hybridising from these varieties, leading on to the grand varieties that have been produced in the middle west, in the past few years. In closing his lecture, some five or six slides were devoted to the decorative uses of gladioli in planting around the house and as cut flowers in the home.

The exhibits staged at this meeting were of the usual high quality, those deserving special mention being some specimen Calceolaria hybrida, by A. B. Johnson, Rosemont, Pa. (Wm. Comfort, Gr.). These plants were in 8-inch pots, foliage standing 18 to 20 inches above the pot, the heads of the plants being about 26 inches in diameter, completely covered with well finished flowers. A collection of cut flowers of Gerbera hybrids (South African daisy) was exhibited by Mrs. E. V. Morrell, Torresdale, Philadelphia (Thomas Roberts, Gr.). There were 21 colors represented in this collection of flowers, which ranged from three to five inches in diameter. A collection of antirrhinum (Giant Flowering) was exhibited by S. T. Bodine, Villa Nova, Pa. (Alex. MacLeod, Gr.). The flower stems were about four feet tall, and the spike of flowers measured from 18 to 24 inches.

Prizes awarded at this meeting were as follows:

Hyacinths, 24 cut spikes, mixed.—Geo. H. McFadden, Rosemont, Pa., first; W. S. Ellis, Bryn Mawr, Pa., second.

In the Erection of
FOLEY GREENHOUSES
Only the Best of Material Is Used.
in designing your house, we always consider the use for which the house is intended—thereby assuring you of proper design and bench arrangement—not forgetting the importance of an efficient heating system.
THE FOLEY GREENHOUSE MFG. CO.
Designer Builders Heating Engineers
Main Office and Factory 3100 S. Spaulding Ave.
Chicago, Ill.
Downtown Office State-Lake Bldg.

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the
Horticultural Advertiser
This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscriptions, to cover postage, $1.00
As the H. A. is a phrely TRADE medium applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.
Address EDITORS OF "H. A."
LOWDHAM, NOTTS, ENGLAND.
Mention the American Florist when writing

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

The Regan Printing House
Large Runs of
CATALOGUES
OUR SPECIALTY
WRITE FOR PRICES
523 PLYMOUTH COURT, CHICAGO

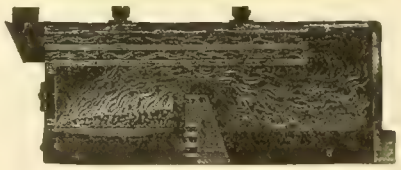
Wired Toothpicks
10,000, $2.50; 50,000, $11.00. Manufactured by
W. J. COWEE, Berlin, N. Y.
Sample Free. For Sale by Dealers.

THE CUSTOMERS' INTEREST FIRST

This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all the Greenhouse Boiler business

NOT CAST IRON

NOT CAST IRON



A KROESCHELL

is the key to fuel economy.

Kroeschell Bros. Co. 452 W. Erie St. CHICAGO

THE KROESCHELL POLICY

We make every kind of boiler, but it is our policy to supply only the type of boiler best suited for the conditions. You get the highest boiler value.

NOT CAST IRON

NOT CAST IRON

Tulips, 24 flowers, mixed varieties.—S. T. Bodine, first; Geo. H. McFadden, second; W. S. Ellis, third.

Narcissus, 24 cut stems, mixed varieties.—A. B. Johnson, Rosemont, Pa., first; W. S. Ellis, second.

Calceolaria, best plant, any variety.—A. B. Johnson, first; W. S. Ellis, second.

Roses, 18 flowers, mixed varieties.—Mrs. J. Leslie Davis, Haverford, Pa., first; Geo. H. McFadden, second.

Carnations, 24 flowers, mixed varieties.—Dr. R. V. Mattison, Ambler, Pa., first; H. A. Poth, St. Davids, Pa., second.

Mixed flowers, best vase.—W. S. Ellis, first; S. T. Bodine, second; Geo. H. McFadden, third.

DAVID RUST, Sec'y.

Lancaster County Florists' Association.

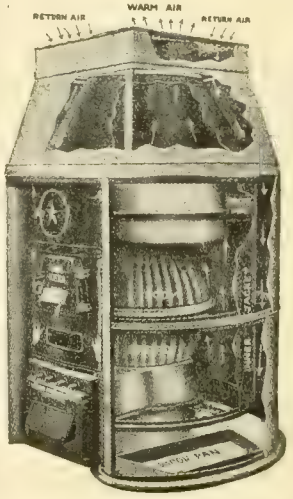
A rather small crowd attended the April meeting, but our two good friends, and true, Dennis Connor and T. J. Nolan, were with us and helped to make the gathering a better one. Mr. Connor reported on the Easter trade in Philadelphia and Mr. Nolan gave a resume of the Boston show. The New York show was reported on by Elmer Weaver, Harry K. Rohrer and Albert M. Herr, from three different points of view.

Charles M. Weaver made an exhibit of 48 varieties of the W. Atlee Burpee Co. sweet peas, and three others, making one of the finest displays we have had for several years. He also gave a talk on sweet peas that should have been heard by every grower of this flower in the county, as he, next to Geo. W. Kerr, is perhaps the best authority on sweet peas east of California. Among other things, he said that with a good prospect of a crop of 50,000 (a nominal figure) for Christmas, a period of unfavorable weather, would find the buds on the ground instead of the flowers in the shipping boxes, and that sometimes it is a question whether or not it pays to try and have sweet peas for Thanksgiving and Christmas, but taking a period covering a number of years, he thinks it does. The later blooming ones usually come in during Lent, when they are a bit hard to move at profitable prices, and it takes Easter to even matters up and show a profit. Many of the newer varieties are a bit lacking in fragrance unless the weather is good and bright, and he hoped that hybridizers would work to increase the fragrance along with their wonderful results in getting new colors. He also finds that sweet peas are having a tendency to sleepiness the same as carnations. Rose Queen being the best keeper and best seller, which may be a hint to hybridizers.

A vote of thanks was tendered Mr. Weaver for his exhibit and his valuable talk.

ALBERT M. HERR.

QUALITY—SERVICE



"Blauvelt" Hero Pipeless Furnace System

Installed at half the cost of Steam or Hot Water.

70 degrees of heat guaranteed in zero weather.

Can be installed with or without PIT.

Saves 35% of your Coal Bill.

We have also Special Burners for Oil—and Grates for Soft Coal or Wood.

A perfect moist heating system. The ideal heat for growing all kinds of greenhouse products. In fact, it is the coming Greenhouse Heating System.

HERO PIPELESS FURNACE CO.

H. E. BLAUVELT, General Agent,

116 Market St., Suite 65, NEWARK, N. J.

Phone: 9287 Market.

Mention the American Florist when writing

AT YOUR SERVICE

We can ship all kinds of **Ventilating Apparatus** and **Greenhouse Fittings** on short notice. Every part we furnish is guaranteed to give satisfaction and prices reasonable. Let us hear from you. We will gladly send one of our catalogs free.

End your troubles by writing to

ADVANCE CO., Richmond, Ind.

DREER'S

Florists' Specialties

New Brand New Style

"RIVERTON HOSE"

Furnished in lengths up to 500 feet without seam or joint.

The HOSE for the FLORIST

¾-inch, per ft.....22c
Reel of 500 ft.....21c
2 Reels, 1000 ft.....20c
½-inch, per ft.....19c
Reel of 500 ft. 18c

Couplings furnished without charge.

HENRY A. DREER
714 716 Chestnut Street
PHILADELPHIA, PA.

Mention the American Florist when writing

WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free From Bubbles—Uniform in Thickness.

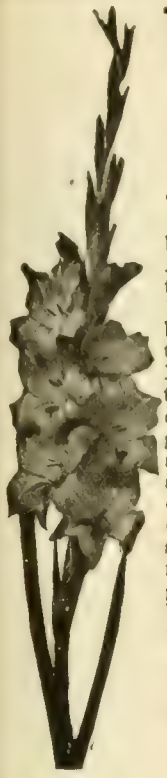
PAINTS and PUTTY

Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.

It will pay you to get our estimates.

THE **DWELLE-KAISER** CO.

251 Elm St., - BUFFALO, N. Y.



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.60

AMERICAN FLORIST CO.
440 S. Dearborn St.
CHICAGO.

Greenhouse Builders

When You Are Ready
To Talk Building
Say When and Where
and We'll Be There

Lord & Burnham Co.

Irvington *New York* *Philadelphia* *Chicago*
Boston *Cleveland* *Toronto* *Montreal*

Mention the American Florist when writing

Azalea Pots, Hanging Baskets, Lawn Vases, Urns Etc.

Red Pots

Refined Clays—Skilled Labor

The Peters & Reed Pottery Co.
SO. ZANESVILLE, OHIO
"Moss Aztec" Ware
HORACE C. GRAY CO.
200 Fifth Avenue New York

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

Why?

A. H. HEWS & CO., Inc.
Cambridge, Mass.

George Keller Pottery Co.

Successor to

GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Nebraska Red Pots

ARE RECOGNIZED EVERYWHERE FOR QUALITY

Your orders always receive prompt and careful attention. Made of high grade material by skilled workmen in a modern plant. Write for prices on your requirements.

Kahler Pottery Co., Louisville, Neb.

Mention the American Florist when writing

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subscription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY
BURNLEY, ENGLAND.

Mention the American Florist when writing

Mention the American Florist when writing

John C. Moninger Co.

GREENHOUSES

Designers - Manufacturers - Builders
We sell the complete house or any part
908 Blackhawk St., CHICAGO, ILL.

Mention the American Florist when writing

SUPERIOR

RED POTS

Quality and prices right. ASK US.

FLORIST SPECIALTY CO.
IDAVILLE, INDIANA

Mention the American Florist when writing

Index to Advertisers.

Advance Co.....782
Allen J K.....763
Alpha Floral Co.....768
American Bulb Co... I
American Greenhouse Mfg Co.....IV
Amling E C Co.....759
Anderson S A 764
Angermueller G Co.....756 761
Aphine Mfg o. III
Aphrodite o.....767
Astoria Florist 767
Avenue Floral Co...769
Baer Julius .. 769
Barnard W W Co...771
Barnes W J 766
Bassett & Washburn 750
Baumer Aug 769
Baur Window Glass Co.....IV
Bayersdorfer H & Co.761
Begerow's.....768
Berger Bros 760
Berning H G.....760
Blackistone Inc 768
Bodger J & Sons Co.771
Bolgiano J & Son....771
Bramley & Son.....768
Braslan Seed Growers Co.....770
Breitmeyer's J Sons 768
Brenner Edward 763
Broadway Florist....767
Brown A J Seed o 770
Brown Bag Filling Machine Co 772
Bruns H N 765
Bryan Alonzo J .776
Buckbee H W 768
Budlong Co J A.....755
Bunyard.....767
Burpee W A o.....775
Byer Bros.....773
California Florists ..766
Cazan A B 767
Central Floral Co....769
Cehtral Refrigerator & Equipment Co..759
Chicago Feed & Fertilizer Co 784
Chicago Flower Growers Assn.....752
Clark E B Seed Co...774
Clarke's Sons D.....767
Clay & Son.....784
Clipper Lawn Mower Co 784
Coan J J.....763
Conard & Jones Co. 776
Cooke Geo H 768
Cousins Leonard Jr..748
Cowee W J.....781
Coy H C Seed Co...772
Craig Robt Co.....775
Culp W H & Co. 766
Danker Fred A..... 764
Dards Chas.....767
Davis Geo W 747
Dietsch A & Co IV
Dominion Floral Co 768
Dorner F & Sons Co 775
Dreer H A 782 783
Drevon-Tegelaar Co.774
Dunlop John H.....768
Dwelle-Kaiser Co.. 782
Eble Charles.....765
Edwards Fold'g Box.781
Elm City Nurs Co...776
Engelmann C 764
Erne & Co..... ...756
Evans A W B.....768
Excell Laboratories.III
Eyres H G.....764
Fallon Florist.....769
Fenrich Jos S.....762
Fleischman 766
Florist Specialty Co.783
Foerster Co Jos 757
Foley Greenhouse Mfg Co.....781
Ford M C 763
Ford William P 763
Fox J M & Son Inc 769
Frauenfelder C 765
Freeman Mrs J B ...768
Frey C H.....766
Frey & Frey.....766
Friedman.....765
Froment H E 763
Futterman Bros.....762
Galvin Thos F.....767
Gasser J M Co.....768
Giblin & Co.....III
Gnatt Ove Co The...748
Godineau R & M....772
Goldstein I.....763
Gorham Printery Inc IV
Grakelow Chas H...769
Grand Rapids Flo Co.769
Grimm & Gorly.....766
Gude Bros..... 769
Habermehl's Sons J J.764
Hammond's Paint & Slug Shot Wks 784
Hardesty & Co.....768
Harris Wm K.....775
Hart Geo B 763
Hart Henry.....767
Haven Seed Co.....772
Heinl John G & Son.769
Henderson A & Co.I 776
Henderson Lewis....766
Henry Co The John.758
Henshaw Floral Co.763
Hentz & Nash.....762
Hero Pipeless Furnace Co. 782
Herr Albert M.....774
Hess & Swoboda....766
Hession.....767
Hews & Co A H.... 783
Hill D Nursery Co..776
Hogewoning & Sons.773
Hollywood Gardens.766
Holm & Olson.....766
Holton & Hunkel Co.761
Hort Advertiser ... 781
Hort Trade Journal.783
Hurff Edgar F.....774
Hurst & Son.....772
Ickes-Braun Mill Co.IV
Idlewild Greenhs....769
Jahn Hugo.....769
Joy Floral Co.....765
Kahler Pottery Co 783
Kaiser Jules.....747
Kasting W F Co.... I
Keller Pott'y Co Geo.783
Keller Sons J B.....764
Kelway & Son.....772
Kennicott Bros Co 750
Kervan Co The..... 763
Kessler Wm 763
Kottmiller A... 767
Kroeschell Bros Co 782
Kruchten John.....769
Kuhl Geo A.... . 775
Lager & Hurrell ... 776
Landreth Seed Co ..771
Lang Flo & Nurs Co.766
Lange A.....765
Lecakes C & Co 762
Lindley Flower Box Co..... 758
Littlefield Florist....768
Longren A F.....775
Lord & Burnham Co.783
Louise Flower Shop.764
McCallum Co 761
McClunie Geo G... 764
McGill R C & Co....772
McHutchison & Co..779
Mackie William.....763
Malandre Bros 767
Mangel..... 765
Matthews the Flo'st 768
Matthewson J F.....765
Meconi Paul 763
Metaire Ridge Nurs 768
Meyer John C Florist Thread Works... 758
Michigan Cut Flower Exchange.. ... 750
Michell Henry F Co 772
Millang Jos A 762
Miller Floral Co.....769
Miller & Musser ... 759
Moninger J C Co . 783
Montrose Nurseries.776
Murray Samuel 769
Neidinger Jos G Co 761
Newell A.....769
N Y Cut Flower Ex. 763
N Y Floral Co..... 767
Niessen Leo Co... 760
Oriental Goldfish & Supply Co.....758
Papadem J G Co....767
Park Floral Co..... 764
Park Floral Co.....769
Peacock E R Co.....771
Pearson E W 764
Pedrick G R & Son..771
Penn the Florist.....768
Peters & Reed Potty 783
Philips Bros 765
Pierce F O Co. IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....770
Pikes Peak Flo Co 769
Pillsbury I L.....III
Pittsb'rgh Cut Flo Co 778
Podesta & Baldocchi.768
Poehlmann Bros Co II
Pollworth C C Co . 761
Polykranas Geo J .. 763
Potter Floral Co ... 769
Proto-Feed & Guano Co 784
Pulverized Manure Co The..... 781
Pyfer A T & Co..... 754
Raedlein Basket Co 759
Randall A L Co.757 759
Randall's Flo Shop..768
Randolph & McClements.....764
Rawlings Elmer.....776
Ready Reference....777
Reed & Keller.....III
Regan Ptg House ..781
Reid Edw 760
Reinberg Geo..... 759
Reinberg Peter.....753
Rice Bros..... 761
Rice Jerome B Seed Co771
Robinson J C Seed Co 774
Rock Wm L Flo Co..766
Rodgers J W.....768
Rohnert Waldo.. 772
Rosaia Bros.....769
Rosery Floral Co....769
Routzahn Seed Co. 772
Rusch G & Co.....761
Saake O C..... 769
Salzer Seed Co J A..766
Sceery Edw..... .769
Schiller the Florist 765
Schillo A Lum Co ...IV
Schlatter W & Son..784
Schling Max.....767
Schmidt Chas L.....764
Segers Bros Ltd.....774
Shaffer Geo 765
Sharp Partridge & Co.784
Sheppard H W. 768
Sheridan Grhs Co....766
Sheridan Walter F...763
Siebrecht Geo C.....7 3
Simon & Son I N....772
Situations & Wants 747
Skidelsky S S & Co.. I
Smith A W & Co....764
Smith & Co E D 775
Smith & Fetters Co.769
Smith Henry.....769
Society of American Florists. 749
Storrs & Harrison. 775
Stumpp G E M.....767
Teachey R L.... 774
Thorburn J M & Co 771
Tonner O A & L A .752
Totty Chas H .748 775
Traendly & Schenck 763
Traveling Wholesale Florist 762
Trepel Joseph..... 764
United ut Flo Co..763
Vanderschoot R A..773
Van Meeuven & Tegelaar 774
Vaughan A L Co....753
Vaughan's Seed Store .....I 755 773 775
Vick's Sons Jas.... 771
Vincent R Jr & Sons Co..... I
Walker F Co..... 769
Weber F H..... ... 769
Weiland & Risch...759
Weir Jas.....764
Wietor Bros.....752
Western Seed & Irrigation Co.....771
Williams Mrs E A. 764
Winterson Co E F..758
Wittbold G Co 765
Wolfskill Bros & Morris Goldenson.766
Wonder Plant Irrigator Co.....758
Woodruff S D & Sons 772
Yokohama Nurs Co.771
Young A L & Co....762
Young John & Co...763
Zech & Mann...751 759

GREENHOUSE GLASS

BEST BRANDS

SHARP, PARTRIDGE & CO.

2263 LUMBER ST., CHICAGO, ILL.

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.

809 Exchange Avenue, U. S. Yards, Chicago

Mention the American Florist when writing

"Master Soil Builders"

Send for prices on Master Brand Vine and Plant Manure—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.

4121 South La Salle Street, CHICAGO

Mention the American Florist when writing

Before

No loss if you mend your split carnations with

Superior Carnation STAPLES

85c per 1000; 3,000 for $1.00 Postpaid

Wm. Schlatter & Son

422 Main Street SPRINGFIELD, MASS.

After

Mention the American Florist when writing

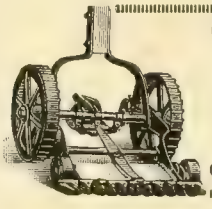
SLUG SHOT

Used from Ocean to Ocean for 35 Years

Sold by Seed Dealers of America

Saves Currants, Potatoes, Cabbage, Melons, Flowers, Trees and Shrubs from Insects. Put up in popular packages at popular prices. Write for free pamphlet on Bugs and Blights, etc., to B. HAMMOND, Beacon, New York.

Mention the American Florist when writing



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plantain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER COMPANY Dixon, Illinois

Mention the American Florist when writing

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas"

Vol. LIV. **CHICAGO AND NEW YORK, MAY 1, 1920.** **No. 1665**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company.

Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,

440 S. Dearborn St., Chicago.

Long Distance Phone: Harrison 7465.

Registered Cable Address: Amerflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treas. The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Washington, D. C., January, 1921. OFFICERS: C. W. JOHNSON, Chicago, President; D. G. GRILLBORTZER, Washington, D. C., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa., President; F. L. ATKINS, Rutherford, N. J., Vice President; E. A. WHITE, Cornell University, Ithaca, N. Y., Secretary; HARRY O. MAY, Summit, N. J., Treasurer.

AMERICAN DAHLIA SOCIETY

Next annual meeting and exhibition, at New York, September 27-29, 1920. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK, 205 Elwood Av., Newark, N. J., Sec'y.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition, Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

MOTHERS' DAY, MAY 9.

Mothers' Day Window Decorations.

There is nothing that is so conducive to good business, as bidding for it, and the florist's best bet is his show window. Comparatively few retailers realize the importance and value from a publicity standpoint of the advantage to be gained by there being constantly on display, exhibits of the best flowers of the season, artistically arranged. Every national or public anniversary should be featured, as they are then, through the newspaper columns, in the public eye, and doubly sure to attract attention.

The observance of Mothers' day, in which flowers play such an important part, offers an ideal opportunity for each member of the trade to arrange, in his windows, decorative effects exploiting the event. These should be in view for at least a week, covering this year's period of May 3, to Mothers' day, Sunday, May 9.

Many florists see nothing in Mothers' day but a lot of trouble, because the demand sends up the price of white carnations. These are to be kept as far as possible in the background. The Mothers' day slogan should be, "Your Mother's Favorite Flower."

A good display for one day's window would be a semi-circle of vases, each containing separate flowers, of one kind, avoiding carnations. In the center, a sign should read, "Mothers' day, Sunday, May 9. Which is Your Mother's Favorite Flower?" Another window feature could be plants, flowering and foliage, with a sign, "Mothers' day, Sunday, May 9. Send Your Mother Her Favorite Plant."

All the art stores carry pictures of good size, representing motherhood in some form. Whistler's famous portrait of his mother is one of the best. "Parting Home Ties," is another of national fame, while there are a number of home scenes, in which artists depict the mother and her happy children. All of these can be bought, or hired for the week. Photographs of elderly ladies can be procured from photographers, which, when well displayed in the window, have a very good effect. Penn, The Florist, Boston, Mass., used a number of these in Mothers' day window settings that kept a great crowd around his store, during shopping hours.

Baskets of seasonable flowers, or made up boxes of the same, to which a small card, bearing the inscription, "Mothers' Day" or "For Mother," is attached, are most appropriate.

The Mothers' day poster and posterettes, of the national publicity committee, can also be used to good effect as a part of all window decorations of the week.

Mothers' Day Advertising.

An authority has said that the only sensible reason for not advertising your product is that you do not believe in it yourself. This statement fits Mothers' day exactly. The observance of this floral holiday is the carrying out of a perfected idea; a beautiful thought given life, action and annual recognition by individuals in honor of their mother, the best mother who ever lived.

As flowers are the acknowledged medium of expression of this beautiful sentiment, the celebration of the day affords an important business opportunity for the florist. It is to his interest to encourage by every means in his power, the annual observance of this anniversary, until the custom becomes universal. While the progressive business man can individually exert a powerful influence in his craft, it is the co-operation of the whole trade that brings the best results. They must first believe in and see its possibilities, and are then ready to more than do their part. There are thousands of the trade who never seem to get out of the beaten path, being satisfied to "jog

along" in the same old way year after year. Golden opportunities are open to them, such as the national publicity campaign, which is so ably managed by the best talent of the country, but they can see nothing in its appeal, although its slogan which they themselves make use of, is now an almost universal household phrase.

In every community where the trade have joined together and advertised Mothers' day, through co-operative effort, big business has been the result. With the recurrence of each anniversary, the cumulative effect of previous publicity is a great help to that of the present. Greater interest is taken by the trade, because their former efforts brought them good business, and they work all the harder for greater results.

In advance of the appearance of the circus and theatrical attractions, the live press agents make free use of the reading columns of the newspapers, where, on one pretext or another, they "get their story across."

The history of Mothers' day, with its personal appeals, should be made the subject of innumerable articles, which if compiled by competent professional writers, would easily find entrance to the daily press in every community. Such propaganda would be of the greatest benefit in arousing interest and enthusiasm in the observance of the day. An appropriation for the preparation of such articles should be made from every advertising fund. Much can be done by reporters of the local press, who when advertising is in sight, are glad to lend a hand with reading notices at no additional expense. All that is required, is the request, and the furnishing of a little data to work from.

Churches are, as a rule, eager to take this matter up, most clergymen being glad to eulogize the mothers of the nation, and devote the exercises of the day in honoring them. Mayors of cities or other chief officers, will on request, issue proclamations eulogizing and declaring the day one to be observed officially as Mothers' day. Members of every florists' committee, should separately have those various matters in charge, in some cases writing the proclamations, if so requested. All this can be done in a quiet way, with the result that these various agencies will be working and contributing towards a greater observance of the anniversary.

In some communities, flowers have been furnished by the trade, so that each Sunday school scholar is given one to wear; this being another form of advertising and trying to make the custom universal.

Heard in a Retail Store.

Customer—Mr. ——, the fern that I paid you four dollars for 10 days ago is all yellow and withered already.

Retailer—Madam, when did you water it?

Customer—Twice since I bought it.

Retailer—How much did you give it then?

Customer—One-half cup of water each time, and it drank every bit of it. Can you tell me what to do with it?

Retailer—Yes, Madam, go home, and throw it away.

OAKLAND, CALIF.—The Tri-State Pottery Co., has been incorporated with a capital stock of $250,000.

ALLIANCE, O.—Koch's Quality Flower Shop, under the management of H. H. Koch and wife, will open in the near future, at 23 East State street.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

Flowers are now most plentiful, and all retailers should plan an every day campaign featuring in succession this or that flower or plant that can be bought and handled to the best advantage. The way to sell flowers, is to sell them, that is, to push, present and call attention to them in every possible manner. While beautiful in themselves, there is much that can be done in arrangement and display that will, by contrast, bring out their form and coloring. The short-stemmed stock, such as pansies, violets, etc., should be shown in shallow bowls or low handle baskets with a touch of ribbon on the handle. They will then present an artistic appearance, while with their stems in water, will last, and in the quantity lots, attract much more attention than if kept in boxes in the flower case.

Attractive display is a great factor in the sale of cut flowers. A number of small arranged baskets, if given prominence in the window, suggest to the passersby a use for them as a small gift to repay an obligation, perhaps a birthday remembrance, or to cheer up a sick friend, as in their purchases of flowers on the street, they had no intention of buying until they were attracted by their beauty. All other street sales are made in the same way. It is because the one hundred and one things are constantly being offered to the passing throngs, that they find buyers in people who never saw the goods before, and for which there was no previous demand.

The show window is one of the greatest assets of the store, and now, when flowers are so plentiful, it should be used to the limit in exploiting and presenting flowers in a manner best calculated to keep them moving. Do not forget the display cards which in short snappy sentences, add importance to the exhibit, particularly if they contain special price figures. Post cards, which are the same price as before the war, can be utilized to carry a small message to the store's list of customers and prospects apprizing them of these special sales. The little notices can be multigraphed at small expense, and these going out once or twice a week, will speed things up wonderfully. A larger mailing card, in self-tones of

MOTHERS' DAY BASKET OF WHITE SWEET PEAS.

various colors, so that no two shall be alike, will allow for more artistic setting up, and will be carried for the same postage.

The coming week will wind up with the observance of Mothers' day, which should surely give inspiration for attractive window display. Wherever this anniversary has been featured in any way by the trade co-operatively, results have been more than satisfactory. Where the initiative is lacking, or when, from some fancied, and generally altogether wrong impression, the trade will not or cannot be brought together, then it is the individual concerns that will push the day, as they believe in it, and will receive the benefit. Mothers' day has great possibilities, and too much thought and planning, particularly in spreading its propaganda, cannot be given to it. Boxes of flowers, nicely arranged, also made up vase baskets, should contain a fair sized card, inscribed, "Mothers' day," in good text or script. One of the colored Mothers' day stamps, at one end, will give it character. The poster of the national publicity committee will be found a good window card. This event should be made the subject of a circular to one's trade and special lists of desirable people. Each piece of such literature is likely to be read by two or more people and, for its price, is the best kind of publicity.

Keep up an active campaign for summer window boxes. The man that goes after this trade, will get it. Many new customers, people who have never had these decorative helps in their windows, or on their porches, will respond favorably, if the matter is well presented.

Sweet peas are now fine and plentiful. They are popular, and should be sold in quantities in special sales, as prices are so much below those of a month ago.

Exploit the Florists' Telegraph Delivery service in connection with Mothers' day. There are many who have broken home ties, that will be glad to avail themselves of this service if they learn of its existence and are shown its efficiency. It is the outgoing orders, those that are created in one's own store, that are most profitable. A wonderful business can be built up by featuring the great extent and speed of the association's service.

Do not fail to use the Mothers' day stamps on all literature and every box and package that leaves the store.

Table Decorations.

The one special feature in the arrangement of flowers for the formal or social home affairs, centers in the dinner or buffet table. Here is where every guest is sure to be interested, and the greatest thought and care should be taken to make this so artistic and beautiful that it will call forth admiring comments and make a lasting impression. The question of cost will, of course, be a great factor, as at this season, flowers of all kinds are relatively high in price, and one has to be governed accordingly.

For a buffet table there is generally limited room, and the decorations have to be confined to the center, although when desired, a canopy effect can be added, as this will not take up any of the valuable space. The center may be a plateau of flowers, which can be made more effective, if a low chandelier does not interfere, by means of a tall, slender vase in the center to be filled with long stemmed flowers that will spread out gracefully. If for a tea, ribbons or chiffon laid on the cloth, running from corner to corner diagonally, and tied at each corner with a fluffy bow and streamers to hang down the length of the cloth, together with a bunch of flowers at each corner, is a good finish. This can be further elaborated by streamers of smilax, dotted with flowers or chiffon bands, tied to the chandelier in the center, and gracefully curving to the corners, giving a canopied effect. Such a decoration is more striking if the flowers and ribbon are both of a color, all pink, all red, all orange, etc., although good two-color combinations are also effective.

MOTHERS' DAY WINDOW DECORATIONS.
Whistler's Picture of His Mother.

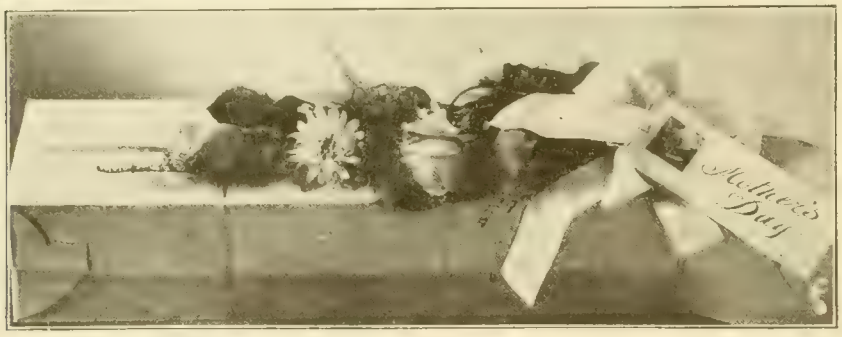
The dinner table, with its more or less extensive space, gives the decorator great latitude, so that the decorative schemes are innumerable. The most simple form is a vase or plateau in the center, to be further elaborated for the long table, with a half center at either end. For many years this was the standard, and a supply of various sized flat willow plateau baskets were a necessary part of the florist's stock.

A very effective treatment of the long table is a tall, slender vase in the center, to be filled with choice long-stemmed flowers. At either end are good-sized rose bowls, to be generously filled. A winding spray is then laid on the cloth, with smilax, asparagus or feathered fern fronds. These start either side of the center, beginning with a small point, and curving one to the right and the other to the left, extending and gradually widening in size and thickness down the center, until the rose bowls are reached. These sprays are then filled with the same flowers as are used in the bowls, the effect being as if they were pouring out of these receptacles. The flowers used on the cloth, if well filled with water, will look very well until the dinner is over. A bunch or two of violets scattered among the others, will add a delightful fragrance. Narrow boards planted with choice ferns and variegated foliage plants, can be used to connect the center and half center and vases, filled with choice flowers, above the line of vision, will not interfere with the view across the table. The ferns and other small plants out of pots, tied with moss to the boards, when nicely arranged, have a very decorative effect and are a fine background. This fern bank can be of even width, the length of the table, but is more effective if tapered from each end toward the center. The edges can be finished with stemmed choice tasselled ferns.

The color effect has much to do with the success of table decorations. All

one color is bold and striking, the calendula in its bright orange tones, which light up well under artificial light, being a good example, as are also daffodils. The snapdragon of the same shades will look well in the tall vases. All pink snapdragon, with white, makes a beautiful table, and nothing is more dainty than sweet peas, which can be most effectively used in a number of artistic arrangements.

Bands of chiffon, the color of the flowers used, stretched on the cloth just inside the plate line and tuffted at the end or corner where they cross, is a feature that gives a good decorative effect. For the round table, the tall center vase, supplemented with a wreath or circle of flowers on the cloth, several inches inside the plate line, is very effective. This can be made on a mossed frame in two sections, or the flowers sprayed on the cloth, stuck through or supported in a ground work of smilax or fluffy ferns.



MOTHERS' DAY WINDOW DECORATIONS.
Empty Box Decorated.

Five small rose bowls, placed at regular intervals, filled and connected one with another by an entwining and tapering spray, are used instead of the wreath to get a more elaborate effect. Sweet peas are especially adapted for this form of decoration, as are also freesias, which arrange well with them.

Plateaus of growing ferns, with an inverted pot or other concealed and safe foundation, on which to stand tall center vases of flowers, are effective, and with a dozen or two choice blooms, can be made much more elaborate.

Constructive Criticism.

During the past few years of constructive building of the Florists' Telegraph Delivery Association, and with the all enduring foundation which had previously been built, and with which our organization and its principles have flourished, and is still furthering its progress, may we not feel doubly proud of our accomplishment and progress? With the ever growing increased volume of telegraph delivery business of flowers, who can afford to say he will not join? During the past year, many vicissitudes have arisen, due to strikes, storms, etc., which would have made the sending of flowers impossible, yet through our organization, we were able to cope with almost every situation.

Occasionally, however, we send an order to someone who evidently has not the slightest conception of business, whereby a floral piece is ordered, and because of the scarcity of flowers, or something else, several days afterwards, will come a note saying that it was impossible to fill the order, and not having the foresight to use something, at least to fill the want as best he could.

The purpose of this article, is this: That in the event of anyone receiving an order, regardless of conditions, fill it as best he can, but send something, so that the customer on the other end will feel that you did the best you could. Do not come back with the answer, "No flowers to fill your order." Use leaves, foliage, plants, or whatever possible under the circumstances, but do something to prove that at least you had some conception of the other fellow's feelings. This will go a long way towards helping our F. T. D. orders. This occurs mainly in small towns. Unquestionably, many of you have had this experience, or a similar one, and if this simple remedy mentioned above, is applied to the case, it will go a long way toward helping the small weaknesses we have had happen several times.

With the hope that this will attract the attention of those who have had occasion to have this occur, and profit by past experience and the desire to further improve one of the petty little things that creep into our F. T. D. business, I will say that we are to be congratulated on the wonderful strides already made. We are also proud of the fact that florists, generally, are on the job in regards to the promptness of meeting their obligations when bills are due one another. This is particularly gratifying as it is one of the most encouraging steps into furthering progress, and it reminds us of John Randolph, who said: "I have discovered the philosopher's stone that turns everything into gold; it is, pay as you go." This is one of the essential steps to progress, so keep it up for further success. HENRY PENN.

Boston, Mass.

BINGHAMPTON, N. Y.—William Morehouse has been appointed city gardener, succeeding Girard Pool, resigned.

THE CARNATION.

Spring Care of Young Plants.

The season having passed the month of April, it is now time to make preparations for planting the young carnation plants out into the field, which can be attended to just as soon as the ground becomes dry enough to be properly worked and the weather conditions will permit. To the carnation grower who grows a large number of plants, the work of transferring the young stock to their field quarters is about the most important job that he has to attend to at this season of the year. He, therefore, makes particular effort to see that the work is carried out as it should be, having learned from experience the importance of planting out the young plants as early as the outside conditions will allow. The practice followed generally by most carnation growers of lifting their carnation plants for benching late in July, does not allow the plants any too much time in the field to make their growth. This makes it necessary to plant them out as soon as possible, and the earlier start they get toward becoming thoroughly well established in the field before summer conditions prevail, so much better will be their chances of making fine plants for benching late in July or early in August.

HARDENING OFF THE YOUNG PLANTS.

Carnation plants are half-hardy in their nature, and if gradually hardened off before planting outside, will not suffer any harm from the weather conditions after May 1, but they should not be kept in the greenhouse at a high temperature up to the time they are planted out in the field or they are very likely to receive a severe setback. If there are enough of the plants to occupy a whole house by themselves, then it is a very easy matter to shut off the heat from them to lower the temperature and harden them by ventilating freely, both day and night, and eliminating any syringing, as well as by watering sparingly at the roots. A week or 10 days of this treatment will harden the plants sufficiently for planting out. But if the young plants are being grown on a bench in a house containing miscellaneous plants, then it will be best to transfer them to a cold frame for a week or 10 days' hardening off before planting outside. During favorable weather, the sash can be removed from the frames, but they should be put on again at night until the plants have become thoroughly hardened.

MOTHERS' DAY WINDOW DECORATIONS.
Box Filled for Display.

TOPPING THE YOUNG PLANTS.

This part of the work is very important, and if carefully attended to, is one of the principal means of insuring fine branching plants for next season's work. All topping needed to be done on any of the young plants soon to be planted in the field should be done as needed, or at least a week before transferring to the field. At this time of the year, it is an especially unpleasant task to stoop down and top young carnation plants in the field, and the work is very likely to be neglected, whereas if the plants are properly attended to before being taken out, they will not need any further topping before the weather conditions improve.

GETTING RID OF THRIPS, ETC.

Another very important detail in connection with the health of the young plants is to make every effort to rid them of thrips, aphis and red spider before removing them from the greenhouse. While there, the plants are under the control of the grower better than they will be after being planted out, and can be fumigated a time or two to clean them of any insect pests. The trouble with insects attacking the plants in the field is often due to the plants not having been cleaned up before they left the greenhouse.

PREPARING THE PLANTING GROUND.

The best piece of land available is none too good for the summer culture of carnations, and it pays to be just as particular in the selection of the planting ground for these plants as for any other crop. An open, well-drained space of light, sandy loam, free from the surroundings of weeds and trees, is the ideal spot for them. In the preparation of the land, every care should be taken to get it even and in the best possible planting condition, and though as before stated, it is a great advantage to get the young carnation plants into the field as early as the weather conditions will allow, at the same time this advice is not intended to imply that the planting ground should be prepared before it is in condition to be properly worked, because the land must be dried out to a reasonable degree before working it, or it will remain lumpy and hard to bring into the best condition during the time the plants occupy it. Attend to the opening up of any closed ditches or drains, so that as the weather becomes favorable, the land has every chance to dry out quickly and be most easily worked. While waiting for the land to get into condition, the other necessary preparations can be well in hand, so that when everything is ready, the work will run smoothly and be finished up in the shortest possible time.

CARING FOR FLOWERING BENCH PLANTS.

After the Easter season is past, there are many carnation growers who begin to let up on the care of the producing plants on the benches, figuring that their season is nearly over, so that in the rush of the busy spring work, it is not necessary to give them as close attention as heretofore, but this is a serious mistake, especially if the plants are expected to continue producing flowers to the end of the season, and some of the most prominent carnation men of the country figure that their plants pay them as well during the months of May and June as they do at any time during the season. Owing to the changing conditions of weather and temperature during these spring days, it takes more time to keep the plants in a clean, healthy, producing condition. They need more water at the roots, syringing more frequently, and closer attention as regards disbudding and cutting of the flowers. The fumigation must also be attended to regularly to keep the plants free of insects, because if they once become infested, you might as well throw them out, for their profitable days will be over. A good plan is to take advantage of any damp, still evening, about 10 days apart, and do the fumigating by vaporizing with the nicotine preparation, painting it on one of the steam pipes. Should the flowers commence to run a little small, it shows the plants are in need of more nourishment, and the best means of furnishings it is by applying a mulch of equal parts of well-rotted manure and fresh soil to the beds. Let the material be a little on the dry side, so that it can be properly handled, and do not put it on thick, but just enough to evenly cover the surface of the soil.

C. W. JOHNSON.

MOTHERS' DAY WINDOW DECORATIONS.

Hoyen Ien's Picture, "Breaking Home Ties."

GALT, ONT.—A. E. Jordan has purchased the establishment of Fred Wells.

TERRE HAUTE, IND.—Undertakers of this city conducted their last Sunday funerals, April 25, in which action they are supported by the local ministers' association. It is probable that the florists will adopt Sunday closing after Mothers' day.—N. B. S.

THE ROSE.

Spring Work in General.

THE YOUNG STOCK.

With Easter a thing of the past, we have a lot of work that has to be done, and much of it at once. Perhaps it would be advisable to start with the young stock. Seldom does it happen in the small range that a great amount of planting, if any, can be accomplished during the month of April, so if the compost for planting the young stock, or for filling the benches or beds, is in readiness, and the grower is not ready to throw out the old plants just yet, it will not do to have the young stock hang around and get in a starved condition before planting time. A shift from a 2½-inch pot to a 3½-inch will carry them along from six to eight weeks, and they will then be just right for planting. They should not be planted later than the first week in June for best results. Plants in 2¼-inch pots can, by trimming the balls a little at the top, go readily into 3-inch pots without damage, but, of course, from the 3½-inch pots and up, careful draining is an absolute necessity.

As advised many times in these columns, do not place the drainage in the pots in a careless manner. There is really only one way to drain a rose pot

correctly, and that is to place a small piece of broken crock at one side of the drain hole and bridge over the hole with a larger piece. It takes time, but it pays big dividends in the long run. Of course, a piece of crock that has a decided concave to it can be placed, the concave side down over the hole, using one piece, but if the crock is any way flat, resort to the two-piece bridging.

For shifting, use a good stiff clay soil, full of fibre, and use one part soil screened through ½-inch screen to three parts soil. To this add a 4-inch pot full of good bone meal to each wheelbarrow load of potting soil, and when potting do it firmly and do not make the pots too full. Leave about ½-inch for watering.

Give young stock the best of chances to make good by placing them in a suitable house, free from draughts, drips, etc., and keep all the weeds removed as soon as they reach a size where to pull them will not break them off. Set them up in a good layer of finely screened soft coal ashes, firmly packed, and be sure to water them thoroughly. They must be syringed on all bright days as early as possible, and with the intent to prevent red spider. Get well under the foliage with a fine spray and plenty of pressure, and if any green fly (aphis) are in evidence, get right after them and clean them up by fumigating with a nicotine liquid, or spraying with same. We know of nothing worse for the plants than a bad dose of red spider, as they simply take the life right out of plants, young or old, once they get a foothold. Should the young stock become crowded, they should be given more room at once, and this can best be done by allowing the amount of space between the rows, instead of in the row, or spacing them both ways. As the pots touch each other across the bench, they are not so easily upset, when spraying them forcibly.

IN THE HOUSES.

We will now come back to the houses. After the shifting is finished, look over the flowering plants. Of course, one has decided long before this to discard something, so do not for the sake of a few flowers, let the plants that are to be replaced by young stock, stay in too long; of course, it would be unwise to throw out a lot of plants while they are practically in full flower, but just as soon as they get to that cut down look, discard them.

Never fill raised benches with fresh soil without first making the necessary repairs, and then see that the benches are level, crosswise their entire length. Wash them thoroughly with the hose, and give them a good coat of hot lime wash, with the addition of two ounces of carbolic acid and five pounds of sulphur to every bushel of lump lime that is slacked. Some prefer the hydrated lime, as it is less trouble to prepare, but it does not quite take the place of the lump lime or stone lime, slacked and used hot. But it does not follow that the lime wash should be applied too thick. Mix it about the consistency of the regular whitewash, and it will be far more penetrating. We know of nothing better than wheat straw, placed in a thin layer over the drainage spaces, to prevent the waste of soil when filling the benches. And use a 6-inch board for a track for the wheelbarrows when bringing in the soil, if the wheeling is done on the bench, which, by the way, is by far the best way to fill a raised bench.

Now for the borders. We would suggest when throwing out the plants from the borders, that rather than go to any extra or great amount of expense in repairing a bed with wood sides, to replace them with cement or concrete walls and forever afterwards do away with the repair work on the solid beds. It is a "toss up" these days as to the difference in the cost of making a border, whether lumber or concrete is used, with everything in favor of the concrete construction. If concrete is used, the walls should be about a foot high, two inches thick at the top, and three inches at the bottom, plumb on the outside, and the taper on the inside. This makes it very easy when removing the cross bracing inside the forms. We usually, in a 200-foot house, use enough lumber to make the forms 100 feet long. Then fill them, and in 48 hours remove the forms carefully and complete the other 100 feet. Then we wash the walls with a mixture of pure cement, about the consistency of paint, and apply it with a whitewash brush. We find a most durable wall can be made by using soft coal ashes and the best grade of cement, one part cement to seven parts ashes, thoroughly mixed before adding the water, and then mixed with enough ashes to float it easily in the forms. The concrete should be carefully tamped into the forms, so as to avoid any spaces that would have to be refilled after the forms are removed. Remember, a very straight wall is the most desirable, and just as easy to have right as to have the finished wall unsightly. Keep your lines stretched tightly when placing the forms, and if the ground is leveled properly before starting the work, a lot of trouble is avoided. When filling the borders, where the house has been planted for several years, and the subsoil seems exhausted, the bottom should be given a good coating or top dressing of coarsely ground bone and manure, and have both well spaded in or worked in with the manure forks; that is, where there is no drainage used in the bottom of the borders. We do not advocate placing drainage in solid borders where the subsoil is open enough to carry off the surplus water. Where drainage is absolutely necessary, such as in a soil with a puddling clay subsoil, one had better resort to the raised benches altogether, as the expense of draining such a border sufficiently would be rather prohibitive, we think, and at the same time, it would be practically a bench after all. But, find a soil that drains readily, and there will be no occasion to drain the borders artificially, as well-established plants, moving along nicely, are very hard to overwater.

Do not let the night man go until all danger of finding the foliage dripping with the condensation some cool morning is passed. There are a number of odd jobs he can be put to, while doing very light firing, and if not, if he only had to push the fires a little every two or three hours from midnight till sunrise to avoid the above condition, keep him on the job and cut some fine blooms right through. Otherwise, you will perhaps regret it. Do not let it be the same old story that it will not happen another time, etc. Let this season be the season that it did not happen.

E.

MOTHERS' DAY BASKET.

PLANT NOTES.

Preparations for Memorial Day.

With the Easter stock out of the way, there will be room available for the plants that have of necessity been crowded more closely together for the last few weeks, and the next great day before the grower is Memorial day. In those sections of the country where the late frosts are past the bedding stock must be ready for planting out at that time, and the demand will be for plants to flower, for the customers will desire plants that will make a good showing by May 30, and the stock must be grown with that object in view to have a good sale. The geraniums and other blooming plants should be placed in their blooming pots, spaced out and given a good sunny location, that they may be full of bloom by the last of May. It is next to impossible to sell plants that are not in flower at Memorial day. The production of flowers for that day must also receive prompt attention. Much of the floral work for Memorial day is what is called "cheap" work, that is, flowers that make a great show and are not expensive. So, although there are many roses and carnations used, yet large quantities of the cheaper flowers are employed to fill in and make the sprays and bouquets larger. Early outdoor flowers and blooming shrubbery can be used, but in some sections these cannot be depended upon, so flowers must be grown in the houses. Stocks make a splendid flower for this purpose, and should be benched at once. The plants should now be about three or four inches high and growing rapidly. Candytuft is grown in large quantities by some growers for Memorial day. Seedlings can be transplanted in early April and brought into flower the latter part of May. Spiræa, both as a pot plant and for cut flowers are very useful at this time; six to eight weeks will bring them into flower at this season. There are other annuals that can be raised for Memorial day blooming, but the two mentioned are grown in largest quantities.

Gladiolus.

The gladioli that are being forced for spring blooming will soon begin to open their flowers, and to have good clean stock they will require attention. The spikes should first of all be kept erect, for if they get bent and crooked half their value is gone, and this will occur very quickly on the bright, sunny days when the plants lean over, so they should be kept tied either to stakes or wires to prevent this. The spike should be cut when the first flower opens and placed in water and the other flowers opened in the office or store-room These flowers spot very quickly if water is sprinkled upon them in the greenhouse, and at this season of the year syringing on bright days is a necessity or the red spider is sure to obtain a foothold, and if these pests become once well established it is almost impossible to eradicate them. Considerable discussion is often heard as to whether the corms of gladiolus forced are of any value another year. If the plant is not cut too far down on the stem and the corms are given an opportunity to thoroughly ripen, there is no doubt but that the bulbs may be grown another year and good results obtained, but if the plant is cut off clear down to the ground the corm has no chance to make its full growth or to ripen, and the corms will be practically worthless. Corms that are forced this year and the spike cut so as to leave three or more leaves, if properly ripened, can be planted outside another year and the following year first-class corms will be the result. The Gladiolus Colvillei can be forced year after year if grown properly.

Asparagus Plumosus and Sprengeri.

Small stock of Asparagus plumosus and Sprengeri are now a necessity with all plantsmen, for they are freely used in fern dishes and in plant baskets, being very satisfactory plants for house culture. Fresh seed can now be obtained and the stock grown on through the summer, which will make fine stock for the next winter. The seed will germinate more readily and evenly if soaked in lukewarm water placed in a warm location for 24 hours before planting. Instead of sowing the seed broadcast, it is better to sow them about three-quarters of an inch apart, and they can then be allowed to remain in the flats until they are strong enough to transplant. Do not cover the seed too deeply; an eighth of an inch of soil sifted over the seed is ample. The first potting must be carefully done, for they make a long tap root, with very few small roots, and the soil does not adhere to it, and in the young stage this root is easily broken. A warm house with plenty of moisture and careful watering with a slight shade is all they require after being potted. Over-watering will always cause the fronds to take on a yellowish hue.

Begonia Gloire De Lorraine.

The plants of Begonia Gloire de Lorraine, and its varieties, both the young rooted stock and the older plants, will now begin to make active growth. There is still time to propagate much stock; many growers prefer the May-rooted plants to those propagated earlier, for the plants start right off into growth at this time, while those rooted earlier grow very slowly during the late winter and early spring months. The young shoots that break from the old plants make fine cuttings at this time, and if the plants are in good health are just as good as the leaf cuttings made earlier. As soon as rooted they should be potted in a light, fibrous loam in 2¼-inch pots and placed in a light, well ventilated house, but should be protected from all chilling drafts. They cannot be successfully grown in a stuffy, moist temperature, and to have strong, healthy plants, should not be forced in too warm a temperature. They will require a house in which the night temperature does not fall below 60° and should be given all the air possible without chilling during pleasant, bright days, carefully avoiding drafts. They will need to be watered carefully, for the roots are very fine and are growing slowly yet, and over-watering quickly shows in the growth of the plant. It is now a good time to procure young stock if the grower is not supplied, for those making a specialty of this plant will have the best of stock at this time.

BALTIMORE, MD.—General Felix Agnus, member of the board of park commissioners, has presented the city with his collection of orchid and other plants.

National Publicity for Flowers.

To florists who wish to work up a little publicity in a novel way, it is suggested that they take advantage of the opportunity presented in most of the larger moving picture houses, especially those making vaudeville a feature, for exploiting the official "Say It With Flowers" song. Orchestra scores, as well as the vocal score, are available through the publishers, and the proper rendition of the song is demonstrated in the Columbia phonograph record now to be had of any Columbia dealer, and which is fully endorsed by the composer. Several florists in the smaller towns have attempted this feature with great success, and with the distribution of a few flowers to an audience, it is said to be a big hit. It is well worth a trial. Incidentally, it might be said that the song, as a headline feature at the Palace theatre, New York, and a prominent theatre in Buffalo, last week, increased its standing as a popular "hit."

We are drawing very near to Mothers' day, one of the two big flower days remaining for us this season. Florists who are not using the posters and other aids for this day's publicity available at the Florists' Publicity Service Bureau of the S. A. F., 431 South Dearborn street, Chicago, are making a mistake, as the day cannot possibly be over-advertised as one for gifts of flowers—and mothers, as a rule, particularly the elder ones, have many loving hearts right within their family circles willing to pay homage on this day, if they are not allowed to forget. A liberal poster display is equal to a good many finger strings for memory-jogging purposes. Again, these aids tie up very well with the magazine advertising of our campaign.

Reference has frequently been made to the growing use of flowers as subjects for the embellishment of magazine advertisements. Who has not seen the beautiful advertisements in colors of a prominent corset manufacturer, in which flowers are made to dominate the design? Printers' Ink, a magazine advocating art in advertising, in reproducing one of these advertisements as an artistic example, says: "This company is to be congratulated on getting away from the customary display of a corseted figure, for without question this picture of the corset and its container, grouped with beautifully painted flowers on the blue satin background, is a decided step forward artistically." All such advertising, of which this is only one of many examples, helps to keep flowers in the public mind, and, perhaps not strange to say, the innovation is synonymous with our campaign for publicity for flowers.

Disappointment over the very lax support given to our publicity fund continues. A week of good response is followed by one of absolute indifference. It is truly either a feast or a famine—instead of a steady stream of contributions, as our committee has the moral right to expect. We have never sought to criticise the amounts of contributions as they come in, but we have easily been able to distinguish those which come from the heart as well as the pocket. When a florist writes, "I am enclosing to you my cheque for $5, all I feel I can contribute at present, but I am in hopes I shall be able to send more later," we feel highly gratified. We know that man's contribution is started from two points of his make-up. We believe in him, just as he believes in our campaign. There surely must be many more such men, a little proud, perhaps, to send so small a contribution. They

need not fear criticism. If our committee could only depend upon sufficient help of this kind, its road would be easy traveling. Who will take this hint today? Let us have a good number of such subscriptions to report in our article next week.

Take note of the society's new address, "45 West 18th street, New York."

JOHN YOUNG, Sec'y.

Light Period Regulates Plant Maturity.

For generations, scientists have known that sunlight was necessary for normal growth of most kinds of plants, and, although the summer sun might occasionally become too hot, they have understood that it could not cause any injury except perhaps the injury due to burning. A recent discovery by W. W. Garner and H. A. Allard, of the bureau of plant industry, United States department of agriculture, shows that, entirely apart from any effect of burning, it is possible for plants to have too much daylight or, in other words, too many hours of daylight in comparison with the number of hours of darkness. Too long a day as well as too short a day will prevent many kinds of plants from ever reaching their stage of flowering and fruiting.

CONTROLS FLOWERING AND FRUITING.

Furthermore, the intensity of the light has very much less significance upon the growth of the plant than has usually been supposed. Greenhouse experiments prove that the flowering and fruiting period of practically any plant can be made to take place at any time of the year by darkening the greenhouse in the morning and evening, if the day is too long, or by lengthening the day by artificial light, if the day is too short. This new theory of controlling flowering and fruiting of plants undoubtedly will be used by florists and other greenhouse operators. For example, violets bloom only during the comparatively short days of spring; but if violet plants are covered with light-proof boxes at night, and not uncovered until the sun is about half an hour high each morning during the summer time, violets can be forced to bloom again in the summer. Spring flowers and spring crops happen to be spring flowers and spring crops because the days at the season of their flowering and fruiting have the proper number of hours of daylight. Correspondingly, the early summer flowers and crops must have a longer period of daylight. This has been proved as to a large number of plants, and the scientists believe that the principle will hold throughout the higher forms of plant life, and that it is probably applicable to animal life as well.

REPRODUCTION DEPENDS ON DAY LENGTH.

The plant can not attain sexual reproduction, it has been shown, except when it is exposed to a favorable length of day. The requirements, however, differ widely with species and varieties. But a length of day that is unfavorable to reproduction may be favorable to growth. Under that condition the plant continues its vegetative development profusely and indefinitely without bearing fruit. A length of day may be found that is favorable both to sexual reproduction and vegetative growth. That tends to bring about the "everbearing" type of fruiting.

By employing dark chambers to shorten the period of light, and artificial lights to extend it, scientists of the department have shortened or lengthened the life cycle of plants, have made some of them complete two cycles in a single season, have brought others into flower and fruit months in advance of their regular time and, with still others, have greatly delayed, and even completely prevented fruiting.

Long series of tests have been made with soy beans, tobacco, wild asters, climbing hempweed, beans, ragweed, radish, carrot, lettuce, hibiscus, cabbage, violets, goldenrod, spinach, cosmos, iris, beggartick, buckwheat, and various other plants.

A test made with Biloxi soy beans will show how the principle works. For the test plants, the day was shortened by several hours. That is, they were exposed to the light only from 10 o'clock in the morning till 3 o'clock in the afternoon. They were first placed in the dark house, May 20. Control plants, otherwise treated exactly like the test plants, were left exposed to the light from dawn till dark. The first blossoms appeared on the dark-house plants, June 16. No blossoms appeared until September 4 on the plants that were left in the light all day. But the dark-house plants averaged only six or seven inches high, while the plants that were left in the light all day, grew to an average height of 57 or 58 inches.

These plants required a short day and a long night for flowering and seed bearing. In tests with other plants, just the opposite was found to be true. The plants that were left in the light all day did not grow luxuriantly, but produced flowers and seed, while those that were kept in the dark a part of the day, made abundant growth, but produced no seed, or else were greatly retarded in producing seed.

TEMPERATURE HAS LITTLE INFLUENCE.

Temperature appeared to exert no influence in these tests. The results were the same, even when the temperature was higher in the dark-house than on the outside. Another striking illustration of the relative unimportance of temperature is the fact that plants kept in the dark for a part of the day underwent, in midsummer, the changes that in nature come in the fall, and have always been attributed to lower temperatures. This, also, was true even when the dark-houses registered a higher temperature than that of the outside summer atmosphere.

The results obtained by artificially extending the period of light are just as interesting as those obtained by artificially shortening it. The artificial illumination, in a test with iris, was so arranged as to give 18 hours of continuous light in a greenhouse during the winter. Control plants were kept in a similar greenhouse with no artificial light. The test was begun October 20, 1919. In the greenhouse where daylight was supplemented with electric light, the plants made rapid growth, soon attained normal size, and produced blossoms December 24. The plants in the greenhouse where no artificial light was used, though it was kept at the same temperature, remained practically dormant, and showed no tendency to blossom as late as February 12, 1920.

IMPORTANT INFLUENCE ON CROP YIELDS.

The influence of this discovery on crop yields is likely to be of no little importance. The length of day is proved to be the most potent factor in determining the relative proportions between the vegetative and fruiting parts of many crop plants. Indeed, fruiting may be completely suppressed by a day either too long or too short. The advance in agricultural practice which may come through this new discovery will have to be brought about largely by plant breeders and other crop specialists. For instance, it will prove of material significance in the future planning of cropping systems for different regions, especially where consideration of new crops from different latitudes is necessary.

This new principle undoubtedly explains the erratic behavior which has been observed with many crops when they are shifted to different latitudes, and may also clear up the conflicting results of variety tests and field tests conducted with the same crops but in different regions. The experiments have shown, for instance, that ragweed requires for flowering a stimulus that is afforded by the shortening of the days and lengthening of the nights. It does not come into flower until the period of daylight falls below 15 hours. In the latitude of Washington, D. C., that comes about July 1. But if ragweed seed should be taken to northern Maine, and planted, the plants would not experience a length of day below 15 hours until about August 1. Therefore, they could not come into flower until after August 1 and, though the vegetative growth might be very rank, they could not mature seed before killing frosts intervened. The long days, therefore, make it impossible for ragweed to perpetuate itself in that latitude. On the other hand, plants that get their flowering stimulus from a long day, could not perpetuate themselves through seed formation at the equator, where the day never exceeds 12 hours.

EXPLAINS LUXURIANT GROWTH IN NORTH.

This principle affords the clue to the fact that many plants grow most luxuriantly near the northern limit of their range. The long northern day allows them to attain their maximum growth before the shorter day intervenes to check vegetative growth and start the reproductive process.

It may be found eventually, say the men who worked out the principle, that the animal organism, also, is capable of responding to the stimulus of certain day lengths. They believe that the migration of birds may be an illustration. Direct response to such a stimulus, they say, is more in line with modern teachings of biology than theories which assume that birds migrate as a matter of instinct.

Ove Gnatt Co's New Alabama Factory.

The Ove Gnatt Co., Inc., LaPorte, Ind., well known manufacturers of florist supplies and dealers in prepared foliage and artificial flowers, is at present erecting a large plant at Evergreen, Ala., for the preparation of magnolia leaves. This establishment, when completed, will be one of the largest and best equipped in the United States for the production of this article. The new plant will prove an advantage in the saving of transportation charges, and in serving the company's extensive eastern and southern trade.

MAQUOKETA, IA.—H. L. Hill has disposed of his establishment to Robert Grapengeter, of Davenport, Ia., who will take possession July 1.

KANSAS CITY, MO.—The Amateur Flower Gardeners' Association of this city has issued a 23-page "Flower Garden Guide," the articles being contributed by members.

BATAVIA, ILL.—The Illinois Plant Co., who recently purchased the Avenue Greenhouses of the Batavia Greenhouse Co., has acquired the property at Main and South Water streets, and is planning to construct new houses, according to the Aurora News of April 8.

Nurseryman's Relationship to Customer.

At a meeting of the Gardeners' and Florists' Club of Boston, Mass., held in that city, March 16, John Watson, executive secretary of the American Association of Nurserymen, delivered a most interesting and instructive address, telling of the organization, its aims and progress. He said in part:

"As George Ade says, it doesn't signify how long you stick around; its what you put across that counts. I take it that this is the estimate that nurserymen put upon what they are doing; the expression of their respect for themselves and their business. And when we come to fix our status, I think we should ask ourselves if we are not something more than merely manufacturers and merchants? The man who makes and builds and shears and shapes an evergreen into breautiful symmetry, or trains a tree so that it will be fine and straight and handsome, is by the way of being an artist. He works with living materials while the sculptor works in marble. And what should be his return? I assume that he has his reward in the satisfaction of producing well, but in money? I hear a great deal about costs. Surely nobody wants to work at a loss and, therefore, it is profitable to keep account of what one invests in time and money to produce the things we sell. It is easy enough to do that. And yet, the figures that result are difficult of interpretation and application. If I grow a block of apple trees, I can keep such accounts as will tell me the cost of each one of those trees. But the figures obtained apply to those particular trees; they have no bearing on last year's nor next year's trees; nor any trees grown in any other nursery, for it is impossible to reproduce exactly the same conditions in any two places.

"If we say that price must be based upon cost, then we put our products upon the same plane with bricks and shingles. Competition in cost and quantity-production leads inevitably to price competition and the sure result of that is deterioration in quality. I prefer to think of the better competition that is wholesome and inspiring, the effort to produce something better than anybody else can produce. If we reject the idea of merchansizing at cost, plus a profit on each article figured separately, can we not claim something of the status of the artist?—for the expert plant-grower is an artist. And may we not properly consider the matter of service as an element in price-making?

"You may be asking yourselves by this time, what all this has to do with the American Association of Nurserymen? In referring to the angles of the business, and the estimate a man puts or should put upon his trade, I have had in mind to explain what I conceive to be the motives and the purposes of the murserymen of our association in effecting some radical changes in the policy of our organization.

"When we were organized at Chicago in 1875, the association was one of nurserymen, florists and seedsmen, and so continued for a number of years; the rapid growth of all these interests caused the two latter groups to withdraw after a while to form separate associations. As the years went by, however, it became apparent that many problems required concerted action for their solving, and the necessity for a business organization for strictly business purposes caused a re-organization at Detroit in 1915. While pending for several years, the actual fact was so sudden that the old constitution had to be changed over in the short time of the meeting, and while the purposes of the association were very clear, the made-over constitution did not seem somehow to fit.

"But in 1917 they laid down a code of ethics, not in detail but very broadly, and they made fair-dealing a requisite for continued membership in the association. It is made the duty of every member to report every instance of unfair dealing or unethical practice that comes to his notice, whether between members or with the public. We have a vigilance committee whose duty it is to investigate every report and to apply or recommend such, remedy as seems appropriate to the circumstances,

John Watson, Princeton, N. J.
Secretary American Ass'n of Nurserymen.

even to expulsion from the association. There is nothing behind that more substantial than the moral influence of the association; but the moral effect of the opinion of one's fellows in a national trade organization of 400 members, and the possibility of losing not only that good opinion, but the privilege of fellowship, is strong enough to secure observance of the rules of fair-play.

"If you ask why we should do this, let me point out that the nurseryman bears a peculiar relationship to his customer. In every business, confidence must be established. Business to be profitable, must be permanent; ours is a continuing business; very often it passes down from father to son; it has the advantages and the disadvantages of permanency; it means the possession of real estate and crops that are carried in stock for from two to 10 years; once in, you are in to stay, unless, unhappily, the sheriff should close you up. Now if permanency is requisite to success, the confidence of the buying public is of vital importance. The relationship of the nurseryman to the public is peculiar in this: that a larger degree of confidence has to be imposed in him than in almost any other tradesman. I can go into one of your flower shops and I see what you have; I know if it is what I want; but in the case of nursery stock it is different. We cannot look at trees and tell what they are: some of them, we know at a glance; but many things do not bloom nor fruit until some years after the customer buys them. The man who invests in a piano or an automobile or a suit of clothes or any of the things of ordinary commerce, can see the goods and when he sees them can judge very accurately whether they are all right. But the man who buys an orchard of fruit-trees cannot look into them and tell what they are; he buys out of confidence in the seller. And his investment has to continue for some years in the case of fruit-trees, until he does know what he has bought; he must invest in land or the value of its use; the preparation of the ground; the planting, pruning, spraying, and cultivation of the trees until at length they come into bearing. His investment, during those years, becomes many times the original cost of the trees. Therefore, in buying trees and plants, their very nature makes it necessary for the buyer to place great confidence in the grower. So, I say, our responsibility is greater, because the degree of confidence must be greater. Sometimes that confidence is misplaced, and they are the cases that find ready space for publicity while the many thousands of properly and satisfactorily filled orders are not advertised in the same way. It is not surprising that in an industry representing an annual turn-over of $30,000,000, and in which hundreds of thousands of orders are filled in the short space of the fall and spring season, some errors should occur. Nor is it strange that actual imposition is not unknown in the nursery business. And that is what we purpose to try to eliminate."

Boston.

BAD WEATHER HURTS BUSINESS.

Trade during the past week has been unusually quiet, as three days of rainy weather interfered with counter sales, but with a little sunshine, all look forward to a fine business. The street merchants are out in numbers with May flowers which are beginning to arrive in large quantities. Violets have gone for the season, and orchids and sweet peas have taken their place in corsages. Snapdragons, in all colors, delphiniums and irises are in great favor and sell at firm figures.

NOTES.

Business at Carbone's has been good, with the windows tastefully arranged with vases, bowls and baskets with combinations of snapdragons, irises, delphiniums and Madonna lilies.

Kidder Bros. have finished one of their most successful seasons with violets, stevia and freesias, and will now devote their entire time to tomato plants.

The Boston Cut Flower Co. has had a very successful season, and has added Wm. Fennissey, a clever decorator, to its force.

Pierce Bros. of Waltham, are cutting heavily in Scott Key, Pink and White Killarney, Hadley and Ophelia roses.

Wm. Saunders, formerly with Wax Bros., has purchased the store of J. M. Petros, on Huntington avenue.

Wm. McAlpine is cutting fine roses at his Exeter range. S. K. G.

Evansville, Ind.

George Blackman, of the Wm. Blackman Floral Co., is planning to attend the Elks' celebration at Chicago in July, and his son, Walter, has secured his transportation to accompany the Shriners to the Pacific coast next month.

Colonel J. D. Carmody's health continues very poorly.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 56 PAGES WITH COVER

CONTENTS.

Mothers' day, May 9.....785
—Mothers' day window decorations.....785
—Mothers' day advertising.....785
The retail trade (illus.).....786
—Next week in the flower shop.....786
—Table decoration.....787
—Constructive criticism.....788
The carnation.....788
—Spring care of young plants.....788
The rose.....789
—Spring work in general.....789
Plant notes.....791
—Preparations for Memorial day.....791
—Gladiolus.....791
—Asparagus plumosus and Sprengeri....791
—Begonia Gloire de Lorraine.....791
National publicity for flowers.....791
Light period regulates plant maturity...791
Ove Gnatt Co.'s new Alabama factory...792
Nurseryman's relationship to customer..793
—John Watson (portrait).....793
Boston.....793
Evansville.....793
Mothers' day.....794
First fund to decorate A. E. F. graves..794
American Flower Growers' Ass'n.....794
Club meetings next week.....794
San Francisco.....796
Seattle.....796
Nashville.....796
Baltimore.....797
Kansas City.....797
Chicago.....798
Toledo.....804
Detroit.....805
Columbus.....806
Salt Lake City.....806
Philadelphia.....808
New York.....810
Cincinnati.....814
The seed trade.....820
—Ohio conditions.....820
—Continuance of Journal of Agri. urged.820
—Grass and clover seed prices.....821
Market gardeners.....824
—Sweet potato disease.....824
—Vegetable markets.....824
—Prices of indoor fruits and vegetables.824
The nursery trade.....828
—National Ass'n of Gardeners.....828
—Peach crop of 1920.....828
—Japanese cherries at Washington.....828
—National park for redwoods.....828

CUT FLOWERS of callas are said to have sold for an average of 10 shillings per dozen all winter in the London market.

AUTO trucks, 20 in number, are transporting tires and tire materials between Akron, O., and Providence, R. I., the expense being about the same as express rates.

SECRETARY HOUSTON proposed that the present excess profits, which are graduated from 20 to 40 per cent. be changed, and a flat tax on profits in excess of distributed earnings substituted. He suggested the rate of this flat tax be 25 per cent for 1921, 20 per cent for 1922, and 15 per cent for 1923.

A PUBLISHING house which should be in position to speak with authority, says: "We are convinced that the garden movement is soon to see great expansion in the United States, now that the war is ended, and that it will develop during the next 10 years to proportions hardly dreamed of in the past."

THE king of Spain, and his suite, were fined at Madrid, April 26, for walking on the grass. Even with the deep-seated prejudices against them, kings would not be fined for this offence in Chicago where everyone enjoys the privilege of walking on the grass.

Mothers' Day.

Again the opportunity is presented to the florists of the United States to feature, and through every avenue of publicity, exploit this occasion. The fact that it is now a fixed annual floral event, should give it added importance, as each recurrence will be helped by the potential influence of previous campaigns. Many in the trade fail to grasp the possibilities of Mothers' day, which with its beautiful sentiment so dear to the heart of every one, will eventually carry its observance into every home.

First Fund to Decorate A. E. F. Graves.

Contributions for a flower fund to decorate the graves of the American expeditionary forces who fell in France are being received by the Chicago Tribune, and the money will be used by the Paris staff of that newspaper in an effort to cover the grave of every American hero in that country with lilies and violets on Memorial day, May 30. While there are thousands of graves and thousands of dollars are needed, not more than $5 will be accepted from any individual. There are in all 70,552 graves in 593 burial places, and the Tribune staff will co-operate with the Memorial day committee in Paris so that all the cemeteries will be visited. The American Legion, through its national headquarters at Indianapolis, Ind., is also active in the movement, with contributions being received in every mail. The Paris post of the American Legion will hold Memorial day exercises in the various burial grounds.

American Flower Growers' Association.

There are, in every community, some men with a vision for the future of their business, who can look and work towards perfecting it with not altogether a selfish purpose, but who are willing to contribute some time for the good of the trade at large. I am writing this with a view of getting some of such men interested in the forming of a local growers' organization to work in connection with the National Flower Growers' Association.

If you already have an organization in your vicinity, of either plant or cut flower growers, the writer would like to get in touch with its officers with reference to having a committee appointed, whose duty it would be to come to Cleveland, O., next August, to assist in the adoption of a constitution and perfecting a permanent organization of the National Flower Growers' Association.

We are very anxious to have a number of locals organized, at least temporarily, before the national convention in August, so that a committee can be named from among the growers of each locality, who will have a part in the above mentioned work at Cleveland.

The writer will be glad to assist growers in this work if you will kindly get in touch with this office. May we not depend on you live-wires in the progress of trade matters, to comply with the above request promptly?

J. F. AMMANN, Sec'y.
Edwardsville, Illinois.

CENTRAL ILLINOIS LOCAL ORGANIZED.

At a meeting of growers representing central Illinois, held at the St. Nicholas hotel, Springfield, April 20, a local of the American Flower Growers' Association was formed, about 30 members being enrolled, and more pledged, and temporary officers were elected as follows: E. C. Gullett, Lincoln, chairman; W. J. Hembreiker, Springfield, secretary. A committee consisting of Philip Daut, Decatur; Frank Washburn, Bloomington, and James Cole, Peoria, was appointed to attend the meeting of the national organization in Cleveland in August, and to draft a constitution and by-laws.

The meeting, which was a very successful affair, was opened by J. F. Ammann, Edwardsville, Ill., secretary of the American Flower Growers' Association, following an enjoyable luncheon.

A. H.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, date and place of meetings.]

Albany, N. Y., May 6, 8 p. m.—Albany Florists' Club at 611-613 Broadway. Louis H. Schaeffer, secretary, 102 Hudson avenue, Albany.

Boston, Mass., May 4, 8 p. m.—Florists' Association of Boston at Parker House. Elijah Gorney, secretary, Park and Tremont streets, Boston.

Chicago, May 6, 8 p. m.—Chicago Florists' Club at Hotel Randolph. F. Lautenschlager, secretary, 452 West Erie street, Chicago.

Cleveland, O., May 3, 8 p. m.—Cleveland Florists' Club at Hollenden hotel. James McLaughlin, secretary, care of McCallum Co., High street, Cleveland.

Dayton, O., May 4, 8 p. m.—Dayton Florists' Club at Y. M. C. A. building. George J. Frisch, secretary, 3205 East Fifth street, Dayton.

Holyoke, Mass, May 4, 7:30 p. m.—Holyoke and Northampton Gardeners' and Florists' Club at member's place of business. James Whiting, secretary, French hall, Amherst.

Indianapolis, Ind, May 4.—State Florists' Association of Indiana at member's place of business. O. E. Steinkamp, secretary, 3800 Rockwood avenue, Indianapolis.

Lake Forest, Ill., May 7, 8 p. m.—North Shore Horticultural Society at council chamber, city hall. J. R. Clarke, secretary, Lake Forest.

Lake Geneva, Wis., May 1.—Lake Geneva Gardeners' and Foremen's Association at Horticultural hall. F. Brady, secretary, Lake Geneva.

Los Angeles, Calif., May 4, 8 p. m.—Los Angeles County Horticultural Society at 237 Franklin street. H. S. Kruckeberg, secretary, Los Angeles.

Milwaukee, Wis., May 6, 8:30 p. m.—Milwaukee Florists' Club at Kurtz Bros., 11th and Prairie streets. Eugene Oestreicher, secretary, 5630 North avenue, Milwaukee.

Minneapolis, Minn., May 4, 8 p. m.—Minneapolis Florists' Club, usually at 218 North Fifth street. Wm. J. Vasatka, secretary, 3340 Chicago avenue, Minneapolis.

Montreal, Que., May 3, 8 p. m.—Montreal Gardeners' and Florists' Club at 642 St. Catherine street. W. H. Horobin, secretary, 283 Marquette street, Montreal.

Philadelphia, Pa., May 4, 8 p. m.—Florists' Club of Philadelphia at Adelphia hotel. Robert Kift, secretary, 4044 Haverford avenue, Philadelphia.

Pittsburgh, Pa., May 4, 8 p. m.—Pittsburgh Florists' and Gardeners' Club at Allegheny Carnegie library. E. J. McCallum, secretary, 137 Seventh street, Pittsburgh.

Reading, Pa., May 6, 8 p. m.—Reading Florists' Association at home of member. Fulmer H. Lauck, secretary, 123 South Fifth street, Reading.

Saginaw, Mich., May 3, 7:30 p. m.—Saginaw-Bay City Floricultural Society at Saginaw. Henry W. F. Goetz, secretary, 124 South Michigan avenue, Saginaw.

San Francisco, Calif., May 1, 8 p. m.—Pacific Coast Horticultural Society at 240 Golden Gate avenue. John R. Walsh, secretary, 417 Montgomery street, San Francisco.

Tacoma, Wash., May 7, 8 p. m.—Tacoma Florists' Association at 1116 Broadway. J. L. Simpson, secretary, 519 East 50th street, Tacoma.

Washington, D. C., May 4, 8 p. m.—Florists' Club of Washington at Schmid's hall, 712 Twelfth street, N. E. G. V. Schultz, secretary, care of Leo Niessen Co., Washington.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

When answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted. — By first-class florist as foreman and grower; 26 years experience, 14 in America; foreman about four years. First in cut flowers and pot plants. Address

Key 476, care American Florist.

Situation Wanted—As gardener and florist on private place by May 1. Life experience in all branches. Age 46; married; no children. Strong, in good health; German-American; present place three years but would like a change; good references. Write, please state wages and particulars.

Gardener,
2101 Grand Ave. Cedar Rapids, Ia.

Situation Wanted—As gardener and florist in commercial or private place; by May 1 or later. Life experience in all branches. Age 35; married; no children; strong and in good health; German; present place over 10 years but would like to make a change; good references. Write, please stating wages and particulars. Address

William Bocker,
Wincoma, Huntington, N. Y.

HELP WANTED — All-around man and landscape gardener. **Johnson & Chronis,** 4701 Lake Park Ave., Chicago.

For Sale—Greenhouses, 7000 square feet of glass; two stores; located at the entrance of the largest cemetery in Chicago. Address W. Burmeister, 1767 Cemetery Drive, Chicago.

For Sale—Greenhouse in good town about 80 miles west of Boise. It must be sold; only greenhouse in this town. **A. Gonderman,** 7th Street and 18th Avenue south, Nampa, Idaho.

For Sale—Greenhouses, 14,000 feet of glass; store and residence. A modern plant; cement walls, large cement service shed, boiler room, coal shed and heated garage. Located in a live college town of about 25,000; 35 miles northwest of Chicago; the only large greenhouses in the city. Possession can be taken at once. Reason for selling: retiring from business. Can be bought with or without residence or store. Terms easy. Would be willing to rent for one year to the right party with option to buy; a good chance for a young live florist that means business. Address

Key 477, care American Florist.

For Sale

Complete set of store fixtures. $300 cash, takes the whole outfit.

Key 468, care American Florist.

WANTED

100 HOT BED SASH

3 x 6 ft., glazed. Quote lowest price at once.

The D. Hill Nursery Co.

DUNDEE, - - ILLINOIS

FOR SALE.

Four greenhouses (27x125); 5 acres of land; 4-room house; city water and gas; located within Chicago limits. For particulars apply

Key 475, care American Florist.

SITUATION WANTED

By practical landscape man. Have had long experience in management and development of large estates and in all lines of landscape work; also building of golf courses and road construction. Can furnish best of reference.

Key 480, care American Florist.

WANTED

Greenhouse painter seeks work; owner furnish paint; state size of houses; job will be done in a contract way.

WM. C. KIRSTIEN,
303 E. Baker St., Bloomington, Ill.

HELP WANTED.

Few helpers in rose houses. $4.50 per day. When Sunday work is necessary we will pay an extra $6.00
Good chance for advancement.

Bassett & Washburn
178 N. Wabash Ave., CHICAGO

AGENCY WANTED.

Swiss seedsman, well known among continental wholesale seed trade, wishes to represent first-class firm for whole of Europe. Write to

JULES KAISER,
Commerce 7, Geneva, Switzerland.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: In two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

WANTED

RETAIL STOREMAN

Capable of all kinds of decorations. Must have ability. State age, wages and former references.

A. LANGE

77-79 East Madison Street, CHICAGO

Sell Surplus Plants

Before They Spoil By Overcrowding

ADVERTISE THEM NOW

American Florist Co.

440 South Dearborn Street, CHICAGO

Own Root Rose Stock

Immediate Delivery

Frank H. Dunlop

THE 1920 WONDER
$35.00 per 100. $300.00 per 1000.

AMERICAN BEAUTY
$22.00 per 100. $200.00 per 1000.

PREMIER
$20.00 per 100. $175.00 per 1000.

COLUMBIA
$17.50 per 100. $150.00 per 1000.

OPHELIA
$15.00 per 100. $125.00 per 1000.

Above are all ready from 2½ inch pots. Stock selling rapidly. Let us hear from you at once.

CHARLES H. TOTTY COMPANY, Madison, New Jersey

San Francisco.

SOCIAL EVENTS MOVE MUCH OF SUPPLY.

This has been a fairly active week. Weddings and other social affairs have made a demand for stock that was very welcome. Funeral work was quite heavy and called for a large quantity of flowers. In the wholesale market, roses have taken another drop and very good stock can now be procured at very reasonable figures. In carnations, Laddie is far in the lead in public favor. The stores find it difficult, however, to maintain an adequate supply. All other varieties are plentiful and very cheap. Outdoor tulips of good quality are being offered freely. There are plenty of giganteums on the market. Prices are low for nearly all arrivals. Sweet peas of nearly every color are to be seen. They are all outdoor stock and are bringing good returns. Violets are rapidly going out of the market after a long, successful season. The orchid supply is limited, with a steady demand. The gardenia arrivals are about equal to requirements. The same is true of lily of the valley. The plant trade is rather slow. Not much flowering stock is to be had. The supply of ferns and other greens cleans up well, owing to the strong demand.

NOTES.

Secretary F. C. Burns, of the California Dahlia Society, says that this year's tests of new varieties at the society's trial grounds at San Rafael will exceed those of any other year. Great numbers of novelties by different growers are now being grown here, and will be judged this fall. He says that much interest is being manifested in the show, which the society will give in September.

The plant growers of the west will be glad to learn that the United States department of agriculture has assigned W. F. Fields, of Washington, to be plant pathologist at this port, with headquarters in the Ferry building. Mr. Fields is a specialist in fungus diseases and will devote his time to examining plant importations for such maladies.

The MacRorie-McLaren Company has been making pretty window displays, calling the attention of the public to the service offered by the Florists' Telegraph Delivery. This firm aims to keep the public reminded at all times of this convenience, and reports a noticeable increase in this department of their business.

P. Vincent Matraia, manager of the Art Floral Company, has purchased a 1920 Cadillac coupe for recreation during the summer months. Trade continues brisk with this firm all the time.

J. A. Axell is experiencing a strong demand for sweet peas, Cecile Brunner roses and asparagus from out of town. He says the violet shipping trade is nearly over for this season.

George C. Roeding, of the Fancher Creek Nurseries, of Fresno, is one of the Hoover delegates at the coming presidential primary in May.

Angelo J. Rossi, of Pelicano, Rossi & Co. is chairman of the committee which is pledged to raise $250,000 yearly to advertise this city.

P. Conchi, of Colma, brought in the first Ulrich Brunner roses of the season. The stock had fine long stems and met with ready sale.

JAMES T. LYNCH.

Seattle, Wash.

DEMAND WEAKENS SOMEWHAT.

The sales of all flowers were a little slower during the past week, and in one or two lines the trade found it hard to clean up without using the stock in funeral work. This was especially true of calla and giganteum lilies. California shipments have been fairly well eliminated as the local cut is heavy enough to supply the general demand and the quality has been much better. There has been less of a demand for cut flowers than anything else, with baskets and pot offerings the easiest lines to dispose of. Local grown roses are making many friends through the fine stock now being furnished, Ophelia, Columbia, Premier and Ward being the most common varieties. There has been rather a shortage of first-class violets, but the call has been rather slow, so that this did not prove the hardship which might have been expected. A number of shops have been offering blooming pansy plants, and these have been used in boxes prepared for store decorations. According to advices from the south, irises will be here for Mothers' day if not before. Some exceptionally fine pot hydrangeas have been received of late, and the lighter supplies of primroses, cinerarias and azaleas helped to turn buyers to this offering. Some of the more colorful tulips move well, and late hyacinths have been arriving in insufficient amounts. The local cut of sweet peas has been increasing and easier prices have been the rule. Orchids are holding up in nice style, especially cattleyas, with a sale for all stock offered, but there has been a notable scarcity of both gardenias and lily of the valley. There has been a fair shipping business, and greenhouse prospects for this summer are very good.

NOTES.

Lately, the Hollywood Gardens originated a style in bridal bouquets which has been greatly copied, and has received notice in national fashion magazines. The bride's and bridesmaids' flowers are made up in colonial design, with the bouquet fastened to an ostrich fan, the latter being the gift of the bride to her attendants. The novelty of the idea became popular at once, and has been used in many fashionable weddings.

Rosaia Bros. announce that hereafter the Woodland Park Floral Company, recently purchased by them, will be known as the Orpheum Floral Company, its former title. Henry Day will be retained as manager. This firm has been showing the best pot hydrangeas and Ward roses seen on this market.

The carpenters working on the new shop of L. W. McCoy have been making fair progress and business is being carried on as well as possible under the conditions. Manager Fred H. Rowe reports excellent Pink Enchantress carnations coming in from the greenhouses, and also some fine roses.

An unusually good demand for calceolarias and dahlia bulbs is reported from the Woodlawn Flower Shop, with other lines moving out nicely. Some fine double daffodils have also been featured.

Visitors: E. A. Fetters and Thomas Brown, Detroit, Mich.; Geo. B. Weigand and wife, Indianapolis, Ind.; all on their way home after an extended stay in California.

H. M.

Nashville, Tenn.

PRINCIPAL DEMAND IS FUNERAL WORK.

During the past two weeks, funeral work has furnished the greater part of the trade's activity, but at present, with warm weather and sunshine, the plant demand is opening up nicely and will continue good for some time, as frost danger will be over by May 10. Irises are in full bloom, and every yard with any space to spare, is filled with them and narcissi in pleasing color combinations. Roses seem plentiful with prices still following a range of $4-$6, with the best bringing $8. Carnations are much more plentiful, although some florists are having a limited number shipped in, principally for use in funeral work. They sell at $3 per dozen. Lilies continue in plentiful supply. The florists at the market house have been doing a thriving Saturday business, with a wonderful sale for pansies, and verbenas, petunias, geraniums, etc., much sought Country growers are selling bunches of the blue iris and narcissi at remarkably low figures, and many of these are carried home with market purchases.

M. C. D.

MEMORIAL DAY

NEXT

Order Your Prepared Foliages, Wreaths and Supplies Early.

MAGNOLIA LEAVES

NON-MOULDY. FLEXIBLE. UNIFORM SIZE.
Colors: Green, Brown, Purple.

Per carton	$ 1.60
10 carton lots	per carton, 1.50
25 lb. cartons	per carton, 6.00
100 lb. cases	20.00

CYCAS LEAVES

PLIABLE. NON-CURLING. QUALITY LEAVES
at practically the same prices as inferior imitations.

Per 100		Per 100		Per 100	
8 to 12	$3.80	20 to 24	$ 6.75	32 to 36	$12.50
12 to 16	4.50	24 to 28	8.50	36 to 40	13 50
16 to 20	5.50	28 to 32	10.00	40 to 44	17.00

MAGNOLIA WREATHS

Made on mossed wire frames of freshly prepared leaves by expert designers.

Overall.	Per doz.	Overall.	Per doz.
18 inch	$12.00	24 inch	$24 00
20 inch	14.50	28 inch	30.00
22 inch	19.00		

RUSTIC WREATHS

Made up of special assortment of Magnolia leaves, prepared Evergreen, Astral Ferns, Cycas, Pine Cones, etc. A grave wreath that sell at sight.

Overall.	Per doz.
18 inch	$21.00
22 inch	26.00
28 inch	30.00

THE OVE GNATT CO., Inc.

Preservers of Natural Foliages

La Porte, Ind.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorators' Novelties.

Baltimore.

WARM WEATHER INCREASES SUPPLY.

Three days of hot weather during the past week have caused a perceptible change in market conditions. Carnations already show the effect of the heat and outdoor flowers are unfolding rapidly. Norfolk lilac appeared this week, but will not be a factor as we have home grown stock in abundance. The usual lull after Easter came as in former years and some weddings and funeral orders have proved to be the mainstay of the trade and break the monotony.

NOTES.

John Cooke, manager of the retail store of John J. O'Brien, of Boston, Mass., visited a number of the local stores, stopping off in this city on his way to Washington, D. C.

M. Paterson Johnston had the decorations for a prominent wedding last week. Mr. Johnston now has a new decorator in the person of a bouncing boy born April 16.

Samuel Feast & Son are receiving much favorable comment on the decorations for a ladies' night at one of the local lodges.

The S. S. Pennock Co. has added a new car to its service department.

G., JR.

Kansas City, Mo.

SUPPLY CLEANS UP FAIRLY WELL.

Stock is quite plentiful, and at times a strong demand keeps the different lines cleaned up quite well. Roses are plentiful and quality is fairly good, especially in Russell and Ophelia, which wholesale at from six to 15 cents. Carnations are very plentiful and are exceptionally good for the season. Sweet peas are very numerous, but are going fast as they work in well with funeral orders and corsage work. Bulbous stock is just about gone for the season.

The Gladiolus

Is more satisfactory and lasting than many higher priced flowers.

I am now shipping

Fine Gladiolus Spikes

to florists all over the **Continent.** Satisfactory condition on arrival guaranteed. Same level price to all florists, postage added.

For Mothers' Day

Order a trial box of 50 or 100 by wire at my expense.

GEO. J. BACKUS, GLADIOLUS GROWER, **Stuart, Florida**

NOTES.

Bedding plant prices will vary some from those of last year. Geraniums, red, in 3-inch, will be $1.50 per dozen for small and $2 for large plants. Pink will run $2 and $2.50; 4-inch, red, 35 each or $4 per dozen, with all other offerings somewhat higher.

For the first time in the history of the trade in this city, there will be a co-operative advertisement of large size in the daily papers featuring Mother's day. Miss Hayden, and Messrs. Carter and Barnes have been appointed a committee to handle the details.

T. J. Noll & Co. report excellent business and stock plentiful. With the embargo lifted, shipments are now going out in good shape.

H. Kusik & Co. have been carrying large supplies of roses, carnations and sweet peas all week and report good business.

W. J. Barnes has one of the best and largest stocks of bedding plants in his history and anticipates an excellent trade.

August Luther says he is selling some bedding plants and will be in fine shape when the season opens.

A. F. Barbe reports his bedding plants in good shape and looks forward to a good demand.

E. J. B.

Mothers' Day Price List

Large Crop of Roses. Buy Direct from the Grower.

We Are Rose Specialists and Are Cutting from 245,000 Rose Plants.

We guarantee our flowers to be perfectly fresh, up to grade, and even in quality. No pickled stock for us.
We bring our flowers in from the greenhouse as fast as cut and know they are fresh.

PRICE LIST in Effect May 3rd.

OPHELIA, HOOSIER, WHITE KILLARNEY and SUNBURST.

Extra long	per 100,	$20.00
Medium	per 100,	16.00
Good short	per 100,	10.00
Seconds	per 100,	8.00

RUSSELL and COLUMBIA.

Fancy, extra long	per 100,	$30.00
Long	per 100,	25.00
Medium	per 100,	20.00
Short	per 100,	$12.00 to 15.00

ASSORTED ROSES, OUR SELECTION, including some **RUSSELL** and **COLUMBIA.**
Lots of 200 or more ..... per 100, $12.00 to $15.00.

Big supplies of miscellaneous flowers are now coming into this market and we will procure the best at lowest market prices.

NEW FANCY FERNS ..... per 1000, $5.00

ADIANTUM	per 100, $2.00	**ASP. SPRAYS**	per 100, $4.00
GALAX, bronze	per 1000, 1.50	**SPRENGERI**	per 100, 4.00

All seasonable flowers not grown by us will be procured for our customers. A trial order solicited.
In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

NOTICE:—We close at 5 o'clock week days. Closed all day Sundays.

Chicago.

STOCK IS IN BETTER DEMAND.

Stock is in better demand this week, consequently prices have advanced somewhat, but at that, there is plenty to go around in almost all lines at very reasonable figures. Some particularly fine American Beauty roses are arriving now and are selling nicely, with extra fancy stock bringing $12 per dozen. Columbia, Premier and Mrs. Chas. Russell are also reaching the market in splendid condition, and are moving at good prices. Ophelia, Sunburst, Killarney, Killarney Brilliant, White Killarney, Double White Killarney, Mrs. Aaron Ward, Montrose, Champ Wieland, Hoosier Beauty, Milady, Richmond, My Maryland and Mrs. George Shawyer are having a better call. Cecile Brunner, Elgar, Baby Doll and Nesbit are to be had in limited supply. Carnations are not as plentiful as they have been, and are in good demand this week. Lilies are seen in good supply at some of the houses, and the same holds true for callas. Orchids are none too plentiful, and there are just about enough gardenias to go around. Lily of the valley is in fair supply, but is holding its own. Sweet peas are plentiful, but are having a very good call, considering the general market conditions. Some fine snapdragons are attracting the attention of the buyers, and are to be seen featured prominently in many of the window displays of the leading stores. Calendulas, daisies, freesias, anemones, narcissi, jonquils, tulips, violets, stocks, pansies and other miscellaneous flowers, including lilac and trailing arbutus, are seen in the offerings. Green goods are none too plentiful. The outlook is very bright for a heavy demand for stock for Mothers' day, and everyone who has not already placed their orders will do well to do so immediately

FOUNDED BY FLINT KENNICOTT 1st
IN CHICAGO

Don't let Department Stores use Cut Flowers to advertise their business—

Advertise YOUR Business.

Play on this market to your advantage in Buying Here.

YOUR
FOUNDED BY FLINT KENNICOTT 1st
Protection

Kennicott Bros. Co.
174 North Wabash Avenue
CHICAGO

Heaviest in Roses and Carnations with all other seasonable Cut Flowers right "IN THE PLACE"

Now is the Time to Place Your Orders With Us For

Mothers' Day

Owing to the extensive advertising and the gaining popularity of the day, the demand this year will be stronger than ever, making it necessary for the buyer to arrange for his supply immediately.

We will be exceptionally strong on

Choice Roses

Columbia, Russell, Cecile Brunner, Milady, Sunburst, Ophelia, Ward, White Killarney, Pink Killarney, Killarney Brilliant and Premier.

All The Best Carnations

Also Valley, Darwin Tulips, Lilies, Cattleyas, Jonquils, Calendulas, Snapdragons, White and Yellow Daisies, Candytuft, Stocks, Pansies, Etc., Etc.

Heavy Supply of Fancy Sweet Peas

The BEST in The Chicago Market---- Bar None.

COMPLETE LINE OF GREENS.

ZECH & MANN

WHOLESALE FLORISTS

30 East Randolph St., L. D. Phones { Central 3283 / 3284 } **CHICAGO**

EXTRA HEAVY SUPPLY

ROSES -- CARNATIONS

For Mothers' Day

Place your orders with us and you will get the best stock obtainable for the least money

MOTHERS' DAY PRICE LIST—Subject to Change Without Notice.

PREMIER	Per 100
Select	$35.00
Fancy	25.00
Medium	20.00
Short	12.00

RUSSELL	Per 100
Select	$35.00
Fancy	25.00
Medium	20.00
Short	12.00

COLUMBIA	Per 100
Select	$20.00
Fancy	15.00
Medium	12.00
Short	8.00 to 10.00

OPHELIA	Per 100
Select	$20.00
Fancy	15.00
Medium	12.00
Short	8.00 to 10.00

SUNBURST	Per 100
Select	$20.00
Fancy	15.00
Medium	12.00
Short	$8.00 to $10.00

White—KILLARNEY—Pink	Per 100
Medium	$10.00
Short	8.00
ROSES, Our Selection	$8.00

CARNATIONS	Per 100
Fancy, assorted colors	$10.00 to $12.00
Good	8.00

MISCELLANEOUS	
Calla Lilies, per doz.	$ 2.00
Ferns, per 1000	5.00
Galax, per 1000	2.00
Sprengeri, per bunch	.50

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 CHICAGO

Place your orders for stock for Mothers' Day with us now—The demand will be strong and everyone should have an ample supply to meet it. Roses, Carnations, Sweet Peas, Gardenias, etc.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

to protect their supply. Play safe—order early.

NOTES.

The Antoinette Flower Shop will open a retail florist store at 934 East Forty-seventh street, May 1, with Henry M. Hirsch in charge. The A. L. Randall Co. furnished the complete set of store fixtures, and the new firm will make a strong bid for the business in its neighborhood. Mr. Hirsch needs no introduction to the trade, having been engaged in the retail business here for many years, during which time he has made a host of friends, all of whom join in wishing him every success in his new undertaking.

The florists' club will meet at the Hotel Randolph next Thursday evening, May 6, at 8 o'clock. The American Greenhouse Manufacturing Co. will entertain the members with its two-reel movie, "Wonderland Under Glass." The April meeting was rather poorly attended, when the film was shown for the first time, so it will be placed on the screen again at the next meeting by special request.

The Central Floral Co.'s window displays are attracting much attention. A background of cherry trees and lilacs in bloom, furnish the touch of spring, and while the blossoms are artificial, the trees are natural, which keeps the onlooker guessing. Nine out of 10 believe the blossoms to be natural.

Sam Seligman, New York representative for the McCallum Co., Pittsburgh, Pa., and Morris Levine, with Lion & Co., New York, called on the trade here this week.

Mrs. Fred Cindel (formerly Miss Fannie Pratt, of Vaughan's Seed Store), now of Johannesburg, South Africa, is visiting friends here, with her husband.

LARGE CUTS OF
ROSES
FOR
Mothers' Day, May 9

Exceptionally fine White Killarney, Killarney, Killarney Brilliant, Mrs. Chas. Russell, My Maryland, Sunburst, Ophelia, Premier, Columbia, Milady and Champ Weiland.

CARNATIONS

Good Supply of White, Pink and Red

While we will have a good supply of Carnations, there will not be enough flowers to supply the demand, so push roses on that day. You will find that the public in a great many cases prefer them to carnations, so make allowance for the scarcity of carnations and substitute roses. They will move just as quickly. Make up your order for us today.

When Ordering Remember White Flowers Stand for Mothers' Memory and Colored Flowers for Mothers Living

Buy Direct from the Grower — **MOTHERS' DAY PRICE LIST** — **Subject to Change Without Notice**

	Per 100
MRS. CHAS. RUSSELL	
Specials	$35.00
Select	25.00
Medium	$15.00 to 20.00
Short	12.00
COLUMBIA	
Specials	$35.00
Select	25.00
Medium	$15.00 to 20.00
Short	12.00
PREMIER	
Specials	35.00
Select	25.00
Medium	15.00 to 20.00
Short	12.00
MILADY	
Specials	20.00
Select	12.00 to 15.00
Medium	10.00
Short	8.00

		Per 100
Champ Weiland, Killarney, Killarney Brilliant, White Killarney, My Maryland	Specials	$20.00
	Select	$12.00 to 15.00
	Medium	10.00
	Short	8.00

	Per 100
SUNBURST, OPHELIA	
Specials	$20.00
Select	$12.00 to 15.00
Medium	10.00
Short	8.00
ROSES, OUR SELECTION	8.00
CARNATIONS	
Good and Fancy	$10.00 to $12.00
Sweet Peas	3.00 to 4.00
Lilies	25.00
Adiantum	2.00
Asparagus, per bunch	50c
Boxwood, per bunch	35c
Ferns, per 1,000	$5.00
Galax, bronze and green, 1,000	$2.00
Leucothoe Sprays	1.00
Smilax, per doz. strings	$3.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY.

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

The American Greenhouse Manufacturing Co.'s force held its monthly meeting and banquet at the Hotel Randolph, April 24. L. E. Hooper, local representative of the Louisiana Red Cypress Co., was invited to speak on the "wood eternal," and gave an interesting talk on this subject. Carl Ickes, of the Ickes-Braun Mill Co., and Harry Berner, who has charge of the drafting department of the American Greenhouse Manufacturing Co., spoke on the use of cypress in connection with greenhouse construction, all of which proved very instructive. H. O. S. Nichols had charge of the affair, and officiated as toastmaster at the banquet.

Nearly everyone in the trade is pushing Mothers' day strong by using the S. A. F. stamps, folders, posters, slides, electros, etc. Those who have not obtained any one of these items, and would like to, can do so through the Florists' Publicity Service Bureau, 431 South Dearborn street. The Mothers' day poster is the prettiest ever issued and is being used extensively all over the city.

Poehlmann Bros. Co.'s roses are arriving in fine condition, particularly Mrs. Chas. Russell and Columbia. Orchids and lily of the valley are in good supply at their establishment. This firm's stock in general has never run so high in quality as this season.

Fred Schramm, of Park Ridge, says that work has been started on his new carnation house. Mr. Schramm is a stockholder in the Chicago Flower Growers' Association, which handles his entire output.

H. N. Bruns' investment in lily of the valley pips was the heaviest ever this year, the figures being very large. His cuts are fine, and the quality is so high that the buyer is more than satisfied.

Erne & Co. expect to experience an early cleanup of stock for Mothers' day, even though they will be well supplied with spring stock of every description.

Wietor Bros. are cutting heavily in Mrs. Chas. Russell, Premier and Columbia roses of fine quality, and have a big cut of Ophelia coming in crop for Mothers' day.

A. T. Pyfer & Co. are prepared to handle a brisk Mothers' day business, and while they will have a good supply of stock to offer, an early cleanup is looked for.

The A. L. Randall Co. will have a good supply of peonies for Mothers' day, but it is almost a certainty that the demand will be greater than the supply.

A. L. Vaughan & Co. have had a number of inquiries in regard to stock for Mothers' day, when the demand promises to exceed all expectations.

The John Kruchten Co. has had a good call for sweet peas the past week, which brought high prices, considering the general market conditions.

Miss Harper, of the Bassett & Washburn office force, has the sympathy of the trade in the loss of her mother, whose death occurred April 27.

Zech & Mann report a strong demand for fancy sweet peas, which they are handling in quantity. Some fine roses are seen at this establishment.

Tonners' are doing a fine cut flower and supply business, and now have quite a bit of floor space in the Atlas building.

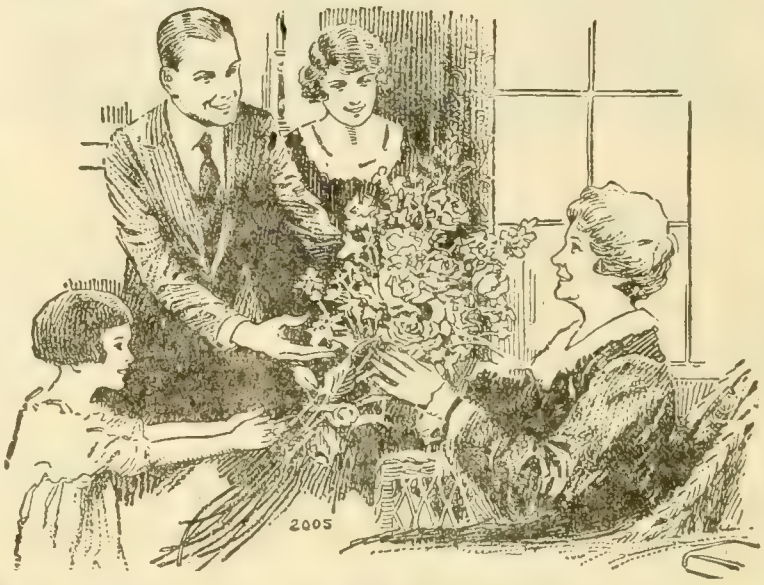
A. Lange had three large wedding orders, April 24, which helped considerably to increase the sales for that day.

The Joseph Foerster Co. is having a brisk call for ranunculus, which are none too plentiful in this market.

The E. F. Winterson Co. is having a good demand for baskets which are a leader with this house.

The E. C. Amling Co. is handling a good supply of irises.

"Say it with Flowers"



Mothers' Day Prices

In Effect May 4th 1920.

ROSES:

PREMIER, COLUMBIA, RUSSELL AND MILADY:

	Per 100	
Long fancy	$25.00	$30.00
Choice medium	15.00	20.00
Good short	8.00	12.00

(Specials billed accordingly.)

OPHELIA, SUNBURST, HEARST, MARYLAND AND WHITE KILLARNEY:

Long fancy	15.00	20.00
Choice medium	10.00	12.00
Good short	6.00	8.00

CARNATIONS:

Select fancy	10.00	12.00
Choice		15.00

(No orders accepted for White only.)

SWEET PEAS:

Fancy Spencers (1000 lots $15.00-$35.00.)	2.00	4.00

YELLOW DAISIES:

Select large flowers	3.00	4.00
Choice	1.50	2.00

WHITE DAISIES:

	2.00	3.00

	Per dozen	
CALLAS	$ 2.00	$ 4.00
EASTER LILIES	2.00	4.00
SNAPDRAGON, long fancy	1.00	2.00
STOCKS, choice double	1.50	2.00
PANSIES, per dozen bunches	1.50	2.00
ASPARAGUS PLUMOSUS Per bunch	.35	.50
ASPARAGUS SPRENPERI Per bunch	.25	.50
FERNS Per 1000	5.00	
GALAX Per 1000	2.00	

A. T. Pyfer & Company

OUR MOTTO: "Nothing is too much trouble to please a customer."

164 North Wabash Ave., CHICAGO

L. D. Phone Central 3373

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

MAKE UP YOUR ORDERS NOW

For Mothers' Day

Send them to us immediately and insure your supply. The demand is going to be exceptionally heavy, and in order to take care of the trade in your neighborhood, it is imperative that you arrange for what you need in Cut Flowers today.

EVERYTHING IN LARGE SUPPLY

Columbia, Premier, Russell, Ophelia, Sunburst, Milady, Ward, and all the other leading varieties of Roses. Carnations, Orchids, Sweet Peas, Daisies, Snapdragons, Narcissus, Jonquils, Tulips, Calendulas, Etc.

Quality and Quantity Reign Supreme Here

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

FOR MOTHERS' DAY

Roses-Carnations

Sweet Peas-Lilies-Daisies-Stocks-Callas
Tulips - Valley - Calendulas - Snapdragons
Orchids-Jonquils-Narcissus-Etc. Greens

Arrange for your supply with us now. We have what you want in quantity at reasonable prices.

Large Supply of Fine Stock for

MOTHERS' DAY--MAY 9

White Flowers for Mothers' Memory;
Bright Flowers for Mothers Living.

Roses and Carnations as usual will be our leaders but we are strong on all seasonable stock and will fill your orders to your satisfaction at prices that are reasonable. It is advisable to place your order early for there is always a big demand for stock and by doing so you will avoid disappointment.

ERNE & COMPANY

WHOLESALE FLORISTS

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Mrs. Conrad Frauenfelder, 3343 West Madison street, announces the engagement of her daughter, Edna, to Louis J. Moreau, of Springfield, Mass. Mr. Moreau is in business at Los Angeles, Calif. The entire trade joins in congratulating the happy young couple.

Peter Reinberg is cutting splendid Mrs. Chas. Russell roses in quantity, which are in good demand this week. The shipping trade promises to be extra heavy this year for Mothers' day judging from the early orders that have already been booked here.

Vaughan's Seed Store reports trade in spring bulbs, both by mail and wire, holding up remarkably well. The retail counter trade among seedsmen, having been held back by cold weather, is now evidently more active in bulbous stock and dormant plants.

Miller & Musser are agreeably surprised over the number of sales in their retail seed department, which so far, have exceeded all expectations.

Herman Schiller is back in the harness at Schiller's north side store, which his many friends in the trade are pleased to know.

Robert Northam says that he has never seen the quality of George Reinberg's Mrs. Chas. Russell roses as elegant as now.

Kennicott Bros. Co. is offering a regular supply of lilac, which it is receiving in quantity daily from Villa Ridge.

Miss May Schultz is back on the job at the J. A. Budlong Co.'s store after enjoying a pleasant visit in California.

Visitors: Robert Groves, Adams, Mass.; M. C. Haley and wife, Detroit, Mich.; O. J. Olson, of Holm & Olson, St. Paul, Minn.

Tonner

Wholesale Cut Flowers and Supplies

30 East Randolph Street

CHICAGO

Telephone Central 6284

For Mothers' Day

Do not let any MOTHER in your city do without the best in flowers, simply because you did not get in touch with TONNERS'. DO IT NOW!

Mention the American Florist when writing

Toledo, O.

MOTHERS' DAY INDICATIONS GOOD.

As customary after a holiday, business has been quiet with most florists since Easter, but during the past week, it picked up appreciably. There has been a lively call for funeral work, and for decorations for weddings and other social occasions. Stock of all kinds has been fairly plentiful, and the quality in most cases is good. Roses of the standard varieties are in excellent supply and the demand cleans them up. Sweet peas are good and sell briskly. Carnations are sufficient for all demands. Snapdragons are here, and bring good prices. The weather here has been cold and cloudy for the most part, and growers are hoping for a change in order to supply the heavy demands expected for Mothers' day.

FLORISTS' CLUB MEETING.

The first meeting held by the local florists' club in some time was called for April 22 at Schramm Brothers' store on Cherry street, and was very well attended. The calamity that befell James Gray, florist of Sylvania, O., March 28, was brought up for discussion. On that day, a tornado visited northwestern Ohio and destroyed his greenhouse and wrecked his home. He was practically wiped out. According to Frank Schramm and Tom Magee, who visited Gray on Sunday, he was living in a shed and was quite discouraged with prospects. Florists here are doing everything possible to help him get on his feet, and at the meeting over a $1000 was subscribed in a few moments. Frank Schramm and Tom Magee were appointed a committee to gather donations from those who were absent. All responded liberally.

NOTES.

The prospects for Mothers' day are bright, and the amount of business transacted is limited only to the extent of the pushing done by florists. Cooperative advertising will probably be used again in this city, as results prove that this is the best method of exploiting the day. The advertising plan of the S. A. F. promotion bureau will be used here by some. It is very good material.

Dronillard & Navarre, who conduct the Navarre Flower Shop, near the Interurban station, formerly owned by S. N. Peck, are making many changes in the arrangement of the store. New fixtures have been installed, and the interior has been redecorated in a most attractive, inviting manner. Their window displays are always most pleasing, and business shows a constant improvement.

A. C. K.

Fancy Handle Baskets

(With metal liners included.)

These baskets are all in desirable colors of pretty shades and especially appropriate for the florist's use. Prices vary from 90c to $2.00 each. We recommend ordering sample assortment for about $10.00.

Get our list of other supplies (it's free.)

Geo. H. Angermueller Co.

1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing

PLACE YOUR ORDERS NOW
FOR MOTHERS' DAY
BEST QUALITY TO BE HAD IN
Roses and Carnations
Columbia, Russell, Premier, Milady, Ophelia, Ward, Welland, Brilliant,
Double White and Pink Killarney, Sunburst, Hearst, Nesbit and Brunner.
NONE BETTER ON THE CHICAGO MARKET
All colors==CARNATIONS==Good quality
IN GOOD SUPPLY
DARWIN TULIPS--TULIPS--JONQUILS
Choice stock of Valley, Sweet Peas, Callas, Daisies, Easter Lilies, Stocks,
Calendulas, Violets, Lupines, Pansies and all other Seasonable Stock.
Don't Forget Us on GREENS, as We Have Mexican Ivy, Sprengeri, Ferns, Adiantum, Etc.
If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.
You can increase your profits and business by sending all orders direct to
J. A. Budlong Co.
Quality Speaks Louder Than Prices.
Wholesale Cut Flowers and Greens
184-186 North Wabash Ave., Corner Lake St., CHICAGO
Roses, Valley and Carnations Our Specialty
Prices As Low As Others.
SHIPPING ORDERS GIVEN CAREFUL ATTENTION.
We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.
WE ARE CLOSED ALL DAY SUNDAY.

Detroit, Mich.

HEAVY SUPPLY AND FAIR DEMAND.

The outstanding feature of trade conditions during the past week was the large supply of all seasonable cut flowers to meet a demand that could only be called fair, except in the case of stock for funerals, which, at times, materially reduced the quantity of some of the items on the list. Lilies, however, are being received far in excess of requirements and sweet peas meet the same fate. The former are offered as low as $8 per 100, and while of excellent quality, sales are slow. Roses were never seen in finer condition and many bring fair returns. The cold weather has not been encouraging to outdoor planting, but all growers are preparing for a big rush when the planting season opens.

NOTES.

The publicity committee, A. Pochelon, chairman, held a meeting April 23 to complete plans for putting into operation the system for collecting funds for the co-operative advertising campaign. Every florist in this city and suburbs will be appealed to personally for his support of the project. Mothers' day copy is being prepared and liberal advertising space will be used in the daily papers, as well as a general use of posters and stickers.

Harry Smith, of Mt. Clemens, has sold his greenhouse property to John Bannon, who has engaged Victor Rotel to take charge of the establishment.

SPHAGNUM MOSS
For Florists.
For Nurserymen.
For SPOT SHIPMENTS or contract. Write us.
CHICAGO, 31-33 W. Randolph Street NEW YORK, 43 Barclay Street
VAUGHAN'S SEED STORE

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Violets. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

For Florists' Supplies, Baskets, Chiffons and Spring Novelties
PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., Pittsburgh, Pa.

The latter has been in the employ of John Carey for 16 years, and goes to his new charge with the best wishes of a host of friends. He will make a specialty of carnations, chrysanthemums and sweet peas.

John E. Carey, of Mt. Clemens, has sold his business to his sons, John M. and James, who will take possession, June 1. The retail store will continue to be managed by James, as in the past, while the growing end will be in charge of John M., who will also continue to conduct his retail store in Detroit.

Doemling & Schimmel, Mt. Clemens, will commence the erection of a modern rose house, 70x238 feet and 27 feet high, steel construction, May 15. Forty thousand roses will be planted in it before July 1. J. F. S.

Columbus, O.

DEMAND FAIRLY BRISK.

While weather conditions during the past week were not the best for an active demand for flowers, still downtown florists have had a rather brisk business, on the whole. Trade has been tending largely towards loose flowers, which are selling well. They are mostly roses, carnations, snapdragons, tulips, jonquils and violets. Prices are rather firm at the levels which have prevailed during the past few weeks. There is a fairly good supply of all varieties with the demand steady, which produces a very satisfactory market in every way as there is little stock to be carried over. Prices are now down to almost everybody's pocketbook, and as a result, the demand has increased to a large degree. Funeral work has been rather active. One of the best features is the demand for flowers for weddings and parties. Active preparations are being made for Mothers' day, which is expected to be one of the big events in the business. This day is becoming more popular year after year, and it is believed will be as heavy as Valentine's day and may approach Easter in volume of trade. The railroad strike did not seriously affect the trade in this city, although some shipments were delayed as a result of the rail tie-up.

NOTES.

Home dwellers in this city, and in fact, many cities in central Ohio, who go in for the beautification of yards and lawns are using Madame Butterfly roses as the chief decorative feature. At Springfield, which is but 43 miles west of this city, millions of these roses are grown, and are being distributed for the decoration of lawns. While it is supposed to show a deep pink, still many varieties of colors appear, and the effect is beautiful. Frank E. Good, of Springfield, is one of the best known growers of roses in this section, and in addition to Madame Butterfly, he is also growing a large number of Maman Cochet. The five Springfield greenhouses sell between 6,000,000 and 7,000,000 roses throughout the United States yearly.

J. W. L.

LINDLEY BOXES
ARNOLD BOXES
Comprising the largest assortment of Florist Boxes obtainable. The Arnold Florist Box stock has been purchased by the Lindley Company. Write us for prices.
GEO. L. HOOPIS,
New York Representative, 601 W. 144th St.
A. V. Z. JENNINGS,
Chicago Representative, 20 E. Jackson Blvd.
Lindley Flower Box Company, Quality Box Makers, Marion, Indiana

GOLDFISH 1,500,000 (Fancy and Plain)
Ready for market at rock-bottom prices.
Ship anywhere in U. S. or Canada.
Write for our illustrated catalogue.
Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.

FLORISTS'
Cards, Envelopes, Labels, Tags.
Add 10% to our 1920 catalogue prices.
THE JOHN HENRY CO.
LANSING, MICHIGAN

Salt Lake City, Utah.

BAD WEATHER DECREASES SUPPLY.

Several days of dark, inclement weather have decreased the cut of flowers so that the supply now about equals the demand. The carnation crop seems to be about right for Mothers' day and roses are holding their own both in number and quality, with prices ranging from eight to 20 cents, with Hoosier Beauty and Columbia, 10 to 25 cents. Sweet peas are still on the short side and clean up at two cents. Gladioli, still limited in supply, although the quality is excellent, bring 20 cents. Snapdragons are in fine crop and find ready buyers at 8 to 10 cents.

NOTES.

The Miller Floral Co., at Farmington, is cutting some fine gladioli, and its roses and carnations are showing daily improvement. Some fine pelargoniums should prove quick sellers for Mothers' day. Wm. Miller, of this firm now has quite a lot of annuals and perennials planted in his outdoor garden. His asters are doing especially well.

A number of retailers, including Bailey & Sons, the Evans Floral Co., B. C. Morris, and the Miller Floral Co., conducted a successful sale, April 16-17, featuring carnations at $1 per dozen, and roses at $1, $2 and $3, according to grade. These four stores disposed of 4,000 carnations and 2,500 roses.

Charles Soter, manager of the flower department at the Walker Dry Goods Co., who has been on the sick list for six months, has returned to his post, greatly improved in health.

The Salt Lake Floral Co. is cutting good stock, especially snapdragons and Emperor daffodils. This firm's carnations are coming into crop again.

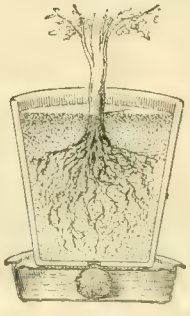
The Evans Floral Co. has been busy with funeral work and is very well satisfide with the volume of business.

Emil Lund, of Bountiful, is cutting fine snapdragons and his carnations look promising.

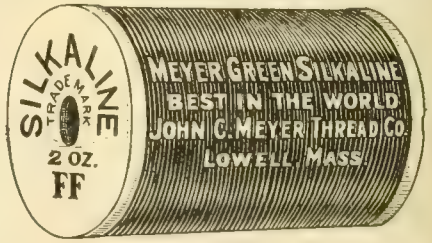
Visitors: L. F. Darnell, traveling representative of theFlorists' Telegraph Delivery Association, Detroit, Mich.

P. R.

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a
Little Wonder Plant Irrigator
They keep your plants watered just right.
Wholesale price, $25.00 per 100.
If your supply house does not carry them send us their name with your order.
Sample by mail, 35c.
The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO



John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

MOTHERS' DAY PRICE LIST.

		Dozen	
Roses, Beauty		$2.00 @	$10.00
		Per 100	
"	Mrs. Chas. Russell	8.00 @	40.00
"	Columbia	8.00 @	40.00
"	Premier	8.00 @	40.00
"	Hoosier Beauty	8.00 @	25.00
"	Killarney Brilliant	8.00 @	25.00
"	Killarney	8.00 @	25.00
"	White Killarney	8.00 @	25.00
"	Richmond	8.00 @	25.00
"	My Maryland	8.00 @	25.00
"	Mrs. Geo. Shawyer	8.00 @	25.00
"	Milady	8.00 @	25.00
"	Mrs. Aaron Ward	8.00 @	25.00
"	Sunburst	8.00 @	25.00
"	Ophelia	8.00 @	25.00
"	Dble. W. Killarney	8.00 @	25.00
"	Champ Weiland	8.00 @	25.00
"	Cecile Brunner	2.00 @	4.00
"	George Elgar	2.00 @	4.00
"	Baby Doll	2.00 @	4.00
"	Nesbit	2.00 @	4.00
"	Our selection		8.00
Carnations		10.00 @	20.00
Cattleyas	per doz.	18.00 @	24.00
Snapdragons	per doz.	2.50 @	3.00
Tulips		4.00 @	8.00
Daisies		2.00 @	4.00
Valley		8.00 @	12.00
Calendulas		4.00 @	6.00
Gardenias	per doz.	2.50 @	3.00
Lilies	per doz.	**2.50 @**	**3.00**
Jonquils		4.00 @	8.00
Callas		1.50 @	2.00
Sweet Peas	per 100	2.00 @	4.00
Ferns	per 1,000		5.00
Galax	per 1,000		2.00
Leucothoe		1.00 @	1.25
Plumosus Strings	each	.60 @	.75
Sprengeri, Plumosus, Sprays			3.00
Mexican Ivy		.75 @	1.00
Boxwood, 35c per lb., per case			9.00

ZECH & MANN

WHOLESALE FLORISTS

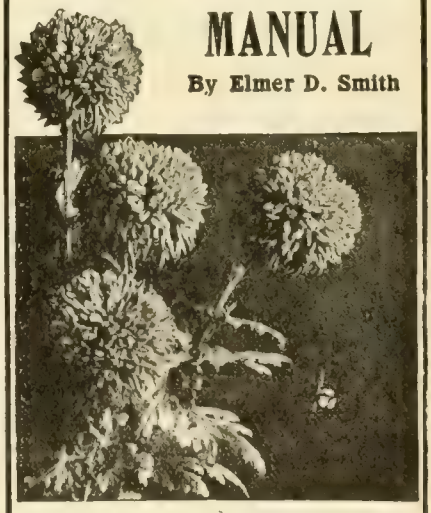
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 No. Clark Street, CHICAGO

For Mothers' Day
ROSES

We are particularly strong on such varieties as

RUSSELL
PREMIER
COLUMBIA
HADLEY
OPHELIA
SUNBURST

You will admit that there are no better varieties on the market. Nothing will help more to increase your rose sales than for you to carry some of these good roses in stock.

Let us fill your next Rose Order.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

EDWARD REID
Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

SURPLUS SUPPLY AND LIGHT SALES.

The past week has been one of over production as far as the flower market is concerned. There was a great supply of everything; surplus was the rule, while the demand, early in the week, particularly, was very light. However, there is always some activity, as was the case on Friday and Saturday, due to the free buying of the street men and enterprising out-of-town stores, who are quick to see an opportunity for turning the surplus over in special week-end sales. Roses were a quantity item, and they sold at about one-fourth last winter's prices, but as there are now about four times the quantity received then, results in money returns are the same, which after all is the thing aimed for. The last of the Emperor daffodils were in this week, and the fact that quite a quantity cleaned up at $4, shows that the market was not in such a hopeless condition. Shipments of southern stock have ceased. There were heavy receipts of very good sweet peas, the best of which would only bring $2. Callas and Easter lilies are very plentiful, the giganteums being sold very low in quantity lots. There were certainly three times as many callas in this market the past season, as were ever seen here before, which makes them exceptionally plentiful now, yet the market appears to take them all at an average of not much below 10 cents, which shows that production is not greatly ahead of demand. Southern outdoor lilac from Maryland is offered, but against such a full market it meets with little demand. Greens are an important feature. All kinds are in demand, particularly asparagus. The quality of the shipments of the new crop or spring growth from Florida is excellent. When packed with wet sphagnum in a ball at the ends of the stems, out of which water can still be squeezed on arrival, the sprays are as fresh and green as if just cut from the greenhouse. The price is 50 cents per dozen sprays, which when it is grown out of doors by the acre, would appear to give the returns a velvety sheen. The street men had a harvest the past week, all their stands being stocked to the limit. They handled good flowers, prefering in some instances to pay $1.50 a hundred for sweet peas, rather than lower grades at half the price.

April 26.—There were good shipments in all lines, with a fair demand starting with the average of last week's prices.

NOTES.

That growers profit to a great extent when attention is given to the preparation of their stock for market, so that it shall be offered for sale in such a way as will show it to the best advantage, has been demonstrated by the Joseph Heacock Co. in the marketing of its large crops of sweet peas, which run over 10,000 a day. These were not graded, but were tied in bunches of 25 sprays. These were given a corsage appearance, all the flowers being turned toward the front, the long stems forming the foundation, while the shorter grades were worked in as the bunching progressed until the required number were in place, when they were bound together with the string. In this method of arranging, all flowers showed to the front, and made a much better display than when bunched round with flowers facing in every direction. There are no seconds, all appear first grade, the quality and arrangement making up for the shorter stems. This bunching, it is estimated, has added at least 25 per cent to the value of the stock.

A wholesaler, when asked if a prominent street dealer, was not a good customer, answered: "Yes, but we do not like to sell to him, because when he gets busy, the market is in poor shape, and then we regard him only as a convenience. At such a time, of course, one man's money is as good as another's, but we prefer to sell to the stores, as they buy all the year round. It is a great pity that more retailers do not take a chance when flowers are so

Wholesale Flower Markets

BOSTON, Apr. 28. Per 100

Roses, American Beauty	25.00@	150.00
" Shawyer, Russell	10.00@	25.00
" Killarney	8.00@	20.00
" Milady	12.00@	30.00
" Radiance	16.00@	40.00
" White Killarney	6.00@	20.00
" Killarney Brilliant	16.00@	25.00
" Ward	6.00@	16.50
" Victoria	8.00@	16.00
" Hadley	6.00@	25.00
" Ophelia	8.00@	20.00
" Premier	12.50@	30.00
" Columbia	16.00@	25.00
" Maryland	8.00@	20.00
" Hoosier Beauty	15.00@	35.00
" Stanley	12.00@	20.00
Cattleyas, per doz	12.00@	18.00
Sweet Peas	1.00@	3.00
Carnations	4.00@	12.00
Longiflorum Lilies	6.00@	12.00
Marguerites	4.00-6.00@	8.00
Calendulas...doz.	.75@1.00	
Callas	16.50@	25.00
Snapdragons.doz.	1.50@4.00	
Adiantum		2.00
Asparagus Strings, per doz	9.00@	12.00
Asparagus bunches, each		.50
Jonquils	4.00@	6.00
Anemones, per doz		1.50
French Iris, per spray	.35@	.50
Pansies	2.00@	3.00
Myosotis, a bunch	.35@	1.00
Lily of the Valley	8.00@	12.00
Delphinium.....per doz.	4.00@	6.00

BUFFALO, Apr. 28. Per 100

Roses, Beauty, Special	50.00@	60.00
" Fancy	25.00@	30.00
" Extra	20.00@	25.00
" 1st	15.00@	20.00
" Killarney	6.00@	15.00
" My Maryland	6.00@	20.00
" White Killarney	6.00@	15.00
" Sunburst	6.00@	15.00
" Ward	6.00@	8.00
" Columbia	10.00@	25.00
" Ophelia	8.00@	20.00
" Russell	10.00@	25.00
" Shawyer	6.00@	15.00
" Bon Silene	4.00@	6.00
" Cecile Brunner	3.00@	4.00
Cattleyas	75.00@	100.00
Dasies	1.00@	3.00
Valley	8.00@	10.00
Violets	.75@	1.00
Calla Lilies	12.00@	30.00
Japan Lilies	8.00@	10.00
Easter Lilies	10.00@	20.00
Carnations	3.00@	6.00
Mignonettes	3.00@	6.00
Snapdragons	8.00@	15.00
Sweet Peas	1.00@	3.00
Asparagus Sprengeri	.35@	.50
Ferns, per 1000		3.50
Calendulas	3.00@	6.00
Smilax, doz.		4.00
Golden Spur	4.00@	5.00
Freesia	3.00@	4.00
Von Sion	3.00@	4.00

Write For Our
Price List
On Cut Flowers
H. G. BERNING
1402-4 Pine St., St. Louis, Mo.

Removal Notice
BERGER BROS.
are now located at
1609 Sansom St., PHILADELPHIA, PA.
with a full line of everything—the best the market affords—in Cut Flowers.

CINCINNATI, Apr. 28. Per 100

Roses, Premier	6.00@	25.00
" Russell	6.00@	25.00
" Columbia	6.00@	25.00
" Butterfly	6.00@	25.00
" White Killarney	6.00@	20.00
" Pink Killarney	6.00@	20.00
" Sunburst	6.00@	20.00
" Mrs. Aaron Ward	6.00@	20.00
" Ophelia	6.00@	20.00
" Baby Doll		2.00
Carnations	2.00@	4.00
Calendulas	1.00@	3.00
Sweet Peas	.75@	1.00
Ferns, per 1,000		3.50
Leucothoe, per 1,000		6.00
Galax, per 1,000		1.50
Smilax, per string	.15@	.20
Plumosus (south) per bch.		.25
Easter Lilies	8.00@	10.00
Snapdragons	4.00@	8.00
Stocks, per bunch		.50

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

White Wood Easels

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches	$0.65	54 inches	$1.25
42 inches	.80	60 inches	1.50
48 inches	1.00	66 inches	2.00

(Special price on dozen lots.)
Get our list of other supplies (it's free.)

Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

Wholesale Florists' Supplies

THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

plentiful. They could run off a lot of stock in special sales at good profit to themselves."

The May meeting of the florists' club will be devoted to the interests of the grower. A feature will be an exhibition of cut roses, including all the new ones now bidding for a place, and well grown standard varieties. The subject for discussion will be, "Growers' Interests," in which prominent members of this branch of the business will take part.

Clarence Watson, shipping manager of the Leo Niessen Co., says there are still a few out-of-town buyers, for whom no other pink rose will do but Killarney. He says: "We could give them splendid medium Russell, which would carry much better, but they still hang on to their old love.

George Aeugle looks at it this way: "Prices of cut flowers are one-fourth what they were last winter, but we are getting four times as much stock, so it amounts to about the same, only we have to hustle a little harder to get the clean up."

Stuart Miller is back again to his "old love," the commission business, having joined the Berger Bros. force at 1609 Sansom street. Alterations are still going on here. When finished, the building will be modern in every respect.

A. B. Cartledge, Wilmington, Del., is a good buyer in this market. Now that flowers are so cheap, he is running special week end sales which he finds profitable, and at the same time, brings many new people into the store.

Jos. G. Neidinger is in Germany on a vacation. He will keep his eyes open there, and in other foreign countries, for novelties and staples that originate on the other side.

K.

KENTON, O.—John F. Sebransky will expand his business and enter the wholesale field. It is reported he will spend $15,000 in improvements.

GUST. RUSCH & CO.

Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

Wholesale Flower Markets

PITTSBURGH, Apr. 28. Per 100

Roses, Beauty, spl., per doz.		7.50
" " fcy., per doz.		6.00
" " ex., per doz.		4.00
" " No. 1, per doz.		2.00
" Hadley	12.00@	35.00
" Killarney	8.00@	20.00
" Maryland	8.00@	20.00
" Sunburst	8.00@	20.00
" Mrs. Aaron Ward	6.00@	15.00
" Russell	10.00@	35.00
" Columbia	10.00@	25.00
" Ophelia	8.00@	20.00
" Hilda	6.00@	15.00
" Premier	10.00@	30.00
Lily of the Valley		10.00
Easter Lilies		20.00
Carnations		6.00
Cattleyas, each		1.50
Ferns, per 1,000		4.00
Sweet Peas	1.00@	4.00
Daisies	2.00@	4.00
Galax, per 1,000		2.00
Plumosus, per bunch		.40
Sprengeri, per bunch		.50
Smilax, per doz.		4.00
Calendulas	2.00@	6.00
Tulips	4.00@	6.00
Mignonette		5.00
Snapdragons, per doz.	1.50@	3.00
Calla Lilies, per doz.	1.50@	2.00
Jonquils	4.00@	6.00

PHILADELPHIA, Apr. 28. Per 100

Roses, Beauty, special	40.00@	50.00
" " fancy	10.00@	25.00
" Mrs. Chas. Russell	6.00@	35.00
" Killarney	2.00@	6.00
" Hadley	6.00@	25.00
" Sunburst	6.00@	12.00
" Wards	4.00@	8.00
" Ophelia	4.00@	12.00
" Columbia	6.00@	20.00
" Premier	4.00@	20.00
Cattleyas	.75@	1.00
Lilac, Southern, bch.	.15@	.25
Mignonette	3.00@	5.00
Gardenias, doz.	.25@	.40
Carnations	4.00@	6.00
Carnation Laddie	8.00@	10.00
Snapdragons, per doz.	1.00@	1.50
Callas	8.00@	15.00
Easter Lilies	6.00@	10.00
Calendulas	1.50@	4.00
Adiantum	1.00@	1.50
Smilax		.35
Asparagus Strings	.75@	1.00
Sweet Peas	.50@	2.00
Lily of the Valley		10.00
Asparagus bunches, 12sp.		.50

MILWAUKEE, Apr. 28. Per 100

Roses, Kill'n'y, W. Kill'n'y.	6.00@	15.00
" Ward	4.00@	12.00
" Premier	10.00@	35.00
" Ophelia	8.00@	18.00
" Columbia	10.00@	35.00
" Hoosier Beauty	6.00@	18.00
Carnations, assorted	3.00@	5.00
Cattleyas, per doz.	12.00@	18.00
Callas, per doz.	2.00@	2.50
Sweet peas	1.00@	3.00
Lilies, per doz.	1.50@	2.50
Snapdragon, per doz.	1.00@	2.00
Daisies	3.00@	4.00
Forget-me-not, per bch.	.35@	.50

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

Mention the American Florist when writing

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.

Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

Mention the American Florist when writing

ST. LOUIS, Apr. 28. Per 100

Roses, Hadley	4.00@	10.00
" Premier	3.00@	25.00
" Killarney	2.00@	8.00
" White Killarney	5.00@	10.00
" Hoosier Beauty	6.00@	12.50
" Russell	3.00@	25.00
" Ward	2.00@	4.00
" Sunburst	3.00@	10.00
Ferns, per 1000		5.00
Carnations	1.50@	4.00
Carnations, Laddie	12.50@	15.00
Carnations, Specials	.75@	2.00
Sweet Peas	2.00@	10.00
Calendulas		3.00
Callas	8.00@	12.50
Mignonette		6.00
Violets	.75@	1.00
Galax, per 1,000		1.50
Leucothoe, per 1,000		7.50
Boxwood, per lb.		.35
Lily of the Valley		8.00
Freesia		2.00
Jonquils	2.00@	4.00

New York.

HEAVY SUPPLY WITH LIGHT SALES.

With a heavy supply of stock, and a light demand, business in the wholesale district continued quiet during the past week. But there was no reason for complaint. After a long run of high prices, and an exceptionally good Easter trade, it was inevitable that as the supply increased, and social activities waned, there should be light buying and a drop in prices. One feature has been fortunate for the trade in general, and particularly for the growers of bulbous stock; the cool weather has made it possible to handle and sell much stock that in a warm season would have been rendered worthless. Up to the present, there has been a heavy supply of callas in fair condition on the market, and of late they have been going very cheap, due in part to a corresponding heavy supply of cut Easter lilies. The common tulips are about finished, but there is yet a fair movement in the Darwins, which are holding out well. No fault can be found with the quality of roses or carnations. It is simply the survival of the fittest that bring fairly good prices, the remainder, as a rule, going very cheap. Various spring flowers, such as stocks, larkspur and pansies, are much in evidence, and there is a fair call for them. A fine quality of snapdragon continues to arrive, but the market is overstocked with it and it moves slowly at low figures. Southern lilac is now arriving, and the "lilac season" may be said to have fairly opened, which will increase the activities of the street boys.

April 26.—There is no change worthy of note in the condition of the market. The weather is fair and cool and heavy supplies continue to arrive.

NOTES.

To the large number of wholesalers that have forsaken 28th street, selling flowers during the past week was but a secondary consideration to the completion of their stores in the new 18th street market, and getting their fixtures moved. They had announced that they would be ready for business, April 26, but almost all of them were ready for it on the afternoon of April 24. It is a guess whether J. K. Allen or J. J. Coan made the first sale, with George Hildenbrand, of John Young & Co., coming in a good third. On the mezzanine floor, Secretary Young and his assistants were busy getting their office fixtures in shape, as the carpenters had been slow with the finishings. Not to be outdone in good works, President Henshaw of the club, also of the Henshaw Floral Co., turned his section into an impromptu cafeteria and served lunch. Some day, it will be worth while to write a more extended history of the progress and evolution of the florist business in this great city. It will be remembered in the early days, that there were small greenhouses in various sections of the city. The wholesale trade—if such it could be called—was largely a basket trade. Then, one daring man, we believe it was the now venerable James Hart, established a wholesale store. In time, others followed his example, and within the past 25 years, a "colony" of detached stores has sprung up. There has now been consummated a great enterprise in the gathering under one roof, in a splendidly equipped market, of a large body of enterprising wholesalers with mutual aims and interests.

Chris Pappas, senior member of the retail firm of Pappas Bros., of Broadway and 79th street, was married, April 25, to Miss E. Troseni Malaspina, an attractive and well educated young lady, who came here from Greece about a year ago. The ceremony took place in the Greek church, Lexington avenue and 72nd street, and was witnessed by many friends and well wishers. The groom is deservedly one of the most popular men in the trade of this city, where he has been in business for a number of years. He served for four years in the Greek army, and was awarded two medals for bravery in the Balkan war. Many good wishes will follow this happy couple.

On April 21, P. F. McKenney arranged an elaborate decoration in St. Patrick's cathedral for the wedding of Miss Dorothy Dowling to Daniel L. Daly. The chancel was decorated with pink rambler roses and lilies. The pews were also decorated with lilies. The bride is a daughter of Supreme Court Justice and Mrs. Victor J. Dowling.

S. H. Russin, formerly of the firm of Russin & Hanfling, dealers in florist supplies, has taken the building at 55 West 19th street, directly opposite the new flower market, and has put in a large stock of florists' supplies. He has been well and favorably known to the trade for a number of years.

On April 20, Joseph S. and Mrs. Fenrich became the proud parents of another daughter. They now have three daughters and two sons. Such a family as always delighted the lamented Roosevelt.

The new wholesale market at Sixth avenue and 18th street, opened on the morning of April 26 under favorable conditions, many buyers being on hand.

Another firm, in addition to those previously mentioned, C. Lecakes & Co., dealers in green, have removed to the new market on 18th street.

Charles A. Funk, formerly head gardener for J. H. Small & Sons, now has an attractive store in Astoria, L. I., and reports an excellent trade.

Herman Warendorff is on a pleasure trip to California, and in his absence, his brother, Edward, is in charge of the store in the Ansonia hotel.

Adolph Le Moult, a well known retailer, has taken an express stand in the new market, prepared to do its express business.

A. F. F.

Lilies, Sweet Peas, Roses, Carnations, Violets.

Joseph S. Fenrich, 31 and 43 W. 18th St., NEW YORK
Telephones: 420-421-422 Watkins.

Mention the American Florist when writing

FUTTERMAN BROS.

Wholesale Florists, 102 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

WHOLESALE FLORISTS
A. L. Young & Co.
54 WEST 28TH ST. NEW YORK
Consignments Solicited

Mention the American Florist when writing

S. H. RUSSIN
Importer and Manufacturer of
Baskets, Novelties and Florists' Supplies.
Opposite the New Flower Market
55 West 19th St., NEW YORK
Telephone Watkins 4443.

Mention the American Florist when writing

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Mention the American Florist when writing

C. Lecakes & Co.
Wholesale Dealers in
Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Moss and Leucothoe Sprays, Our Specialties
31 and 43 W. 18th St., New York
Telephone Watkins 2315

Traveling Wholesale Florist
INC.
31 and 43 W. 18th St., NEW YORK
Telephones 9760 Chelsea

SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

Mention the American Florist when writing

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

Mention the American Florist when writing

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
31 and 43 West 18th St., NEW YORK
Telephone No. 2264 Watkins

William Mackie
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Telephone: 759 Watkins
Mention the American Florist when writing

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
31 and 43 W. 18th St., NEW YORK
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
31 and 43 W. 18th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Prompt and careful attention to your interests. Consignments Solicited.
Mention the American Florist when writing

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
31 and 43 W. 18th St., NEW YORK
Established 1887
All consignments receive our special attention.

Wholesale Flower Markets

NEW YORK, Apr. 28. Per 100

Roses, Beauty, Specials	20.00@	50.00
" " extra and fancy	12.00@	15.00
" Hoosier Beauty	3.00@	12.00
" Hadley	4.00@	30.00
" Francis Scott Key	8.00@	40.00
" Columbia	4.00@	20.00
" Prima Donna	4.00@	12.00
" Dble Wht. Killarney	4.00@	15.00
" White Killarney	3.00@	10.00
" Aaron Ward	4.00@	12.00
" Ophelia	3.00@	12.00
" Sunburst	3.00@	12.00
" J. L. Mock	4.00@	15.00
" Mrs. Chas. Russell	4.00@	20.00
" Premier	4.00@	25.00
" Ulrich Brunner	10.00@	30.00
Cattleya orchids, special	60.00@	75.00
Carnations	2.00@	4.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Asp. Plumosus, doz. bchs.	3.00@	5.00
Smilax, doz. strings	4.00@	5.00
Lilies, white	6.00@	8.00
Gardenias, per doz.	1.00@	3.00
Callas, per doz.	1.00@	2.00
Lilies, Rubrums	4.00@	6.00
Sweet Peas	.50@	2.00
Lily of the Valley	1.50@	6.00
Yellow Narcissus, per doz.	.40@	.50
Mignonette, per doz.	.50@	2.00
Darwin Tulips, doz.		.75
Snapdragons, per doz.	.50@	1.00
Iris, Spanish, per doz.	3.00@	5.00
Daisies, Yellow	1.00@	2.00
Larkspur, per doz.	2.00@	3.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
31 and 43 W. 18th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
31 and 43 W. 18th St., New York

Telephones 4422 4423 Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE {2335 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
31 and 43 W. 18th St., NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

QUALITY plus SERVICE!

In CINCINNATI

To mention Flowers is to think of

Julius Baer

138-140 EAST FOURTH STREET

Mothers' Day Orders for Chicago

and Vicinity, Telegraph or Mail, Given Best Attention By **A. LANGE,** 77-79 E. Madison Street

Cincinnati, O.

MODERATE DEMAND CONTINUES.

There has been very little change in the market and the prospects for any great activity in that direction are very small until Mothers' day is with us again. The growers miss the big checks of previous months, and, no doubt, find it hard to reconcile themselves to the new conditions. Carnations are keeping up their quality fairly well, but the quotations cover a wide latitude. Benora is about the best keeper. The maroon, Topsy, is an unusually large variety, and a good seller in this market. In roses, Premier, Columbia and Russell, are the leaders. Stock cleans up well daily except in cases of inferior quality. Single daffodils are still to be had, but other bulbous stock is through. Miscellaneous offerings such as white and yellow daisies, stocks, snapdragons, calendulas, marguerites, myosotis and baby primroses, sell well, but indications point to an over-supply soon. Many customers are beginning to economize in their buying, and while business is good, the prices are lower, and the volume in money is less, and the accompanying profits are smaller.

NOTES.

H. W. Sheppard recently spent a day in Springfield, O., buying a miscellaneous line of plant stock. George Kessen is now with this firm.

C. E. Critchell is handling some fine rose stock, which supplies a steady demand.

The McCallum Co. is doing a big business at its Third street branch house.

K.

We Are Fully Prepared to Handle

All Chicago Orders

For Mothers' Day

Realizing that the demand will be as heavy if not greater than in former years we made arrangements early for our supply of stock which will enable us to make delivery. If you want your order filled the way you would take care of it yourself then send it to the

ALPHA FLORAL CO.

146 South Wabash Avenue, CHICAGO

Members of Florists' Telegraph Delivery Association

MOTHERS' DAY

Kansas City and Vicinity

TELEGRAPH ORDERS

Filled Artistically and Promptly With The Best Stock

SAMUEL MURRAY

1017 Grand Avenue, Kansas City, Mo.

☛ Many California Tourists Stop at Kansas City Coming and Going.
Suitable Baskets of Flowers for Such Parties Always on Hand.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST

ELEVEN STORES

Main Store— Lewis Ave Cor. Hancock St.

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

Danker FLORIST

The Best Service MEMBER

Mention the American Florist when writing

FRENCH RIVIERA and MONTE CARLO

C. Engelmann

Saffron Walden, England

MEMBER

Can take care of all your orders for above district.

Cable address for Riviera Branch: Carnation, Saint Laurent-du-Var.

Mention the American Florist when writing

SAFFRON WALDEN, ENGLAND MEMBER

C. ENGELMANN

Can take care of all your English orders.

Cable address: Engelmann, Saffronwalden.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St. cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Rochester, N. Y.

J. B. KELLER SONS,

FLORISTS

25 Clinton Avenue N

Rochester ph. 506. Long Dist. Bell ph. 2189

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Hartford, Conn.

George G. McClunie

165 MAIN STREET

Right in the Hospital District—Hartford, Charter Oak, Williams, Insane, St. Francis and Memorial Hospitals within two blocks of Flower Shop.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

E. W. PEARSON

38 State St., Newburyport, Mass.

Covers All New England Points

Washington, D. C.

Louise Flower Shop

Connecticut Ave. at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

Mention the American Florist when writing

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

Mention the American Florist when writing

C. H. FREY

Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice.

Trade discounts. First-class stock.

Mention the American Florist when writing

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraphic orders. Regular trade discount.

229 WEST THIRD STREET

Mention the American Florist when writing

SHERIDAN, WYO.

SHERIDAN GREENHOUSE CO.

Plants and Flowers

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

FLORISTS, Place Your

Montreal and Vicinity

Orders with Us.

We guarantee perfect, fresh stock, careful and prompt delivery, and our prices are always RIGHT.

Unequalled Facilities for Quick Service.

The Dominion Floral Company

484 West St. Catherine Street,
MONTREAL, CANADA.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST

2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of

GEORGE ASMUS, Mgr.

Wire, Write or Phone West 822

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Chicago

H. N. BRUNS

3040 West Madison St., Chicago

Telegraph, Telephone and Mail Orders Given Prompt and Careful Attention

FROM NEW YORK EXCEPT AS NOTED.

May 1

La Lorraine, French Line, (Havre).
Oriana, I. M. M. Lines, (Liverpool).
FROM PHILADELPHIA, Regina, I. M. M. Lines, (Liverpool).
St. Paul, I. M. M. Lines, (Southampton).
Minnesota, I. M. M. Lines, (London.)
FROM BOSTON, Caledonian, I. M. M. Lines, (Manchester).
Kroonland, I. M. M. Lines, (Antwerp).
Ponce, Porta Rico Line, (San Juan and Ponce).

May 3.

Oakland, I. M. M. Lines (Liverpool).

May 4.

FROM NEW ORLEANS, Alexandrian, I. M. M. Lines (Liverpool).
FROM BOSTON, Inkula, Cunard-Anchor (London).
Caldas, Caribbean Line (Kingston).

May 5.

Golden Gate, Norwegian-America Line (Norway).
FROM PHILADELPHIA, West Gambo, I. M. M. Lines (Antwerp).
Tarantia, I. M. M. Lines (Genoa-Naples).
Canada, Fabre Line (Marseilles).
FROM NORFOLK, Quantico, M. & M. Line (Havana).

May 6.

FROM BOSTON, Caledonian, I. M. M. Lines (Manchester).
Londonier, I. M. M. Lines (Antwerp).
FROM BALTIMORE, Saluda, I. M. M. Lines (Antwerp).
FROM PHILADELPHIA, Vindelia, Cunard-Anchor (Glasgow).

May 8.

FROM BOSTON, Winifredian, I. M. M. Lines (Liverpool).
FROM PHILADELPHIA, Regina, I. M. M. Lines (Liverpool).
FROM GALVESTON, Indian, I. M. M. Lines (Liverpool).
Mesaba, I. M. M. Lines (London).
FROM BALTIMORE, Missouri, I. M. M. Lines (London).
Lapland, I. M. M. Lines (Antwerp).
Manchuria, I. M. M. Lines (Hamburg).
Indianola, Cunard-Anchor (London).
Vardulia, Cunard-Anchor (Hamburg).
FROM PHILADELPHIA, Doonhold, Cunard-Anchor (Bristol).
FROM MONTREAL, Verentia, Cunard-Anchor (London).
Celtic Prince, Prince Line (Yokohama).
Mongolian Prince, Prince Line (Hong Kong.)
Mayaguez, New York & Porto Rico Line (Porto Rico).

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

C. Frauenfelder FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

Mention the American Florist when writing

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, Sheboygan, Wisconsin.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F. T. D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members Florists' Telegraph Delivery Ass'n

Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.
437-39-41 Milwaukee St
Members Florists' Telegraph Delivery Association.

Omaha, Neb.

Hess & Swoboda

FLORISTS
1415 Farnum St. PHONES: 1501 and L1587
Member of Florists' Telegraph Delivery.

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

For St. Louis.

WIRE

Grimm & Gorly

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.

FREY & FREY,

1338 O Street, LINCOLN, NEB
Wholesale and Retail
Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.
Member of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF HEINL'S

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—H. N. Bruns, 3040 W. Madison St.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Ecxhg. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich—Central Floral Co., Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
French Rivieria, France—C. Engelmann.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Hartford, Conn.—Geo. G. McClunie.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Fl. Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
Newark, N. J.—Washington Florist.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—A. B. Cazan.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y—J. B. Keller Sons.
Saffron Walden, Eng.—C. Engelmann.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Seboygan, Wis.—J. E. Matthewson.
Sheridan, Wyo.—Sheridan Greenhouse Co.
South Boston, Va.—Geo. W. Norwood.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers, N. Y.—New York Floral Co.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST, KC'MO.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890.

Mention the American Florist when writing

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

Mention the American Florist when writing

WICHITA, Kansas

Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers
Personal Service

Members F. T. D. A.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York

DARDS

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction
Nearly 50 Years.

Member of Florists' Telegraph Delivery.

Let Us Fill Your Steamer Orders. Regular European Sailings Now Established.

Mention the American Florist when writing

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

Phones: Rhinelander 107-420-775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ESTABLISHED 1847

F. T. D.

Thos. F. Galvin INC.

THE NAME PROTECTS YOU

BOSTON
1 PARK STREET
799 BOYLSTON STREET

NEW YORK
561 FIFTH AVENUE

Steamers are Again Sailing on Schedule
Deliveries made on board

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

"SAY IT WITH FLOWERS"

Max Schling Flowers

Schling Service Nothing Better

785 Fifth Avenue
NEW YORK CITY

Member of Florists' Telegraph Delivery.

Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

New York.

The Aphrodite Co.

THE ARTISTIC FLORISTS
Floral Decorations for All Occasions.
2703 Broadway, Phone Academy 2479

Mention the American Florist when writing

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders by Telegraph Promptly Filled

Phones 1552-1553 Columbus.

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.

BROADWAY FLORIST

2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

New York.

A. B. CAZAN

FLOWERS OF QUALITY
2751 Broadway
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Mention the American Florist when writing

New York.

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Best Flowers
Best Service

ROSES
Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Mention the American Florist when writing

Boston, Mass.

Penn, The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Worcester, Mass.
Randall's Flower Shop

Members of Florists' Telegraph Delivery

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Newark, N. J.

Begerow's

MEMBER F.T.D.

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

LITTLEFIELD, Florist

WORCESTER, MASS.

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
ROSES ORCHIDS VIOLETS
NEW ORLEANS
F.T.D.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist
Connecticut Avenue and L Street

Mention the American Florist when writing

Washington, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO
Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building,
4 South Jefferson Street, **Dayton, O.**
Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

Wilkes-Barre and near-by Pennsylvania Towns

Member F. T. D.
14 N. Main St. **A. W. B. EVANS**

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET
Mention the American Florist when writing

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East
Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Mention the American Florist when writing

Kansas City, Mo.
A. Newell
FLORIST
Established over 30 years.
1122 Grand Avenue.
Mention the American Florist when writing

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Michigan
Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists,
Grand Rapids.
Mention the American Florist when writing

CHICAGO DETROIT
Central Floral Co.
132 N. State St., CHICAGO
35 Broadway, DETROIT
Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

ROANOKE, VA.
FALLON, Florist.

Seattle-Rosaia Bros.
Finest floral studio in Northwest.
Member F.T.D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORIST
930 PROSPECT AVE., Erie Building. CLEVELAND
Mention the American Florist when writing

LOUISVILLE, KY.
THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.
Mention the American Florist when writing

GUDE BROS. CO
FLORISTS
1214 F ST. N.W.
WASHINGTON, D.C.
WASHINGTON D. C.
Gudes'
Members of Florists' Telegraph Delivery
Mention the American Florist when writing

QUALITY and PROMPTNESS
New Orleans, La.
Members F.T.D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE
Mention the American Florist when writing

Salt Lake City
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark.
Telephone Market 494

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Philadelphia, Pa.
Chas. H. Grakelow
Broad St., at Cumberland
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Flowers Delivered Anywhere. Phone, 1952 Bedford
HUGO H. JAHN
—FLORIST—
710 Nostrand Avenue
Cor. Prospect Place, BROOKLYN, N. Y.
Brooklyn Representative of National Floral Corporation.
Mention the American Florist when writing

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO.
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

THE price of bags at Chicago, April 28, was $64.

SCOTCH soot, imported from England, has advanced 10 shillings per ton.

VISITED CHICAGO: Henry Field, Shenandoah, Ia., who reports trade holding up well.

ONION SETS in the Chicago district have shown greatly improved demand since Monday of the present week, prices remaining at $3.00 to $3.25.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, April 28, were as follows: Timothy, $9.00 to $11.50 per 100 pounds. Red clover $34.00 to $40.00.

IMPORTS of crimson clover for the first half of April were over 1,000,000 pounds, and for the nine and one-half months ending April 15, have amounted to approximately 8,200,000 pounds.

IN the east, middle west, and southeast, the sowing season is 10 days to two weeks late, and seedsmen, therefore, expect the demand for clover and grass seeds to continue a little later than usual.

GUADALOUPE, CALIF.—L. D. Waller, of the L. D. Waller Seed Co., and wife, have completed arrangements for an extended eastern trip, leaving San Francisco May 15. Mr. Waller will call on the trade in the leading cities en route, and on the return trip will stop at Milwaukee for the seedsmen's convention.

THE collector of the port of New York reports that his force is so depleted that they cannot accomplish properly the work assigned them. As a result, business firms in all parts of the country are complaining of delays in receiving their goods. In some instances, they are suffering ruinous losses, for not only is their capital tied up and idle, but often the goods are entirely out of season when finally they reach their destination.

CHICAGO.—Vaughan's Seed Store west side warehouse and market gardeners' headquarters is now at Randolph and Jefferson streets, two and one-half blocks east of the old stand at 803 West Randolph street. The increase in floor space at the new location is 50 per cent. Loading space, mostly under shelter, will accommodate 10 teams, while two elevators serve the storage floors. Ice storage is taken care of on the premises, sufficient for two carloads of lily bulbs.

MAIZE BILLBUG.—This beetle, commonly known as the elephant bug, which does an annual damage amounting to thousands of dollars to corn crops in south-central Kansas, has been reported doing injury in Reno, Marion, Greenwood, Cowley and Chautauqua counties in that state. As a control method, the best general practice has been to keep the infested fields in alfalfa for a few years, after which corn may be safely planted, according to Technical Bulletin No. 6, of the Kansas State Agricultural College, Manhattan.

BALKS AT OVERALLS.—L. B. McCausland, of the Ross Brothers Seed Co., Wichita, Kan., writes as follows: "I feel that the fellow who must wear overalls to protect his clothing, will consume the entire output of overalls this season, and I do not care to be one of the causes of his paying more money than he can afford to pay."

PRESIDENT JOHNS has called the regular annual meeting of the Western Seedsmen's Association to meet at the Hotel Fontanelle, Omaha, Neb., Saturday, May 1. It is safe to say that this will be one of the most important meetings of the western association ever called, seedsmen generally being on the threshold of a year that is potent with possibilities.

TOLEDO, O.—Clover seed displayed a weak tone, with opening figures April 26 ranging from 5 to 10 cents under final quotations of April 24, but gained $2.50 during the previous seven days. Cash was offered at $28.50, October $23.40, and December $22.40. Timothy held steady with cash, 1919, at $5.45, April $5.45, May $5.40, September $5.80, October $5.60, and December $5.60.

Ohio Conditions.

The J. M. McCullough's Sons Co., Cincinnati, say they have experienced good spring weather the past three weeks, and have had exceptionally good trade during this time, especially in garden seeds. They also have had fine business in sweet clover, alsike and alfalfa, and the best demand for seed oats they have had for a number of years, due to a large extent to the fact that many farmers did not put out as large an acreage of wheat as they had anticipated. Owing to the continued wet weather of the fall season, the wheat which was sowed early last fall was seriously damaged by fly, and winter freezing and thawing has raised a great deal of wheat out of the surface, and there will not be to exceed 50 per cent of the acreage that was seeded in the fall remain for harvesting. Many farmers have disced up part of their wheat ground and put in oats. Those who are very short on labor are sowing their wheat ground to grass and harrowing it in, thus taking a chance on the wheat, which they would not do if they could get sufficient labor.

There is also a good demand for pasture mixtures, as many farmers who plowed their permanent pastures during the war, in order to increase production of wheat and corn, are now attempting to seed down a field for permanent pasture, while others are seeding down a great deal of land owing to shortage of labor.

The trade in poultry supplies, shrubbery and ornamental plants has been exceptionally good. The high price of food and great reduction in ornamental planting during the war is probably the cause of the increased trade in these commodities.

Continuance of Journal of Agri. Urged.

W. F. Therkildson, manager of the agricultural division of N. W. Ayer & Son, Philadelphia, Pa., well known as one of the leading advertising agencies in America, has sent to each member of the Senate and House committees on printing, a letter calling attention to the seriousness of discontinuing the publication of the Journal of Agricultural Research.

Mr. Therkildson, through many years activity in the work of the American Seed Trade Association, has a keen appreciation of the value of the Journal, the discontinuance of which, in view of the fact that the appropriation required for its issuance is but $20,000, would be, in his opinion, nothing short of a disaster. As a medium through which scientific, experimental and research work of the different colleges is made known to those interested, and which articles in turn, become the basis of the popular bulletins distributed through the various state colleges, treating on a variety of subjects, it is of the greatest value to agriculture. To those who have to do with the diseases that affect plant life, the Journal is looked upon as an authoritative source of information, and plant pathologists throughout the country have come to recognize the publication as the medium through which their experiments and results can be made known to others so interested. Furthermore, the seed trade of the United States would be seriously handicapped by the lack of this knowledge, and in turn, millions who depend upon agriculture, are going to be seriously handicapped, production will be curtailed and losses will be experienced, compared with which the paltry sum involved in the maintenance and expansion of this commendable work would be infinitesimal.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA

We are headquarters for the BEST OF EVERYTHING in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Mention the American Florist when writing

Lily of the Valley Pips

Delphinium Newport Rose
Dracaena Indivisa
Salvia Zurich
Smilax Seeds
Grass Seed Mixtures of all kinds.

Send for our catalogue.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.
4013 Milwaukee Ave., (Near Irving Park Blvd.) CHICAGO

Mr. Therkildson has offered to appear before the committee, if necessary, and explain the seriousness of the matter.

Those interested should file protests against this false economy with the committee on printing, the membership of which is as follows: Senate—George H. Moses, New Hampshire; Reed Smoot, Utah; Carroll B. Page, Vermont; Joseph E. Ransdell, Louisiana; Arthur Capper, Kansas; Duncan U. Fletcher, Florida. House—Marcus A. Smith, Arizona; Harry S. E. R. Kiess, Pennsylvania; Albert Johnson, Washington; James V. McClintic, Oklahoma.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution, April 17, 1920, as given by the Government Market Reporter of April 24, 1920:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$13.50	$28.00	$17.50	$54.00
Baltimore	13.25	28.00	18.00	53.00
Richmond	13.75	29.00	19.00	56.00
Buffalo	12.75	28.00	19.00	52.00
Toledo	11.75	31.00	19.60	45.00
Louisville	13.00	27.50	18.50	55.00
Chicago	12.25	27.00	16.50	47.00
Minneapolis	12.50	29.00	20.00	48.00
St. Louis	12.50	30.00	19.00	50.00
Kansas City	12.50	30.00	19.00	53.00
Denver	13.00	29.00	20.00	.....
Salt Lake City	14.00	30.00	20.00	50.00
Seattle	18.00	35.00	25.00	58.00
Average for the United States, same date, 1919	$11.50	$24.75	$15.00	$47.00

Florist Authors Grunewald 4-28

Bolgiano's "Big Crop" Seeds

"Tested and Trusted" Over a Century.
Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLGIANO & SON, Baltimore, Md.

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS
SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.
Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

SEEDS

Flower, Vegetable and Farm.
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

GET QUOTATIONS FROM
LANDRETH
Seeds which Succeed
Bloomsdale Farm **BRISTOL, PA.**

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

Yokohama Nursery Co.
LTD.
Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

BULBS

LILIUM GIGANTEUM, also **HARDIES,** shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

For immediate shipment. Per 1000

ASPARAGUS PLUM. NANUS seeds $2.75
(Special prices for large quantities.)

BAMBOO STAKES

Natural and Geeen. in all sizes—both domestic and Japanese.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch
LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.
75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

Michell's Flower Seeds

CINERARIA

Our Grandiflora Prize Strain cannot be surpassed for size and beautiful colorings.

	½ tr. pkt.	Tr. pkt.
Grandiflora Prize, Dwarf	$0.60	$1.00
Grandiflora Prize, Medium Tall	.60	1.00

PRIMULA CHINENSIS

A superb strain, grown by a specialist.

	½ tr. pkt.	Tr. pkt.
Michell's Prize Mixture. An even blending of all colors	$0.60	$1.00
Alba Magnifica. White	.60	1.00
Chiswick Red. Bright red	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens. Crimson	.60	1.00
Rosy Morn. Pink	.60	1.00

PRIMULA OBCONICA GIGANTEA

A great improvement over the old type; flowers much larger.

	Tr. pkt.
Lilacina, pale lilac	$0.50
Kermesina, deep crimson	.50
Rosea, pink	$0.50
Alba, white	.50
Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Catalog.

HENRY F. MICHELL CO., 518 Market Street, PHILADELPHIA, PA.

Mention the American Florist when writing

THE HOUSE OF KELWAY

Has a Reputation of 70 Years Behind It as a Guarantee

For three generations we have been growers and selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders **(delivery after 1920 harvest),** not tomorrow, but **NOW.**

Specialties: Garden Seeds and Farm Root Seeds

KELWAY & SON, Wholesale Seed Growers, Langport, England

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO — CABLE ADDRESS "McGILL-SEED" SAN FRANCISCO — CALIFORNIA

I. N. Simon & Son

Garden Seeds

438 MARKET STREET
Philadelphia - - Pa.

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Seed Packets

FLOWER SEED SIZES TO CATALOG ENVELOPES — RETURN ENVELOPES

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

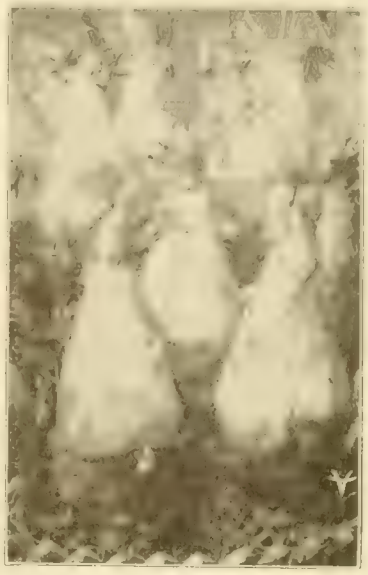
CALADIUM.

CALADIUMS

With Sound Center Shoots

TUBEROSES

Well Cured. Free from Rot



TUBEROSE.

CALADIUMS

Sizes	100	1000
5 to 7 in. circum.	$6.50	$60.00
7 to 9 in. circum.	7.50	70.00
9 to 11 in. circum.	12.00	115.00
11 to 12 in. circum. (scarce)	25.00	

TUBEROSES

	100	1000
Dwarf Excelsior Pearl, 2nd size, 3-4 inch	$3.25	$27.50
Dwarf Excelsior Pearl, 1st size, 4-6 inch	4.00	35.00
Variegated Leaved single	3.00	25.00
Albino, early single white	3.00	25.00
Armstrong's Ever Blooming	3.00	25.00
Mexican	3.00	25.00

GLADIOLUS

We are large growers, and in addition to the following can offer many other named kinds. Write us.

	Per 1000
AMERICA, First size	$27.00
AMERICA, Medium size	24.00
Mrs. Francis King, 1st	25.00
Mrs. Francis King, Medium	22.00
Augusta, First size	32.00
Halley, First size	35.00
Peace, First size	45.00
Mrs. Frank Pendleton, First	47.00
Rainbow Mixed	35.00
Blue Mixed	$45.00
Primulinus Hybrids, Mixed	33.00
Schwaben, Medium size	55.00
War, First size	60.00
Chicago Red, First size	50.00
White and Light, Mixed, Firsts	22.00
Standard Mixed, First	20.00
Standard Mixed, Medium	16.00

Write for special prices on planting stock in black bulblets and first two sizes of white bulblets, etc.

CANNAS

3 inch Pot Plants.

	Doz.	100
Chas. Henderson, Crimson, 4 ft	$0.80	$ 6.00
David Harum, Scarlet, 3½ ft	1.00	7.00
Florence Vaughan, Yellow, 5 ft	.85	6.00
Gustav Gompper, Yellow, 3½ ft	1.00	7.00
Hungaria, best Pink, 3½ ft	1.50	10.00
King Humbert, Scarlet, 4 ft	1.25	8.00
Louisiana, Scarlet, 6 ft	.85	6.00
Orange Bedder, Orange color, 4 ft	1.25	8.00
Yellow Humbert, Deep rich Yellow, 4 ft	1.25	8.00
Souv. Ant. Crozy, Crimson, 4 ft	1.00	7.00
Venus, Rosy Pink, 4 ft	.85	6.00
Wintzer's Colossal, Bright Scarlet, 5 ft	1.25	8.00
Wyoming, Orange, 7 ft	.85	6.00

Write for Our "Spring Book for Florists."

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

If you are interested in

POINSETTIAS

and four and five inch

BOSTON FERNS

for immediate delivery, write

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

A. F. LONGREN

4249 W. Monroe Street

CHICAGO, ILLINOIS

WM. K. HARRIS

55th St. and Springfield Ave.,

WEST PHILADELPHIA, PA.

Wholesale Grower of

Blooming and Decorative Plants

BULBS HOLLAND BULBS

R. A. VANDERSCHOOT

Wholesale Bulb Grower

HILLEGOM, HOLLAND

You Can Utilize Our Success to Increase Your Own

299 Broadway

BULBS NEW YORK BULBS

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

32 Broadway, New York

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

POTATO planting will start in the Dakota Red River valley about May 5.

THE United States department of agriculture has issued Farmers' Bulletin 1059, entitled "Sweet Potato Diseases," making the division between field troubles and storage rot and suggesting methods of control.

INDIANA growers of tomatoes are asking canners to pay $20 per ton this year. Canners say their limit is $15 to $16.50. In New Jersey and New York, arrangements are being made by growers to sell as associations and not individually.

THE distribution of potatoes from Aroostook county, Me., to points outside of New England has been stopped by the railroad strike and resultant embargoes, causing an almost precipitate drop in price from $10 to $4.50 per barrel. The price, April 22, was $6.

LASALLE, ILL.—Henry J. Stockman and Robert Barton, of Chicago, have leased 250 acres near this city and will establish a mushroom and French endive growing establishment employing from 25 to 50 men. Their Austin Nursery, near Chicago, will be continued.

THOMAS PETERS, who began his fortune by out-door growing of tomatoes in South Florida, and called the Tomato King, is principal owner of a new club house at Bimini, an English Island, wet, 36 miles off the Florida coast, and reached by autoplane in 45 minutes.

BETTENDORF, IA.—The J. W. Davis Co., growers of greenhouse vegetables and pickles, has increased its capital stock from $170,000 to $250,000, evidently in preparation for greatly increased production the coming season. No plans for enlarging the grounds or buildings are announced.

ONIONS to the number of 1,601,929 cases and 950,942 crates were shipped up to January 24, from the Valencia district to all ports as compared with 625,477 cases and no crates during the corresponding season last year, and 1,395,676 cases and 1,098,784 crates during the like period of the 1917-18 season.

Sweet Potato Disease.

Owing to large losses which disease and decay have caused in the sweet-potato crop held in storage this winter, particularly in the south, United States department of agriculture specialists earnestly recommend that growers take steps at an early date to prevent the use of diseased potatoes for bedding, thus protecting the next crop from the danger of further losses. The three points upon which special emphasis is laid are: Careful selection and disinfection of seed potatoes; care in preparing hotbeds, and crop rotations.

Before the potatoes are bedded, they should be carefully picked over. All with black-rot spots and all badly mutilated potatoes should be thrown out. The sound, healthy ones should then be disinfected by immersing them for 10 minutes in a solution made by dissolving one ounce of mercuric chloride crystals in eight gallons of water. In this work, only wooden receptacles should be used.

For treating a large quantity of potatoes, about 50 gallons of the solution may be made up at one time. After treating the first 10 bushels in this 50 gallons, one-half ounce more of the mercuric chloride crystals should be added, and also enough water to bring the total amount of the solution once more up to 50 gallons. The mercuric chloride crystals will dissolve readily in hot water. The potatoes should be treated just before bedding. Rinsing in water after the treatment is not necessary.

If mercuric chloride can not be obtained, the potatoes may be disinfected by immersing for five minutes in a solution of formaldehyde (commercial), 40 per cent, made by diluting one quart of the formaldehyde with 50 gallons of water. This solution can be used repeatedly without losing strength. The potatoes need not be rinsed but should be bedded soon after treatment.

If the old hotbed is to be used, the dirt should be carted away and replaced by new soil or sand from the woods or elsewhere where sweet potatoes have never been grown. The framework should be disinfected by spraying with a solution of formaldehyde similar to that recommended above. All decayed sweet potatoes and rubbish likely to harbor the disease germs should be raked up from around the bed and carted off or, preferably, burned.

Cover the potatoes with soil or sand of the same sort as that used in making up the hotbed. If manure is used for heating be sure that it has not been infected with the disease germs by rotted sweet potatoes thrown on it.

By carefully following these directions, slips free of disease may be grown, but they may still become diseased if they are planted on ground where diseased sweet potatoes were raised the previous year. Therefore it is necessary to plant the slips on new ground or on ground where sweet potatoes have not been grown for several years.

Vegetable Markets.

Reports of market conditions to the bureau of markets of the United States department of agriculture for the period April 20-26, indicate increased shipments with an irregular price trend. Potato markets were unsettled, and demand more moderate with price recessions in some consuming markets, but shipping points showed little variance. At Minnesota f. o. b. stations, prices held within a range of $7.15-$7.60, closing $7.25-$7.30, sacked, per 100 pounds. Northern and middlewestern round whites were steady in St. Louis and Kansas City at $7.25-$8 until the close, when prices in the middlewestern markets moved to a lower range of $7-$7.75. New York No. 1 round whites sold early at $7.35-$7.60 bulk, per 100 pounds, closing lower at $6.75-$7.00. Cleveland and Pittsburgh ranged $7.50-$7.65, closing around $6.65 for same stock, sacked, per 100 pounds. Maine Green Mountains slightly higher at f. o. b. shipping points, ranging $5.93-$6.28, bulk, per 100 pounds. In New York prices ranged $7.80-$8.35, about 75 cents lower than last week. Boston prices were steady at $6.40-$6.75, sacked. Philadelphia ranged $7.25-$7.85, sacked, per 100 pounds, but values dropped at the close to a range of $6.95-$7.10. Pittsburgh ranged mostly $7.60-$7.65, closing around $6.65, sacked, per 100 pounds. Onions were lower, with heavy haulings at Texas shipping points. No. 1 and No. 2 yellows, mixed, declined gradually to a close of $2.15-$2.30 f. o. b., cash track, ruling 85 cents to $1 below the previous week. Chicago closed 50 cents higher at $4.75-$5.25 for Texas yellows, No. 1 and No. 2. St. Louis was lower at $4.50 per standard crate, and Kansas City also closed lower at $3.75-$4. Cleveland and Pittsburgh went to $6-$6.50. Eastern yellow varieties sold at $7.25-$8.50 in Philadelphia, and $9-$10 in Pittsburgh. New onions moved to twice the rate of last season. Cabbage was steady, with new stock in liberal supply and demand fair. Prices ranged at about last week's levels. Florida Wakefields, in 1½-bushel hampers, sold at $1.50-$2.50 in Baltimore, New York and Philadelphia, and $1.50-$2 in Cincinnati. Packed in barrel crates, the same stock sold lower in the east than in the middle-west, ranging $2.50-$4, with Cincinnati $4.50, and Detroit, $6-$7 per 100 pounds. Texas stock followed a wide range. Tomatoes were in good demand at Miami, Fla., shipping points. Globes, fancy sizes, moved at $5-$5.25 for 6-basket carriers. Consuming markets were higher, prices advancing $1 in Philadelphia, Pittsburgh and Cincinnati to a range of $4.25-$6, and at New York, to $6.50-$7.25. Lettuce shipments showed large increases, and the same was true of celery. Sweet potatoes, in general, advanced 50-75 cents in middle-western markets to a range of $2.75-$3. Many of the large centers were lightly supplied.

Prices of Indoor Fruits and Vegetables.

Chicago, April 28.—Cucumbers, 2-dozen box, $4.25 to $5.50; celery, Florida, crate $5.50 to $6.00; leaf lettuce, per tomato box, 25 cents; radishes, per dozen bunches, $1.00 to $1.10; tomatoes, per crate, six baskets, $6.50 to $8.50.

New York, April 26.—Celery, per crate, $2.00 to $8.00; cucumbers, per basket, $2.00 to $7.00; mushrooms, 50 cents to $1.75 per three-pound basket; tomatoes, per pound, 25 to 50 cents; lettuce per strap, $5.00 to $6.00; radishes, per 100 bunches, $3.00 to $6.00.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, $1.60

American Florist Co.
440 S. Dearborn St., CHICAGO

FOR MOTHERS' DAY

Hydrangeas, $1.50, $2.00 and $2.50.
Cinerarias, $15.00, $20.00 and $25.00.
Cinerarias, 2¼ inch, $5.00.
Easter Greeting Pelargoniums, 3 inch, $17.50; 4 inch, $25.00 to $35.00; 5 inch, $50.00; 6 inch, $75.00.
Daisies, white and yellow, 3 inch, $12.50; 4 inch, $25.00.
Fuchsias, 3 inch, $12.50.

GEO. A. KUHL
Wholesale Grower PEKIN, ILL.

You Will Need Them Next Fall

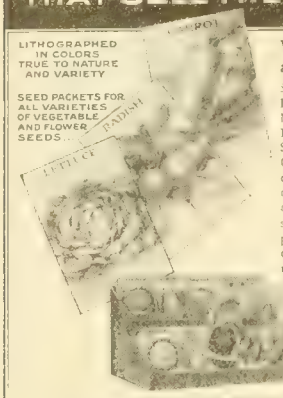
Plant GLADIOLI Now

We offer the following A-No. 1 Gladioli Bulbs and guarantee shipment the **same day order is received.** Are also in position to quote on planting sizes and will be pleased to give all inquiries prompt attention. Catalogue on application.

	Per	1st	2nd	3rd	4th	5th
America	1000	$35.00	$28.00	$21.00	$16.00	$12.00
Ashtabula	100	12.00	9.50	7.00	5.50	4.00
Baltimore	1000	45.00	36.00	27.00	21.50	16.00
Best Violet	1000	35.00	28.00	21.00	17.00	12.50
Carmen	100	40.00	32.00	24.00	19.00	14.50
Conspicuous	100	12.50	10.00	7.50	6.00	4.50
Crackerjack	1000	30.00	24.00	18.00	14.50	11.50
Czar Peter	1000	40.00	32.00	24.00	19.00	14.50
Distinction	100	12.00	9.50	7.00	5.50	4.00
Duchess of Wellington	100	50.00	40.00	30.00	24.00	18.00
Electra	1000	50.00	40.00	30.00	24.00	18.00
Empress of India	1000	50.00	40.00	32.00	24.00	20.00
Evelyn Kirtland	100	.....	.....	6.00	5.00	3.50
Faust	1000	30.00	24.00	18.00	.....	.....
Flora	100	75.00	60.00	.....	.....	.....
Friendship	1000	35.00	28.00	21.00	.....	.....
Glory of Holland	1000	50.00	40.00	30.00	24.00	18.00
Glory of Kennemerland	1000	50.00	40.00	30.00	.....	.....
Glory of Noordwyk	100	40.00	32.00	.....	.....	.....
Golden King	1000	90.00	72.00	54.00	.....	.....
Halley	1000	35.00	28.00	21.00	17.00	12.50
Hilda	1000	80.00	64.00	48.00	.....	.....
Hohenzollern	1000	50.00	40.00	30.00	24.00	18.00
Hubertus	1000	45.00	36.00	27.00	21.50	16.00
Ida	1000	60.00	48.00	36.00	29.00	21.50
Ida Van	1000	35.00	28.00	21.00	17.00	12.50
Independence	1000	35.00	28.00	31.00	17.00	14.00
Klondyke	1000	40.00	32.00	24.00	19.00	15.00
Kunderdi Glory	1000	40.00	.....	.....	.....	.....
LaGrandesse	1000	70.00	56.00	42.00	33.50	25.00
Liss	1000	80.00	64.00	48.00	38.00	29.00
Loveliness	1000	75.00	60.00	.....	.....	.....
Maidenblush	100	75.00	.....	.....	.....	.....
Marie	1000	60.00	48.00	36.00	29.00	21.50
Master Wiebertus	1000	55.00	44.00	33.00	.....	.....
Master Wietze	1000	50.00	40.00	30.00	24.00	18.00
Mauve Clair	1000	90.00	72.00	54.00	43.00	32.50
May	1000	40.00	32.00	24.00	19.00	14.50
Meadowvale	1000	50.00	40.00	30.00	24.00	18.00
Montblanc	1000	70.00	56.00	42.00	33.50	25.00
Mrs. Beecher	1000	40.00	32.00	24.00	19.00	14.50
Mrs. Francis King	1000	28.00	22.50	17.00	13.50	11.00
Mrs. Frank Pendleton	1000	55.00	44.00	33.00	26.50	20.00
Mrs. Watt	1000	40.00	32.00	24.00	.....	.....
Myrtle	1000	.....	60.00	45.00	.....	.....
Niagara	1000	60.00	48.00	35.00	29.00	22.00
Orange Brilliant	100	25.00	20.00	15.00	12.00	9.00
Peace	1000	45.00	.....	.....	.....	.....
Pink Beauty	1000	50.00	40.00	30.00	24.00	18.00
Pink Perfection	1000	50.00	40.00	30.00	24.00	18.00
President Taft	1000	35.00	28.00	21.00	17.00	12.50
President Wilson	1000	40.00	32.00	24.00	19.00	14.50
Prince of Wales	1000	80.00	64.00	48.00	38.50	29.00
Princepine	1000	40.00	32.00	24.00	19.00	14.50
Princeps	1000	40.00	32.00	24.00	19.00	14.50
Proserpine	1000	90.00	72.00	54.00	43.00	32.50
Schwaben	1000	60.00	48.00	36.00	26.00	20.00
Scarsdale	1000	40.00	32.00	24.00	19.00	14.50
Stella	1000	40.00	32.00	24.00	19.00	14.50
Victory	1000	30.00	24.00	18.00	14.50	11.50
Wilbrinck	1000	80.00	64.00	48.00	38.00	29.00
Willie Wigman	1000	50.00	40.00	30.00	24.00	18.00
Yellow Hammer	1000	50.00	40.00	30.00	24.00	18.00

National Bulb Farms, Inc., **Benton Harbor, Michigan**

SEED PACKETS
THAT SELL THE SEED



We also make a Specialty of Seed Catalog Covers, Hangers, Box Labels, Nurserymen's Plates, Lawn Grass and Bird Seed Cartons and Seed Cartons of every description. We always carry a large stock of all items for immediate shipment, and give prompt attention to orders for individual requirements.

TEICHER LITHOGRAPHIC COMPANY
ROCHESTER, N.Y.

Mention the American Florist when writing

READY NOW

200,000 full transplanted **PANSIES,** in bud and bloom.

Superb strain **PANSIES,** $2.25 per 100; $20.00 per 1000; a few 1000 very large at $3.00 per 100; $25.00 per 1000. A trial order will convince you that these are the best you ever had. You need them for your particular trade.

Forget-me-nots, $5.00 per 100.

Cash, please.

Leonard Cousins, Jr.
CONCORD JUNCTION, MASS.

Mention the American Florist when writing

TUBEROSE BULBS

FOR SALE. Size, 4 to 6 in. around, $3.00 per 100; $25.00 per 1000.
F. O. B. Teacheys, N. C.
Cash with order.

R. L. TEACHEY, Teacheys, N. C

Mention the American Florist when writing

Geraniums Standard Sorts, labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings, From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA.
From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

GERANIUMS, ROOTED CUTTINGS

With the deliveries of April 26th, summer prices will go into effect. Per 1000
S. A. Nutt and Buchner $17.50
Poitevine and Ricard 25.00
Nutt, Poitevine and Ricard, ordered in equal quantities at $20.00 per 1000 each.
Parcel post at cost.
Pot Smilax, at $3.00 per 100.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

When Buying **HOLLAND BULBS**

for next season **BUY THE BEST.** Order from

Segers Brothers, Ltd., WHOLESALE BULB GROWERS **Lisse, Holland**

Van Meeuwen & Tegelaar
Wholesale Dutch Bulb Growers
1133 Broadway, NEW YORK
Nurseries at Lisse, Holland

Drevon-Tegelaar & Co.
WHOLESALE
FRENCH BULB GROWERS
1133 Broadway, NEW YORK
Nurseries at Ollioules, France

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

Mention the American Florist when writing

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

Mention the American Florist when writing

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO.
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Mention the American Florist when writing

Spring Plants
IN ABUNDANCE

		100	1000
2 -in.	Ageratum, Light or Dark	$ 2.50	$ 22.50
2¼-in.	Calendulas, Orange King	3.00	25.00
2¼-in.	Centaureas, Dusty Miller	3.00	25.00
2 -in.	Coleus, Red or Yellow	3.25	30.00
2¼-in.	Fuchsias, 12 good varieties	3.00	25.00
4 -in.	Fuchsias, 12 good varieties	12.50	120.00
2 -in.	Geraniums, Ricard, Poitevine, Nutt, Buchner, etc.	4.25	40.00
3½-in.	Geraniums, Above kinds	10.50	100.00
2¼-in.	Helitropes, Light or Dark Blue	4.50	40.00
4 -in.	Heliotropes	12.00	110.00
2½ in.	Larkspurs, Separate Colors	3.00	25.00
2¼-in.	Marguerites, White or Yellow	4.00	37.50
4 -in.	Marguerites	12.00	110.00
2¼-in.	Salvias, Scarlet Sages	5.00	45.00
3 -in.	Salvias	8.00	75.00
2¼-in.	Verbenas, Choicest mixed	2.75	25.00
2¼-in.	Vinca, Varieagata	5.00	45.00
4 -in.	Vinca, Varieagata	13.00	125.00

For prices on other stock send for Catalogue, now ready. Cabbage and Tomato plants in abundance, $5.00 per 1000.

ALONZO J. BRYAN,
Wholesale Florist
Washington New Jersey

Bailey's New Standard Cyclopedia of Horticulture
SIX SPLENDID VOLUMES
Price, $6.00 Per Volume
AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago.

CANNAS

2 to 3 Eye Roots

Bronze Leaved Variety

KING HUMBERT, best of all Cannas.

	Doz.	100	1000
Scarlet, bronze foliage, 4½ ft.	$0.75	$5.00	$45.00

Special price quoted for quantity.

Caladium Esculentum

	Doz.	100
5 to 7 inch	$1.10	$ 7.00
7 to 9 inch	1.35	9.00
9 to 11 inch	2.25	15.00
12 inch and up	5.00	35.00

Tuberoses Dwarf Pearl

	100	1000
First size, 4 to 6 in.	$4.50	$40.00

A. HENDERSON & CO.

166 N. Wabash Ave., CHICAGO

Mention the American Florist when writing

Rooted Cuttings

ALTERNANTHERA, yellow, per 1,000	$ 8.00
CALENDULA, Orange King, 2-in., per 100	2.50
JERUSALEM CHERRY, CLEVELAND, fine seedlings, per 100	1.00
CUPHEA, Ageratum, Guernsey and Blue Star, per 100	.90
DAISIES, Single White, 2-in	.03
DAISY, R. C., Single White, Boston yellow, per 100	1.50
SANDERS, R. C., per 100	1.50
DUSTY MILLER, Gymnocarpa, 2-in., per 100	3.00
DUSTY MILLER, seedlings, per 100	1.00
FEVERFEW, R. C., per 100	1.50
FEVERFEW, 2-in., per 100	3.00
FUCHSIAS, R. C., 6 kinds, per 100	1.50
GENISTA	1.50
GERMAN IVY, R. C., per 100	1.50
PETUNIA, Dbl., R. C., per 100	1.50
ROSY MORN, 2-in., per 100	3.00
SALVIA, 2-in., per 100	3.00
VINCA VAR., 2-in., per 100	4.00
WEEPING LANTANA, 2-in., per 100	4.00
HELIOTROPE, 2-in., per 100	3.00
HELIOTROPE, R. C., per 100	1.25
COLEUS, R. C., 10 kinds, per 100	1.25
COLEUS, R. C., 10 kinds, per 1,000	10.00
STEVIA, Dwf. R. C., per 100	1.50
SALVIA, BONFIRE, SPLENDENS, AMERICA, R. C., per 100	1.25
DRACAENA, Indivisa, nice seedlings, per 100	1.50

Cash.

BYER BROS., CHAMBERSBURG, PA.

Chrysanthemums

THE BEST

In Novelties and Standard Kinds.
Catalogue on application.

Elmer D. Smith & Co.
ADRIAN, MICH.

Special Stock Selections

READY NOW

	Per 100
Abutilon, Daydawn, pink	$ 6.00
Begonia Chatelaine	8.00
Begonia, Mrs. Patton, deep pink	10.00
Bougainvillea, Glabra Sanderiana, 2½ in., $7.50 per 100; 3 in.	25.00
Dahlias, good assortment	12.00
Dracaena Indivisa, heavy, 2½ in. ready for 3 in.	7.00
Ferns, Fern dish sorts, bushy	6.00
Ferns, Nephrolepis Verona, 2½ in.	7.00
Fuchsia, Mrs. E. G. Hill, best double white	6.00
Gladioli, Niagara, best yellow	$5.00 per 100; $45.00 per 1000
Pelargonium, Mrs. Loyal (Pansy Geranium)	10.00
Petunia, Giant Ruffled	5.00
Petunia, Rosy Morn	5.00
Petunia, Giant Double, assorted	6.00
Hardy Pinks, Her Majesty, Gertrude, Essex Witch and **Laura Wilmer,** 2-in., at	$7.00 per 100; 65.00 per 1000
Salvia, America, the best one of all, true from cuttings	5.00

The Storrs & Harrison Co., Painesville, O.

Mention the American Florist when writing

DE GRAAFF BROS., Ltd.

(Inc. with S. A. Van Konynenburg & Co.)

NOORDWYK, HOLLAND

Tulips, Daffodils, Iris, Crocus, Etc.

Mention the American Florist when writing

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners.

Mention the American Florist when writing

Robert Craig Co...

High Class PALMS

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

THE nurseryman's relationship to his customer is discussed by Secretary John Watson of the American Association of Nurserymen on page 793 of this issue.

NEW YORK.—Nurserymen here are not so scared of transportation difficulties, bad as they are, as of the shortage of intelligent help. They claim that with plenty of hands, they could fill all orders in time for planting.

BRIDGMAN, MICH.—C. E. Whitten & Son, strawberry plant specialists, report they are receiving daily complaints from their customers whose plants have not yet arrived, or which are ruined when received, due to the long time in transit.

As a remedy for the pulp shortage the American Pulp & Paper Association recommends a permanent annual federal appropriation of $1,000,000 for reforestation of areas in the east and north, where the paper industry is concentrated.

EVANSVILLE, IND.—The Funkhouser Post, American Legion, planted 88 trees in Sunset park here, April 19-20, in honor of soldiers from this city who fell during the world war. The trees were Norway maple, sugar maple and pin oak and remarkably pretty.—W. B. C.

National Association of Gardeners.

BOSTON CONFERENCE, MAY 6.

A gardeners' conference under the auspices of the members of the National Association of Gardeners, located in the vicinity of Boston, Mass., will be held in that city, Thursday evening, May 6. The early hour of the meeting, 6:30 o'clock, is to enable members coming from a distance, who may desire to return home the same night, to do so.

The conference will be for a general discussion of subjects relating to the gardener and his profession, in which all members present will be invited to participate. This is in line with the programme of the conference recently held in New York, which proved so successful, and drew forth many helpful suggestions from the floor. The general work of the gardeners' national association will be discussed, and plans of the campaign about to be launched to arouse the interest of young men in the profession of gardening, will be explained. As is now generally recognized, the difficulty of securing assistant gardeners is proving a serious factor in the operation of country estates, many of which have to be maintained with practically unskilled labor, skilled help being almost unprocurable in these times.

The association has recently added the following names to its list of sustaining members: Augustus Busch, St. Louis, (L. P. Jensen, Gr.); William Ziegler, Jr., Noroton, Conn. (A. Beisehke Gr.); James B. Duke, Somerville, N. J., (J. Dymock, Gr.); H. L. Thompson, Perrysburg, O., (H. Hundt, Gr.); Irenee du Pont, Wilmington, Del., (J. Buckingham, Gr.); W. B. Howells, Suffern, N. Y., (T. Hambleton, Gr.); Mrs. David Dows, Brookville, L. I. (H. Gibson, Gr.); Frank J. Dupignac, Mamaroneck, N. Y., (J. Henderson, Gr.); Harry B. Clow, Lake Forest, Ill., (J. Wilson, Gr.); Daniel Guggenheim, Port Washington, N. Y., (T. Leyden, Gr.); Theodore F. Thieme, Fort Wayne, Ind., (W. Warburton, Gr.); General Richard Coulter, Greensburg, Pa., (N. T. Forsythe, Gr.); C. H. Hutchins, Shrewsbury, Mass., (W. J. Dack, Gr.)

Garden Bordered With Box-Barberry.
Electros of this illustration with each order of 1000 if requested.

Box-Barberry

Well rooted, dormant, summer frame cuttings, ready to set direct into the nursery without further expense,

$65.00 per 1000.

Many leading catalog firms will list Box-Barberry next season.

Introducers

THE ELM CITY NURSERY CO.
WOODMONT NURSERIES, Inc.
New Haven, - - Conn.
Send for Trade Bulletin.

We have on hand the largest stock of
BOXWOOD
in New England; all shapes.

Rhododendrons
Parsons' Hardy American Seedlings.

1000 BAY TREES
All sizes, pyramidal and standard shapes.

MONTROSE NURSERIES
Wakefield Center, Mass.
(Office and Salesroom) 31 Otis St., Boston, Mass.
N. F. McCARTHY & CO., Props.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. ★ WEST GROVE PENNA.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Peach Crop of 1920.

The commercial peach crop is now passing through a critical stage in many parts of the country, according to the United States department of agriture. The condition figure refers to condition up until April 10. Late telegraphic reports indicate that many parts of the middle west and south have suffered from frosts the past few days so that any quantity estimate at this time is tentative.

In general, the crop promises to be practically full in California and Georgia, the two leading peach states. The yield in Ohio and Michigan promises to be good, as trees in these states wintered in good condition and are well set with buds. The Arkansas, Texas, Oklahoma and Missouri crop promises to be very light, due to the severe freeze which occurred in these states the first week in April.

In the far west, the Utah crop promises to be very much less than last year, and many sections of the state are nearly a failure. The famous palisade section of Colorado also suffered from winter injury and has but about half a crop. The northwest crop in Washington, Idaho and Oregon was for the most part winter killed. The same is true of New England, the Hudson Valley and many parts of western New York.

The middle Atlantic states promise fully as good a crop as last year, and orchards are in good condition, although acreage has declined materially in West Virginia and Maryland.

The prospects, April 1, were for about 77 per cent of a crop in the United States as compared to prospects for 84 per cent of a crop last year at this time. Allowing for about a 10 per cent decline, as is usually the case during the season, due to unfavorable blooming conditions, the crop would be about 67 per cent full as compared to 75 per cent final last year. The crop is now indicated at 29,240,000 bushels as compared to the final production figure of 29,461,000 last year, and 20,597,000 in 1918. Allowing for the normal decrease, which usually occurs during the season, the crop will be about 3,000,000 bushels less than last year.

Japanese Cherries at Washington, D. C.

The famous Japanese cherry trees around the tidal basin are in full bloom and sparkling from the fresh drenchings which the old Roman god, Jupiter Pluvius, poured upon them, according to the Washington Star.

Gardeners at the propagating gardens were anxious as to the possible fate of their beautiful charges, declaring that the rains would not hurt the trees, but that brisk winds would damage them considerably. The Japanese cherry trees stole a march on the gardeners this season and came into blossom two weeks ahead of time. The trees will be a show place for at least a week more, it was stated, provided the weather does not interfere.

National Park for Redwoods.

Washington, D. C., April 26.—Establishment of a new national park in California to preserve the giant redwood trees was indorsed today by the house public lands committee, which ordered a favorable report on a resolution directing the interior department to investigate and report on the suitability, location and cost of a park site.

Ready Reference Section.

12 CENTS, NET, PER LINE.

AGERATUMS.

Ageratum, light or dark, 2-in., $2.50 per 100; $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

ASPARAGUS.

Asparagus plumosus seedlings. $1.00 per 100, $8.00 per 1000; 2-in., $3.50; 2½-in., $5.00; 3-in., $10.00; 4-in., $15.00 per 100. All first-class stock. HENRY SMITH, Grand Rapids, Mich.

Asparagus roots. Two, three, five and eight years old. Horseradish and rhubarb roots. WARREN SHINN, Woodbury, N. J.

Asparagus Sprengeri Seedlings, $1.00 per 100. Cash please. CHAS. E. COUGILL, Auburn, Ind.

Asparagus Sprengeri, 2½-in., 4 cts each. ODOR GREENHOUSES, Iola, Kan.

ASTERS.

Asters. Transplanted Queen of Market and Crego Giant, separate colors, per 100, $1.00. ODOR GREENHOUSES, Iola, Kan.

BOXWOOD.

Boxwood. The largest stock in New England; all shapes. Write for prices. Montrose Nurseries, Wakefield Center, Mass.

BULBS.

Bulbs. Gladioli. All first quality stock. For varieties and prices see display advertisement elsewhere in this issue. National Bulb Farms, Inc., Benton Harbor, Mich.

Bulbs. Lilium Giganteum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

Gladiolus bulbs. Now is planting time. See list of sorts in our display adv. on another page. VAUGHAN'S SEED STORE, Chicago and New York.

Cold storage lily bulbs. Giganteum 7-9. Write for special prices. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Tulips, daffodils, iris, crocus, etc. Write for prices. De Graaff Bros., Ltd., Noordwyk, Holland.

Bulbs. Holland, of all kinds. Write for prices. R. A. Vanderschoot, 299 Broadway, New York.

CALADIUMS.

Caladiums, fancy leaved; a few, 100 only at $2.25 per doz. Order quick. VAUGHAN'S SEED STORE, Chicago and New York.

Caladiums, 5-7, $5.00 per 100; 7-9, $8.00 per 100. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

CALENDULAS.

Calendulas. Orange King, 2½-in., $3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Calendula Orange King, 2-in., $2.50 per 100. Byer Bros., Chambersburg, Pa.

CALLAS.

CALLAS-GODFREY

3-in. Ready to bloom.....$10.00 per 100
3-in. Smaller plants..... 8.00 per 100

THE PARK FLORAL CO.
Denver Colorado

CANNAS.

Cannas. Large flowering in the "better" varieties. Fine 2 to 3 eye, plump, dormant roots, true to name. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Canna Plants, 2½ and 3½-inch pots. King Humbert, 8 cents and 12 cents.
All the leaders ready now.
VAUGHAN'S SEED STORE, Chicago and New York.

Cannas, King Humbert, extra fine plants, out of 2½-in. pots, $8.00 per 100. THE REESER PLANT CO., Springfield, O.

CARNATIONS.

ROOTED CARNATION CUTTINGS

Large supply of fine, well-rooted, healthy and strong carnation cuttings in the following varieties, ready for immediate delivery:

	100	1,000
Rose Pink Enchantress	$4.50	$40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.50	40.00
C. W. Ward	4.50	40.00
Aviator	4.50	40.00
Thenanthos	4.50	40.00

PETER REINBERG,
Wholesale Florist
30 E. Randolph St. Chicago

NOW READY
ROOTED CUTTINGS. FIRST CLASS STOCK

	Per 100	Per 1000
Peerless Pink	$4.00	$35.00
Winsor Cerise	4.00	35.00
Crystal White	4.50	40.00
Cottage Maid	4.50	40.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.00	30.00
Matchless	4.00	35.00
Miss Theo	4.00	35.00

J. A. BUDLONG,
184 North Wabash Ave., Chicago.

ROOTED CARNATION CUTTINGS

	100	1,000
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
Enchantress	4.50	40.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
30 E. Randolph St. Chicago.

CARNATION CUTTINGS
Out of Soil—Best Condition

	100	1,000
Herald	$4.50	$40.00
Matchless	4.50	40.00
White Enchantress	5.50	50.00
White Enchantress from sand, $4.50 per 100; $40.00 per 1,000.		

V. BEZDEK,
Gross Point, Illinois.

CARNATIONS.

Enchantress carnations, 2-in., 4c each; $40.00 per 1,000. Rooted cuttings, 3c each; $25 per 1,000. The 2-inch are well established; good quality as are also the cuttings and both are ready for the field. WRIGHT'S GREENHOUSES, Pittsburg, Kan.

ROOTED CARNATION CUTTINGS

Enchantress Supreme, $60 per 1000; 2¼-inch stock of Matchless and Rose Pink Enchantress, $50 per 1000. Immediate delivery.

ALLAN HUMASON
30 East Randolph St., Chicago.

Rooted Pink Enchantress carnation cuttings, $4.50 per 100; $40.00 per 1,000. JOHN RINDFLEISCH, Beloit, Wis.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CENTAUREA.

Centaurea Gymnocarpa, Dusty Miller, fine 2½-in., per 100, $3.50. ODOR GREENHOUSES, Iola, Kan.

CHRYSANTHEMUMS.

Chrysanthemums, R. C., now ready. Extra choice. About 500 of each, $3.00 per 100. White Eaton, Yellow Eaton, Smith's Advance, Yellow Jones, Maud Dean, Golden Glow, Golden Queen, Unaka, Money Maker, Pink Chieftain, Roman Gold.

Pompons and Singles.

Actor, Golden Harvest, Diana, Niza, Ruffins, Buckingham, Garza, Our Brook, Aleen, Baby. About 500 of each, $3.00 per 100.

J. S. WILSON FLORAL CO.,
Des Moines, Iowa.

CHRYSANTHEMUM POMPONS

Choice stock in 2-in. pots. Price $4.00 per 100 for the following varieties:

Western Beauty	Mensa
Golden Mensa	Peter Pan
Christmas Gold	Walda
E. Longuelotte	Vasca

BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago.

Chrysanthemums. Standard varieties for cut flowers and potted plants. R. C. at $3.00 per 100; 2¼-in. plants, $4.00. Send list of varieties required. HENRY SMITH, Grand Rapids, Mich.

Chrysanthemums. Trade list of the 200 best chrysanthemums for the asking. STAFFORD CONSERVATORIES, Stafford Springs, Conn.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

Coleus. R. C., $1.50 per 100; 2¼-in. pots, $5.00 per 100. Standard varieties. HENRY SMITH, Grand Rapids, Mich.

CYCLAMEN.

Cyclamen. Strong, 2¼-inch for early March delivery, $10.00 per 100. Mixed; white; white with red eye. Note:—We do not guarantee these varieties absolutely true to color, but the above varieties will predominate. All very choice strains. J. E. MATTHEWSON, Sheboygan, Wis.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

DAHLIAS.

15 choice tubers, no two alike, each labeled, my selection, several classes and colors, $1.00; retail value $3.00.

Surplus stock, one tuber may be worth entire cost. Seven sets (105 dahlias), $5.00.

Complete collection 30 plump dahlias, all different, labeled, true to name, $2.00.

Dozen, all different, either ball, cactus, decorative, peony or single, labeled, my selection colors, $1.00.

Standard cut-flower sorts; white, pink, yellow or red, doz., $1.00; 100, $6.00; my selection varieties.

Mixed and unlabeled dahlias, doz., 60c; 100, $4.50.

Sand pollinated hybrid dahlia seed from best varieties, selected mixture, $1.00 packet.

Your selection any seven "dollar" collections, $5.00. Any 15 "dollar" collections, $10.00. Everything prepaid. Dahlia trade list with color key free.

ALT F. CLARK
Netcong, N. J.

FERNS.

Hardy Ferns, wholesale	100	10	Each
Aspid. Pedatum, Maidenhair	$9.00	$1.00	15c
Aspid. Goldiana, Gold. Fern	9.00	1.00	15c
Aspl. Thely, Silver Spleenw't	9.00	1.00	15c
Onoclea Sensibilis	8.00	1.00	15c
Onoclea Struthiopteris, Ostrich	10.00	1.20	15c
Osmunda Cinnamonea and Clayt.	12.00	1.40	15c

And 5 other varieties. Descriptive list mailed free. 100 Ferns, your selection, billed 100 rate. Goldiana, Ostrich and Cinnamon most popular.

LUDVIG MOSBAEK, Ferndale, Askov, Minn.

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Table ferns. Standard varieties. 2¼-in., $5.00 per 100. Adiantum Cuneatum, 2¼-in., $5.00 per 100; 3-in., $12.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Boston Ferns, 4-in., 25c; 5-in., 50c; 6-in., 75c. Cash. L. J. ROWE, Box 244, Titusville, Pa.

FUCHSIAS.

Fuchsias. Fine bushy, 3-in. Assorted colors, $5.00 per 100; 2-in., $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

FUNKIAS.

Funkias Var., strong, field-grown divisions, $5.00 per 100. Cash. B. SCHELLER, Warren, Pa.

GERANIUMS.

100,000 geraniums. Nutt, Poitevine, Barney, Helen Michell, Jean Oberley, 2¼-in., 4½c; Nutt, 3-in., 10c; Nutt and Castellane, 4-in., 15c; Nutt and Costellane, extra large spread on benches, 4-in., 17½c; Am. Beauty, Barney, Helen Michell, 4-in., 20c; L. J. ROWE, Box 244, Titusville, Pa.

Geraniums. Ricard, Poitevine, Nutt, Buchner, etc., 2-in., $4.25 per 100; $40.00 per 1,000; 3½-in., $10.50 per 100; $100 per 1,000. Alonzo J. Bryan, Washington, N. J.

Geraniums. S. A. Nutt, A. Ricard, La Favorite and Beaute Poitevine; out of 3¾-in. pots, shipped in paper pots at $20 per 100. C. W. PAIGE, Tivoli, N. Y.

Ivy Geraniums. Mixed colors; fine 3-in. stock, $7.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

GLADIOLI.

Gladiolus. Fresh, clean, sound bulbs, ready for immediate shipment.

Variety	Diam.	1,000
America	1½ to 2½-in.	$25.00
Mrs. Francis King	" " " "	25.00
Pendleton	" " " "	35.00

Money back guarantee goes with each sale.

SEVIN-VINCENT CO.,
417 Montgomery St., San Francisco, Calif.

GLADIOLUS.

Gladiolus bulbs. A limited quantity of the best new named varieties. MRS. JOHN M. LEWIS, Copenhagen, N. Y.

Gladiolus. PLANTING TIME. Many sizes, leading kinds. VAUGHAN'S SEED STORE, Chicago.

GRAPE VINES.

Five-year-old Concord grape vines. Butts very heavy. Borne for two years. From vineyard. Price 50c each; $5 per dozen. WARREN SHINN, Woodbury, N. J.

MOONVINES.

Moonvines, White, good strong plants, out of 2¼-in. pots, $5.00 per 100. THE REESER PLANT CO., Springfield, O.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

You Need Room

All surplus plant stock should be sold now.

The plants need more room this warmer weather and will soon spoil if they don't get it.

Every plant has cost you money and you can readily sell the surplus by advertising NOW.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANSIES.

200,000 Steele's Mastodon Pansies. Extra fine plants, Sept. transplanted. In bud and bloom. Good pansies are scarce so place your order now for future delivery. Extra large, well branched plants, $35.00 per 1,000; medium size, $30 per 1,000. JENSON & SONS, 9801 S. Western Ave., Chicago, Ill.

200,000 large, stocky, September transplanted, field-grown, blooming pansy plants. Superb strain; all salable stock; satisfaction guaranteed, $1.60 per 100; $15.00 per 1000. Ready now. Cash with order. BRILL CELERY GARDENS, Kalamazoo, Mich.

Pansies. Ready now, 200,000 full transplanted, in bud and bloom. Superb strain, $2.25 per 100; $20 per 1000. Leonard Cousins, Jr., Concord Junction, Mass.

PEPPERS.

Peppers. Neapolitan and Ruby King. Strong seedlings, 3 to 5 inches high, per 1,000, $3.00. ODOR GREENHOUSES, Iola, Kan.

POINSETTIAS.

One-year-old Poinsettia stock plants, one to two inches thick, $18, $25 and $30 per 100. Less 5% for cash. PAUL ECKE, 1226 Hayworth Ave., Los Angeles, Calif.

PRIVET.

Privet. Box-Barberry, well rooted summer frame cuttings, $65.00 per 1000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

RASPBERRY PLANTS.

Raspberry Plants. Cumberland, black; Gregg, black; Kansas, black; Queen of Market, red; 25 for $1.25, 50 for $2.00, 100 for $3.75 by prepaid parcel post; 1,000 by express, $18.00; 10,000, $150.00. CHARLES NASH NURSERY, Three Rivers, Mich.

ROSES.

ROSES

Quantity and Quality Rooted Cuttings

	100	1000
Ophelia	$ 9.00	$ 70.00
White Killarney	9.00	70.00
Sunburst	9.00	75.00
Milady	10.00	90.00
Columbia	10.00	95.00
Russell	15.00	125.00
Premier	15.00	125.00
2¼-in. ROSE PLANTS		
Ophelia	$14.00	$115.00
White Killarney	14.00	115.00
Sunburst	14.00	115.00
Milady	16.50	150.00
Columbia	16.00	140.00
Russell	22.00	200.00
Premier	21.00	180.00
BENCH PLANTS		
Pink Killarney	$12.00	$115.00
White Killarney	12.00	115.00
My Maryland	12.00	115.00
Ophelia	15.00	140.00
Milady	15.00	140.00
Russell	16.00	150.00
Champ Weiland	15.00	140.00

3-in. ROSE PLANTS
Dormant All Winter
Ready now for early shipment

	100	1000
Richmond	$17.00	$150.00
Sunburst	17.00	150.00
Killarney Brilliant	17.00	150.00
Pink Killarney	15.00	130.00

M. C. GUNTERBERG
Wholesale Florist
159 North State St. Chicago

ROSES—2½-INCH STOCK

	100	1000
Ophelia	$8.00	$70.00
Sunburst	8.00	70.00
White Killarney	8.00	70.00

BENCH PLANTS

	100	1000
Ophelia	$10.00	$90.00
Sunburst	10.00	90.00
White Killarney	10.00	90.00

Good Stock
All goods shipped at purchaser's risk.

GEORGE REINBERG
162 North Wabash Ave., Chicago.

ROSE PLANTS—2½-INCH STOCK

	100	1000
Richmond	$10.00	$ 90.00
White Killarney	10.00	90.00
Ophelia	10.00	90.00
Columbia	15.00	125.00

BENCH PLANTS

	100	1000
White Killarney	$10.00	$ 90.00
Pink Killarney	10.00	90.00
Killarney Brilliant	10.00	90.00
Ophelia	10.00	90.00
Russell	15.00	125.00

WIETOR BROS.
30 E. Randolph St. Chicago.
L. D. Phone Randolph 2081.

RUSSELL, COLUMBIA AND OPHELIA ROSE PLANTS

Strong plants in 2½-in. pots, ready to shift or plant in the bench.

	1,000
Columbia	$150.00
Russell	200.00
Ophelia	120.00

No orders for less than 250 at this price.

BASSETT & WASHBURN
178 N. Wabash Ave., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

ROSES.

BENCH ROSE PLANTS

Russell ..... $100.00 per 1000
Champ Weiland ..... 80.00 per 1000

Young Rose Stock—2-Inch Pots

20,000 Ophelia ..... $75.00 per 1000
5,000 Milady ..... 75.00 per 1000

PETER REINBERG
30 East Randolph St., Chicago

BENCH ROSE PLANTS.

In lots of 200 plants to the box.

	1000
Ophelia	100.00
White Killarney	100.00
Hoosier Beauty	100.00

BASSETT & WASHBURN
178 North Wabash Ave., Chicago.

ROSES READY FOR IMMEDIATE SHIPMENT

COLUMBIA, 2½-in. own root, $15 per 100; $125 per 1,000.

CHARLES H. TOTTY COMPANY,
Madison, New Jersey

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

Rose Plants. Premier, 2½-in. and 3½-in. Write for prices. VAUGHAN'S SEED STORE, Chicago.

Spring list for legitimate trade exclusively. Leedle Co., Expert Rose Growers, Springfield, O.

SEEDS.

Seeds. Specialists in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Delphinium Newport Rose, Dracaena Indivisa, Salvia Zurich, and Smilax. Also grass seed mixtures of all kinds. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, special prices, Kelway & Son, Langport, Eng. beet and mangel; flower seeds. Write for

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorsinera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland .

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds, specialists: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed. Asparagus Plumosus Nanus, $2.75 per 1,000. Special prices for large quantities. McHutchison & Co., 95 Chambers St., New York.

Seeds. Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30; 5 lbs. and over, $25 per lb. D. Landreth Seed Co., Bristol, Pa.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Primula Chinensis and P. Obconica Gigantea. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

SEEDS.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

SEEDS.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth. Bristol, Pa.

SMILAX.

Smilax. Extra good, strong, well rooted plants. 2-in., $2.50 per 100. Elmer Rawlings, Allegany, N. Y.

SNAPDRAGONS.

Snapdragons. Silver Pink and Nelrose, 2¼-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SPHAGNUM MOSS.

Sphagnum Moss for florists and nurserymen. For spot shipments or contract. Write us. Vaughan's Seed Store, Chicago and New York.

STRAWBERRY PLANTS.

Strawberry plants, fresh dug, packed right; Dr. Burrell, Gibson, Aroma, Brandywine, $6.00; S. Dunlap, Warfield, $5.00 per 1000. 5% discount on lots of 5000. Special discount on larger lots. Progressive (Everbearing), $10.00 per 1000. P. D. ASPINWALL, Fort Atkinson, Wis.

Strawberry Plants. 1,000 Senator Dunlop, by express (special offer for this week), for $3.90. CHARLES NASH NURSERY, Three Rivers, Mich.

Strawberry plants for the trade a specialty; first class and true to name. Surplus stock of Progressive, $8.00 per 1000; Dunlop and Warfield, $3.50 per 1000. E. O. WESTERFIELD, Fort Atkinson, Wis.

Strawberry Plants. Special for this week. 300 Progressive everbearing, a good strong grade, by parcel post for $3.00. CHARLES NASH NURSERY, Three Rivers, Mich.

Progressive and Peerless, Everbearing Strawberry plants, $1.50 per 100, $10.00 per 1000. Also other varieties. Catalogue free. BASIL PERRY, Georgetown, Del.

VEGETABLE PLANTS.

Fine field-grown "frostproof" cabbage plants, Copenhagen Market, Wakefield, Ballhead, etc., 300, $1.25; 500, $2.00; 1,000, $3.00 postpaid. Express, 1,000, $2.50; 10,000, $20.00. Cash. Shipped safely anywhere. Well packed. TIDEWATER PLANT CO., Franklin, Va.

Vegetable plants. Delivered to you, all charges prepaid. Cabbage, tomato, beet, lettuce and celery. 100, 65c; 1000, $3.50; 5000, $15.00; 10,000, $28.50. Price list free. COMMERCIAL PLANT CO., New Bohemia, Va.

New crop plants ready. Cabbage, lettuce, celery, tomato. We have all varieties; order what you want. 100 lots, 50 cts. prepaid. 1,000 lots or more, $1.50 per 1,000. Express or P. P. CODEN NURSERIES, Coden, Ala.

Rhubarb roots, strawberry variety, $30.00 per 1,000. H. CORVAL RICHMAN, Malaga, N. J.

Asparagus plants, 1 year old, 75 cts per 100. ODOR GREENHOUSES, Iola, Kan.

VERBENAS.

Verbenas. Strong transplanted, separate colors, per 100, $1.25 prepaid. ODOR GREENHOUSES, Iola, Kan.

VINCAS.

Vincas variegated, extra strong rooted cuttings, $2.00 per 100; from 2½-in., $3.00 per 100. Cash with order. GEO. BISCHOFF, 220 Chapin St., Ann Harbor, Mich.

Vinca Variegata. Fine 2½-in., per 100, $5.00. ODOR GREENHOUSES, Iola, Kan.

YUCCA.

Yucca, field-grown, one and two-year, $5.00 and $10.00 per 100. ROBIN BONWELL, Basin, Wyo.

MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

White Wood Easel. Very desirable for mounting floral designs. For sizes and prices see display advertisement elsewhere in this issue. Geo. H. Angermueller Co., 1324 Pine St., St. Louis, Mo.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

WIZARD BRAND
TRADE MARK

Shredded Cattle Manure

Is selected quality manure taken from brick-paved Stock Yard cattle pens—dried and sterilized by a high temperature direct heat process which kills weed seeds, fungus and disease germs.

Packed in 100-lb. bags in coarse shredded form for mulching or top dressing. Largely used for mixing with bench and potting soil and liquid manuring. Unequalled for lawn and garden fertilizing.

nsist on WIZARD BRAND through your supply house or write us direct.

THE PULVERIZED MANURE CO., 32 Union Stock Yards, **Chicago**

MISCELLANEOUS.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works, Lowell, Mass.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., W. Philadelphia, Pa.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Baskets, novelties and florists' supplies. S. H. Russin, 55 W. 19th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Ea.	Doz.	100
10	20 in.	$4.50	$49.50	$375.00
20	18 in.	3.30	36.00	293.00
30	16 in.	2.35	26.00	200.00
40	14 in.	1.90	21.50	170.00

No.	Diam.	Ea.	Doz.	100
50	12 in.	$1.30	$15.00	$115.00
60	10 in.	.90	9.90	77.50
70	8 in.	.75	8.00	61.00

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, **714-716 Chestnut St., Philadelphia, Pa.**

MISCELLANEOUS.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL.

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FERTILIZERS

For results use "Master Brand" prepared concentrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

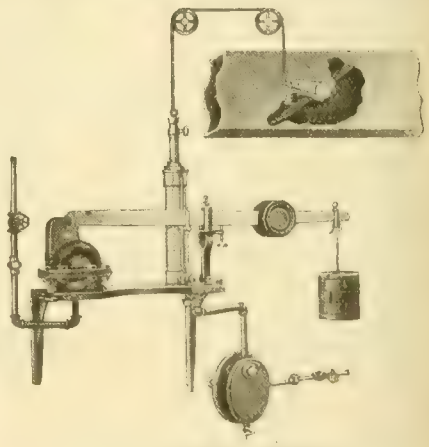
Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.



Lawrence Damper Regulator.

Watts Regulator Company

Manufacturers of

STEAM AND WATER SPECIALTIES

Established 1874. **Factory: LAWRENCE, MASS.**

Mention the American Florist when writing

FLORISTS' SUPPLIES.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

BAILEY'S NEW STANDARD CYCLOPEDIA OF HORTICULTURE

SIX SPLENDID VOLUMES

THIS work is Prof. L. H. Bailey's latest and greatest achievement and will undoubtedly stand as a monument to him. This is not a revision of the old Cyclopedia but a brand new work containing features not dreamed of at the time of publication of the original cyclopedia which was a pioneer work. The old Cyclopedia of Horticulture, it will be remembered, was a cyclopedia in fact as well as in name, whereas the new **Standard Cyclopedia of Horticulture** is a gardener's manual as well as a cyclopedia and contains features that make it equally adaptable to the amateur and to the professional, to the man without education or the man with high literary tastes.

Price, $6.00 per Volume

Carriage paid to any part of the United States.

American Florist Co.,

440 So. Dearborn St.,

CHICAGO, ILL.

ATLAS WORM-DRIVE ATLAS "MERCHANTS' DISPATCH"

THE man who is buying a truck asks two fundamental qualities for his money. 1. Mechanical excellence. 2. A body fitted to his business needs that he is proud to have bear his name. Either one without the other will not satisfy him.
Each particular line of business has been studied by our experts and every need anticipated. Behind these experts stand all the facilities of the largest body-building factory in the world.

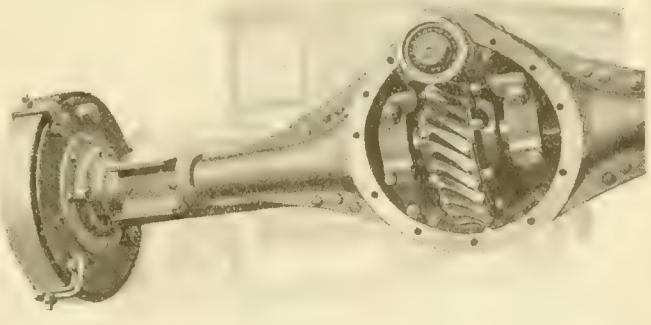
50 different bodies, built for every business

Bearing that body is a chassis that is built with the balanced power and endurance of a locomotive in minature. Compare these three fundamental factors with any other one-ton truck.

1. **The Atlas power plant.** A four-cylinder engine designed to deliver its maximum horse power at the speed you drive, with a hot spot carburetion that gets 22 miles per hour (unloaded) out of low-grade fuel.

2. **The Atlas Transmission.** Connecting the power plant with the rear-axle—the load-bearing member. We have never had to replace a single broken part of this transmission—it's a 100 per cent perfect job.

The Atlas "Accessible" worm-drive axle. The load-bearing member—a triumph of engineering—its cantilever truss housing of pressed steel; its proper gear ratio to utilize the motor's full power; its three-point bearing, fool-proof as to adjustment. It is strong, dependable, easily accessible. You must see this axle to appreciate how it utilizes the worm-drive without the latter's traditional weight.



The Atlas "Accessible" worm-drive axle. Send for descriptive booklet.

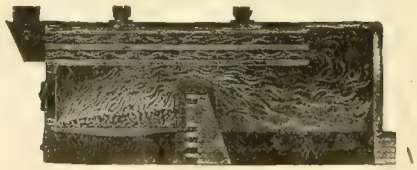
MARTIN-PARRY CORPORATION
York, Pennsylvania

THE CUSTOMERS' INTEREST FIRST

This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all the Greenhouse Boiler business

NOT CAST IRON

NOT CAST IRON



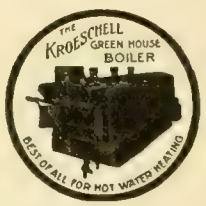
A KROESCHELL

is the key to fuel economy.

THE KROESCHELL POLICY

We make every kind of boiler, but it is our policy to supply only the type of boiler best suited for the conditions. You get the highest boiler value.

NOT CAST IRON



NOT CAST IRON

Kroeschell Bros. Co. 452 W. Erie St. CHICAGO

Mention the American Florist when writing

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscriptions, to cover postage, $1.00

As the H. A. is a phrely **TRADE** medium applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A."
LOWDHAM, NOTTS, ENGLAND.

Mention the American Florist when writing

"Please Enter Our Order"

March was the biggest month we ever had—twice the business of any previous March. And April, at the time this is written, is running ahead of March.

Florists are planning for the future; for the prosperity in the cities that is bound to reflect itself in an enormous business in flowers this year. And many who have investigated **Callahan Cut-to-Fit Greenhouses,** but have hesitated just a little hoping for lower prices, have seen the folly of further delay and are now placing their orders.

Fortunately we have the material and the facilities to give reasonably prompt delivery on the large number of orders received. Perhaps you, too, have been undecided what to do. Our advice is: Take no chances, order now. We will gladly send catalog and furnish estimate on your requirements.

Callahan Duo-Glazed Sash for hotbeds is a double glazed sash with many superior and exclusive features. Booklet on request. We keep Permanite in stock for immediate shipment.

CALLAHAN DUO-GLAZED SASH CO.
3949 Fourth Street, Dayton, Ohio

CALLAHAN *Cut-to-Fit Greenhouses*

Mention the American Florist when writing

WE ARE SPECIALISTS

GREENHOUSE GLASS

Free From Bubbles—Uniform in Thickness.

PAINTS and PUTTY

Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.

It will pay you to get our estimates.

THE **DWELLE-KAISER** CO.

251 Elm St., - BUFFALO, N. Y.

Mention the American Florist when writing

In the Erection of

FOLEY GREENHOUSES

Only the Best of Material Is Used.

in designing your house, we always consider the use for which the house is intended—thereby assuring you of proper design and bench arrangement—not forgetting the importance of an efficient heating system.

THE FOLEY GREENHOUSE MFG. CO.

Designer Builders Heating Engineers

Main Office and Factory 3100 S. Spaulding Ave. **Chicago, Ill.** Downtown Office State-Lake Bldg.

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

Mention the American Florist when writing

The Regan Printing House

Large Runs of

CATALOGUES

OUR SPECIALTY
WRITE FOR PRICES
523 PLYMOUTH COURT, CHICAGO

Wired Toothpicks

10,000, $2.50; 50,000, $11.00. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For Sale by Dealers.

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120 page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.60

AMERICAN FLORIST CO.
440 S. Dearborn St.
CHICAGO.

Azalea Pots, Hanging Baskets, Lawn Vases, Urns Etc.

Red Pots

Refined Clays—Skilled Labor

The Peters & Reed Pottery Co.
SO. ZANESVILLE, OHIO
"Moss Aztec" Ware
HORACE C. GRAY CO.
200 Fifth Avenue New York

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

Why?

A. H. HEWS & CO., Inc.
Cambridge, Mass.

George Keller Pottery Co.

Successor to

GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Greenhouse Builders

When You Are Ready
To Talk Building
Say When and Where
and We'll Be There

Lord & Burnham Co.

Irvington *New York* *Philadelphia* *Chicago*
Boston *Cleveland* *Toronto* *Montreal*

Mention the American Florist when writing

Nebraska Red Pots

ARE RECOGNIZED EVERYWHERE FOR QUALITY

Your orders always receive prompt and careful attention. Made of high grade material by skilled workmen in a modern plant. Write for prices on your requirements

Kahler Pottery Co., Louisville, Neb.

Mention the American Florist when writing

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subscription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY
BURNLEY, ENGLAND.

Mention the American Florist when writing

Dreer's Peerless Glazing Points

For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid.
Samples free.
HENRY A. DREER,
714 Chestnut Street,
Philadelphia.

Mention the American Florist when writing

John C. Moninger Co.

GREENHOUSES

Designers - Manufacturers - Builders
We sell the complete house or any part
908 Blackhawk St., CHICAGO, ILL.

Mention the American Florist when writing

SUPERIOR

RED POTS

Quality and prices right. ASK US.

FLORIST SPECIALTY CO.
IDAVILLE, INDIANA

Mention the American Florist when writing

Index to Advertisers.

Allen J K.....811
Alpha Floral Co.....813
American Bulb Co... I
American Greenhouse Mfg Co.....IV
Amling E C Co.....807
Anderson S A 814
Angermueller G H Co.....804 809
Aphine Mfg Co. ....I I
Aphrodite Co 817
Astoria Florist 817
Avenue Floral Co.. 819
Backus Geo J..... 797
Baer Julius 812 819
Barnard W W Co...821
Barnes W J 816
Bassett & Washburn 798
Baumer Aug 816
Baur Window Glass Co..... IV
Bayersdorfer H & Co.809
Begerow's.....818
Berger Bros 808
Berning H G.....808
Blackistone Inc .. 818
Bodger J & Sons Co.821
Bolgiano J & Son. . 821
Bramley & Son 818
Braslan Seed Growers Co.....820
Breitmeyer's J Sons 818
Brenner Edward 811
Broadway Florist....817
Brown A J Seed Co 820
Brown Bag Filling Machine Co 822
Bruns H N 815
Bryan Alonzo J.... 826
Buckbee H W.....818
Budlong Co J A.....805
Bunyard.....817
Burpee W A Co.....827
Byer Bros.....827
California Florists...816
Callahan Duo-Glazed Sash Co 834
Cazan A B 817
Central Floral Co....819
Central Refrigerator & Equipment Co 807
Chicago Feed & Fertilizer Co 836
Chicago Flower Growers Assn. .. 803
Clark E B Seed Co..826
Clarke's Sons D.....817
Clay & Son.....836
Clipper Lawn Mower Co..... 836
Coan J J.....811
Conard & Jones Co. 828
Cooke Geo H 818
Cousins Leonard Jr. 826
Cowee W J.....834
Coy H C Seed Co...822
Craig Robt Co.....827
Culp W H & Co. 816
Danker Fred A.....814
Dards Chas.....817
Davis Geo W.....795
De Graaff Bros 827
Dietsch A & Co ... IV
Dominion Floral Co 815
Dorner F & Sons Co 827
Dreer H A.....832 835
Drevon-Tegelaar Co.826
Dunlop John H.....818
Dwelle-Kaiser Co.. 834
Eble Charles.....815
Edwards Fold'g Box.834
Elm City Nurs Co...828
Engelmann C.....814
Erne & Co..... 804
Evans A W B.....818
Excell Laboratories.111
Eyres H G 814
Fallon Florist.....819
Fenrich Jos S.....810
Fleischman'..... 818
Florist Specialty Co.835
Foerster Co Jos 800
Foley Greenhouse Mfg Co.....834
Ford M C 811
Ford William P 811
Fox J M & Son Inc. 816
Frauenfelder C 815
Freeman Mrs J B ...818
Frey C H.....814
Frey & Frey.....816
Friedman..... 815
Froment H E 811
Futterman Bros.....810
Galvin Thos F.....817
Gasser J M Co 814
Giblin & Co.....111
Gnatt Ove Co The...797
Godineau R & M.. 822
Goldstein I.....811
Gorham Printery Inc IV
Grakelow Chas H 8 9
Grand Rapids Flo Co 819
Grimm & Gorly.....816
Gude Bros..... 819
Habermehl's Sons J J 814
Hammond's Paint & Slug Shot Wks 836
Hardesty & Co.....818
Harris Wm K.....823
Hart Geo B 811
Hart Henry..... 817
Haven Seed Co.....822
Heinl John G & Son 816
Henderson A & Co. I 827
Henderson Lewis... 816
Henry Co The John 806
Hensbaw Floral Co. 811
Hentz & Nash.....810
Herr Albert M..... 826
Hess & Swoboda....816
Hession.....817
Hews & Co A H.... 835
Hill D Nursery Co..828
Hogewoning & Sons.823
Hollywood Gardens.816
Holm & Olson..... 816
Holton & Hunkel Co.809
Hort Advertiser.....834
Hort Trade Journal.835
Hurff Edgar F.....826
Hurst & Son.....822
Ickes-Braun Mill Co IV
Idlewild Greenhs.... 819
Jahn Hugo.....819
Joy Floral Co.....815
Kahler Pottery Co. 835
Kaiser Jules. 795
Kasting W F Co.... I
Keller Pott'y Co Geo 835
Keller Sons J B..... 814
Kelway & Son.....822
Kennicott Bros Co 798
Kervan Co The..... 811
Kessler Wm 811
Kottmiller A..... 817
Kroeschell Bros Co 834
Kruchten John.....807
Kuhl Geo A ..823 824
Landreth Seed Co ..821
Lang Flo & Nurs Co.816
Lange A.....812
Lecakes C & Co .. 810
Lindley Flower Box Co.....806
Littlefield Florist....818
Longren A F.....823
Lord & Burnham Co.835
Louise Flower Shop 814
McCallum Co 809
McClunie Geo G... 814
McGill R C & Co....822
McHutchison & Co..822
Mackie William.....811
Malandre Bros 817
Martin-Parry Corp..833
Matthews the Flo'st.818
Matthewson J F.....815
Meconi Paul 811
Metaire Ridge Nurs 818
Meyer John C Florist Thread Works.... 806
Michigan Cut Flower Exchange... 807
Michell Henry F Co .872
Millang Jos A 810
Miller Floral Co.....819
Miller & Musser ... 807
Moninger J C Co .. 835
Montrose Nurseries 828
Murray Samuel 813 819
National Bulb Farm 825
Neidinger Jos G Co. 809
Newell A.....819
N Y Cut Flower Ex. 811
N Y Floral Co.....816
Niessen Leo Co.... 868
Oriental Goldfish & Supply Co.....806
Papadem J G Co....817
Park Floral Co.....819
Peacock E R Co.....821
Pearson E W ... 814
Pedrick G R & Son..821
Penn the Florist.....818
Peters & Reed Potty.835
Philips Bros 815
Pierce F O Co..... IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....820
Pikes Peak Flo Co 819
Pillsbury I L.....111
Pittsb'rgh Cut Flo Co 866
Podesta & Baldocchi.818
Poehlmann Bros Co 11
Poliworth C C Co.. 8 9
Polykranas Geo J....811
Potter Floral Co.... 819
Proto-Feed & Guano Co..... 836
Pulverized Manure Co The..... 832
Pyfer A T & Co.....802
Raedlein Basket Co 807
Randall A L Co 757 807
Randall's Flo Shop..818
Randolph & McClements..... 814
Rawlings Elmer.... 826
Ready Reference....829
Reed & Keller 111
Regan Pig House ..834
Reid Edw 808
Reinberg Geo..... 807
Reinberg Peter.....811
Rice Bros..... 809
Rice Jerome B Seed Co 821
Robinson C Seed Co.826
Rock Wm L Flo Co. 816
Rodgers J W.....818
Rohnert Waldo.... 822
Rosaia Bros.....8 9
Rosery Floral Co... 819
Routzahn Seed Co 822
Rusch G & Co.....809
Russin S H..... 810
Saake O C..... 819
Salzer Seed Co J A..816
Sceery Edw..... 819
Schiller the Florist 815
Schillo A Lum Co ...IV
Schlatter W & Son..836
Schling Max 817
Schmidt Chas L.... 814
Segers Bros Ltd.....826
Shaffer Geo C 818
Sharp Partridge & Co.836
Sheppard H W..... 8 8
Sheridan Grhs Co....814
Siebrecht Geo C.....811
Simon & Son I N... 822
Situations & Wants 795
Skidelsky S S & Co.. I
Smith A W & Co....814
Smith & Co E D 827
Smith & Fetters Co 819
Smith Henry.....819
Stecher Litho Co.... 826
Storrs & Harrison.. 827
Stumpp G E M.....817
Teachey R L.... 826
Thorburn J M & Co 821
Tonner O A & L A .804
Totty Chas H...796 827
Traendly & Schenck 811
Traveling Wholesale Florist.....810
Trepel Joseph.....814
United Cut Flo Co..811
Vanderschoot R A..823
Van Meeuven & Tegelaar 826
Vaughan A L Co....803
Vaughan's Seed Store .....I 805 823
Vick's Sons Jas.....821
Vincent R Jr & Sons Co..... I
Walker F Co..... 819
Watts Regulator Co 832
Weber F H..... 819
Weiland & Risch...807
Weir Jas.....814
Wietor Bros.....800
Western Seed & Irrigation Co 821
Williams Mrs E A. 814
Winterson Co E F..806
Wittbold G Co 815
Wolfskill Bros & Morris Goldenson.814
Wonder Plant Irrigator Co.....806
Woodruff S D & Sons 822
Yokohama Nurs Co 821
Young A L & Co... 810
Young John & Co...811
Zech & Mann...799 867

"Master Soil Builders"

Send for prices on **Master Brand Vine and Plant Manure**—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.
4121 South La Salle Street, CHICAGO

Mention the American Florist when writing

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3,000 for $1.00 Postpaid
Wm. Schlatter & Son

Before — After

422 Main Street — SPRINGFIELD, MASS.

Mention the American Florist when writing

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.
809 Exchange Avenue, U. S. Yards, Chicago

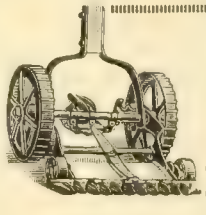
Mention the American Florist when writing

=SLUG SHOT=

Used from Ocean to Ocean for 35 Years
Sold by Seed Dealers of America

Saves Currants, Potatoes, Cabbage, Melons, Flowers, Trees and Shrubs from Insects. Put up in popular packages at popular prices. Write for free pamphlet on Bugs and Blights, etc., to
B. HAMMOND, Beacon, New York.

Mention the American Florist when writing



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plantain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER COMPANY — **Dixon, Illinois**

Mention the American Florist when writing

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER
TRADE MARK
EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS

MANUFACTURED BY

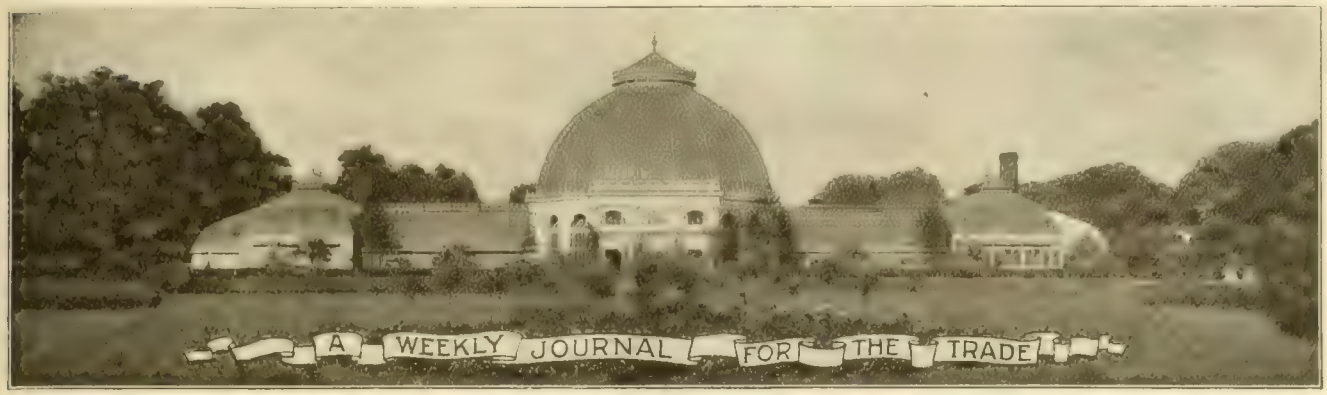
CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

GREENHOUSE GLASS

BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST., CHICAGO, ILL.

THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas"

Vol. LIV. **CHICAGO AND NEW YORK, MAY 8, 1920.** **No. 1666**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company.
Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treas. The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Washington, D. C., January, 1921. OFFICERS: C. W. JOHNSON, Chicago, President; D. G. GRILLBORTZER, Washington, D. C., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa. President; F. L. ATKINS, Rutherford, N. J., Vice President; E. A. WHITE, Cornell University Ithaca, N. Y., Secretary; HARRY O. MAY, Summit N. J., Treasurer.

AMERICAN DAHLIA SOCIETY

Next annual meeting and exhibition, at New York, September 27 29, 1920. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK, 205 Elwood Av., Newark, N. J., Sec'y.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition, Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I. Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Peonies.

The peony is one of the most important flowers to the florist during the early part of summer, and they are used in large quantities for decorations and other floral work. In cutting peonies for market, especially those that are to be shipped, it is best to cut them when the first petals unfold, and allow them to open in water. They ship much better in this condition and also last much longer. Where they are allowed to remain on the plant until open, the flowers not only bruise more or less in transportation, but the petals drop more easily when the flowers are unpacked if they are open when cut and made ready for shipment. In cutting the flowers from the plant, many growers make the mistake of cutting too low. The demand of the customers is, of course, for long stems, but for the good of the plant there should be left two well-formed leaves upon the stem when the flower is cut off. This will allow enough foliage for the plant to continue its growth and thoroughly ripen off. Where the plant is cut back too severely the root action is injured and a diminished number of flowers will be the result in the succeeding year. Keep the plants tied up by stakes and strings outside of the row; a heavy rain when the plants are heavy with buds will often knock them down and ruin many of the flowers.

Ficus Elastica.

While the rubber plants do not enjoy the popularity that they did 10 or more years ago, yet there is always more or less demand for good small plants every fall, and cuttings rooted now and given good culture can be grown to fine stock at that time. Every plantsman will have plants of Ficus elastica that have outgrown the salable size or have lost many of the lower leaves, and the tops of these can be propagated during the warm weather. The best way to root the young plants is on the plant by mossing the cut. Make an incision in the stem about half way through, in which insert a small stick about the size of a matchstick to keep the cut open. Bind around the cut wet moss, which should be firmly tied on with raffia and kept wet constantly. The plant should then be placed in a warm, moist house, kept fairly close, and in two or four weeks the roots will be seen protruding from the moss. The top should then be cut off and potted in a 4-inch or 5-inch pot and grown in a warm, close house until the roots have become established in the soil. If a number of these plants are being grown, a mild hotbed can be made up outside, built up with boards so as to allow 18 inches of room between the soil and glass, and covered with a shaded sash. Plunge the pots in the soil, and if the frame is kept close, allowing air only on the warmest days, the plants will grow rapidly. As fall approaches more air can be admitted, the plants gradually hardened off and splendid stock will be the result.

Dahlias.

Although the dahlia is of very robust growth and comparatively easy of culture, yet it is one of the most tender plants and will not stand any cold treatment, for the slightest frost will check the growth and almost invariably kill the plant back. It is, then, too early yet to plant the clumps except where all danger of late frosts has passed, but the eyes may start into growth during the warm days of May, so they should be kept in safe and warm quarters. Where the grower has a good, tight frame that is frost-proof the clumps can be taken from storage and placed in the frame and the tubers will grow plump and the eyes break ready for planting

as soon as the weather grows warm enough. The place selected for growing them the coming season should, however, be prepared, the ground spaded deeply and, if not manured last fall, some well rotted manure spaded in. Many growers do not advise heavy manuring when the clumps are planted, and especially no fresh manure, much preferring to get a fair supply in the ground the previous fall, so that the rankness will be dissipated in the soil, for too strong manure causes a rank growth and the plants do not bloom as early. With enough manure incorporated in the soil to produce a good hard growth, and not too soft, then mulch with manure when the buds begin to set, is the manner of some of the most successful growers. The young stock that was propagated from clumps started in March should now be good, stocky little plants, and the last of the propagating should be done early in May to have good stock for June planting. Keep the young plants under safe cover and plunge the pots in soil to keep them moist and not require too frequent or too heavy watering.

Marguerites for Winter.

To have good marguerites for winter flowers the plants must have a good start in the spring. For large plants the stock should now be in 2½ or 3-inch pots and growing vigorously, but if the cuttings have not been made they can now be propagated in a cool bench and good-sized plants grown, or stock should be secured at once. Do not allow these plants to become pot-bound, but shift them into 4-inch pots as soon as they require it and pot very firmly. Keep the plants pinched back, that they may branch more freely, and keep all flowers and buds picked off. For many years these plants were grown in the open ground, but in some localities they have been attacked with a club root in field culture, and inside culture has become necessary for success. A cold frame in which the pots are plunged is the culture successfully practiced by many growers. In late summer they should be potted in large pots, 8-inch or 9-inch, or planted in the bench in good, rich soil, so that they will be well established for fall and winter flowering. The plants grown in pots are more prolific in flowering, and the size of the flowers can be maintained with liquid manure. Aphis should be kept down by fumigation, while the leaf miner is a very destructive insect if once firmly established, but persistent spraying with a strong nicotine solution will eradicate this pest.

Callas.

As the summer weather approaches the callas will cease producing flowers and will require a rest to prepare them for another year. They should be dried off gradually until they become "dust dry," when the roots will be thoroughly ripened, shaken out and stored will grow all the year around, but plants grown in this way will not produce as many flowers as those that are rested. Those grown in pots can be laid on their sides in the greenhouse until all danger from freezing weather is passed, when they can be removed outdoors, still placing the pots on the side in full sunlight. Those grown on the bench can be lifted with as much soil as possible and placed under the bench, where they will dry out gradually, and later planted in the full sun outside in a dry location, and as soon as thoroughly ripened, shaken out and stored until wanted to start for another season. The yellow calla, Ricardia Elliottiana, is being grown more largely and the blooms have been used the last winter in many elaborate decorations. The culture of these is in pots and similar to the older varieties.

Plants for Memorial Day.

The grower of bedding plants in quantity, either for cemetery purposes or home planting, cannot complain at this time of the year of not having enough work to do to keep all hands busy, particularly this spring, which owing to unfavorable weather and other unsettled conditions, everybody in general is behind with the work. The cold, wet weather of the early part of April, prevented a great deal of the work connected with the hotbeds and coldframes from being done. It was too cold to take the plants outside, consequently they had to remain crowded on the greenhouse benches, blocking the other necessary work being taken care of. This will make it necessary to make special effort to push the plants along to have them in good condition when needed.

HOTBEDS.

The hotbeds are what the gardeners depend on to push the plants along that require bottom heat and a high temperature to force them into active growth, and there are quite a large number of plants that come under this list. Owing to the lack of material, together with its high cost, manure heated hotbeds are not being used as much as formerly, and steam heated beds are being installed in their place. These cost considerably more to erect, but they are so far superior to those heated with manure, that the outlay soon proves to be money well spent. This not only applies to their use for forcing spring stock, but they also come in handy for summer and fall propagation of roses, hydrangeas and many other plants. The work of getting the hotbeds filled up, should now claim the grower's most earnest attention, so that all the plants, for which the beds are intended, should be placed there without any further delay. A week or 14 days in a well heated hotbed will work wonders with the young spring stock.

PLANTS THAT REQUIRE HOTBED SPACE.

The first and foremost of the plants that require hotbed space, to hurry them along, are the alternantheras, and where large numbers of these plants are grown, they use up the greatest amount of the space. These plants are not only used for planting for Memorial day, but they are among the plants that are in great demand for later work. This should be taken into consideration so that any plants that appear to be small now, are just as valuable as the larger ones, and they can be given a longer period to get into good planting condition. Also, if some of the larger plants will stand for it, cuttings can still be taken and placed in flats of sand in the hotbeds. They will take root and be ready for potting in a very short while. Alternantheras do not require to be potted into larger than 2½-inch pots, and a big majority of the plants raised for cemetery planting are potted into 2 or 2¼-inch, but they are best potted, being far superior to any plants planted into the beds and then lifted and planted direct into their summer quarters. This latter plan is followed by some growers, but unless the weather is very favorable, the plants receive a severe check and suffer considerably.

A finely sifted, light soil, with a liberal portion of fresh sand added to it, is the soil best suited for alternantheras. After potting, plunge the pots to their rims in the hotbed, water in well, then watch closely to see that they are not allowed to become over-

MARGUERITE CRAIGII.
New Double Variety of the Robert Craig Co., Philadelphia, Pa.

wet or too dry. Until the young plants become firmly established in the soil, and get well into active growth, the beds should be kept moderately close, and air given only when the temperature of the beds rises above 75 degrees. After the plants attain sufficient size, and the weather becomes warmer, more air should be given to gradually harden the plants and give them good color.

Centaurea candidissima is another plant that is best off in the hotbed to enable it to reach the desired size. Any of the bedding begonias that are backward in their growth can also be plunged in the hotbeds, but from now on, begonias grow very fast, and unless they need to be hurried up, they will do all right on the greenhouse bench. Lobelias, sweet alyssum, verbenas, petunias, Vinca rosea, cupheas, ageratums and pileas are other plants that will do well in the hotbeds, but they are very fast growers and need to be carefully watched to prevent them becoming overdrawn. When they have reached size enough for planting, shut off the heat from the beds to harden the plants preparatory to transferring them to the outside. Cannas, also, do finely in hotbeds, but they have to have more head room to develop themselves properly than what the smaller stock does, and to handle cannas and other tall growing plants well in the hotbeds, the frames have to be made higher.

CARING FOR THE GERANIUMS.

These plants have arrived at the point where they ought to be ready for selling, and the principal work connected with them from now on, is to encourage them to make good bloom, keep in a healthy condition, and remain dwarf. Those that are well advanced in bud, can be treated to a cool temperature and given plenty of ventilation, but those that are backward in bud, should be encouraged a little while the weather continues cool by keeping the houses a trifle close, but not enough to cause the plants to draw up. Any that are very backward will be greatly benefited by giving the soil a surface dressing of pulverized sheep manure. Give close attention to watering the geraniums. Now that the plants have become thoroughly well rooted, they dry out quickly, but they should not be overwatered and kept continually wet at the roots. They like to dry out a little between each watering, and do better for it. When treated this way, the soil remains sweet, and the roots continue in active growth. The blooms on the plants of geraniums in four-inch pots do not last very long in the greenhouse, especially during periods of dark, wet weather, and in a very short while, some of them will need picking over. Attend to this on time; also, remove any yellow or decayed leaves from the plants, so that when offered for sale, they are in a presentable condition.

HIGH GRADE MEMORIAL DAY PLANTS.

The call for this class of plants is increasing every year; where dozens were sufficient a few years ago, it now takes hundreds to fill the demand. Rambler roses, dwarf rambler roses, hybrid tea roses, specimen geraniums, pelargoniums, hydrangeas, marguerites and to a lesser degree, fuchsias, petunias, abutilons and begonias, are leaders in this line. They require close attention as to watering, plenty of room to develop themselves, and staking as they are in need of it. To keep mildew in check on the roses, a little sulphur should be continually kept on the steam pipe that is most used, it being too early to dispense with the steam heat entirely, so that a little sulphur on the pipe will generally keep the plants clean. Another very important consideration with these plants, is to keep them thoroughly free from insects by attending to the fumigating regularly. The staking of the plants is also very important. There are a number of the French hydrangeas that are very beautiful, but unless properly staked up, they cannot be seen at their best. The staking should not be overdone, but sufficient to hold the branches in their place. The same rule applies to the pot roses.

COLD FRAMES.

By cold frames is meant the outside frames that are used for plants, but not heated by any artificial means. They come into active use in the early part of May when the weather becomes warm enough for plants to occupy them without heat other than that which the frame and sash affords. They form one of the most useful sections of any greenhouse establishment that grows spring bedding plants, because after this time, there are a number of plants that have made sufficient size for planting, and which do not need the artificial heat, but instead hardening off to fit them for outside planting. The cold frames will take care of the sweet alyssums, lobelias, Mme. Salleroi geraniums, verbenas, asters, antirrhiniums, stocks and many other such plants. The plants will require less watering out in the frames, and they can be given all the air possible and hardened to suit their condition.

C. W. JOHNSON.

MOTHERS' DAY FLOWERS IN NEW GRANDMOTHER'S VASE.

Are Our Dead Forgotten?

Contributions to the fund which is being handled by the Tribune to provide floral tokens of appreciation and honor for the graves of 70,000 American soldiers in France, are not reflecting the reverence which we believe the American people hold for the memories of these men. Less than $1,000 has been received. It will decorate fewer than 1,000 graves. Are the last resting places of the others to go unhallowed by the efforts of the living for whom they died? A year ago, upon Memorial day, the Red Cross, the French, the English, and semi-private organizations, placed flowers upon these graves with a prayer of thanksgiving and appreciation for the lives offered up that others might live in safety. Are we to allow strangers across the sea, unaided, again to show this kindly thought for our own heroes while we do almost nothing?

If we are to accept the duty which should be considered a high privilege, we must act quickly. The time is limited. Eight middle-western newspapers have joined with the Tribune in receiving gifts for this fund. The Red Cross and the Tribune's foreign service will co-operate in the work at the cemeteries. In the meantime, we must give if we would not prove ourselves ungrateful to those who gave their lives for us.—Chicago Tribune.

PASADENA, CALIF.—August Swenson, formerly prominent in the florist trade at St. Paul, Minn., is now permanently located in this city.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

It is the hits that strike or come nearest to the bull's eye that count, and when one tries for a hit with his customers, he must in some way work into their good graces to get such a mark of appreciation. The essentials in the successful selling of plants and flowers are, first, quality and freshness of the stock; second, its presentation and display, and third, superior service. At this time, there should be no trouble with the first factor, the market being full of high grade flowers in great variety, which will afford a new feature for each day of the week. Presentation in such a way as to make a hit with customers and prospects, is a matter that is most essential, but comparatively few of the retailers give but little thought to this important feature. They look over their stock. It is good and satisfying and the flowers are there, if anybody wants them. They had a pretty good day yesterday, or, "it has been slow for a day or two, but we must expect that—cannot be busy all the time."

What is necessary and, in fact, possible, is busy days all the time. This desirable condition can only be brought about by sufficient energy being devoted to presentation and display. The quality stock which you stand back of, must be brought to the attention of every possible buyer in the range of the store. Its proper display in the shop and show window will in each day's new feature, attract the attention of all who see it, and should be, in each of its featured items, so attractive as to be almost irresistible. It is not difficult to give this prominence to the various stocks; there are many vases and baskets in which flowers may be displayed, while in their original bunches, they are thus made more conspicuous and salable.

One or two special salesdays a week at this season, if well prepared and planned for, will renew old accounts and bring a lot of new people into the store. Presentation and publicity are the moving factors in such sales. When properly arranged and featured, the stock has a great effect on all who see it, but ordinarily not one-tenth of the customers visit the store on the same day. The salvation of the man who sells flowers on the street, is that he is able to place his products before numbers of people, who before they saw his display, had no need for, nor intention to buy, but their beauty created a desire for possession, and a bunch or two are taken along.

In the store trade, it is necessary to notify one's customers and prospects by ads in the papers or circulars, which invite them to call and inspect the particular plants and cut flowers which are now so plentiful, desirable and cheap. These reminders coming regularly in the season of plenty, have their effect, for although nothing may be wanted at the time, an impression is created, and the store is remembered in the next purchase.

Fruit and shrub blossoms are now in full supply. These sell very well in neatly made bunches, and make a good decorative effect in store and window. The dogwood will soon be in, and there is nothing more showy in large decorations.

Keep up the window and porch box propaganda. There are no features that add so much to the outside appearance of the house as well filled boxes of flowering plants and vines. A series of leaflets, containing information and featuring seasonable plants and flowers and other goods of which the store makes a specialty, should be enclosed in every package and all letters that leave the store. It is a cheap, and at the same time, very effective form of advertising.

Memorial day is rapidly approaching, and the stock of wreaths should be gone over. The wreaths of prepared magnolias or oak leaves are the standard for this occasion. When decorated with waxed carnations, roses and other artificial flowers, they can be prepared before and boxed ready for parcel post delivery for quite long distances. Advertising these in the daily and weekly country newspapers has created an astonishing demand in some localities. A small booklet, or good sized sheet with illustrations and prices, should be sent in answer to all inquiries.

Business Management.

One of the members of a successful retail firm with greenhouses and store, who has charge of the accounting, declares that the most essential thing in business is to lay bare the cold, hard facts. Business, as a rule, is engaged in as a means of livelihood, and far too many get little more than this out of it. In the first place, the stock is very perishable. Many promising greenhouse crops have not, from one cause or another, netted anything like the money that was expected, or possible if the best results had been obtained. Insects, diseases, careless growing or inattention to crops, getting them in before the holiday or too late, or an overstocked market are all factors against success

Intensive use of greenhouse space and close crop rotation is most important, and absolutely necessary, if one is to come out with a worth while profit on the year's work. A close watch must be kept, month by month, so that results, if not satisfactory, may be improved: in fact, must be made to show a profit.

Business must be conducted on business principles. Beginning with a volume of trade sufficient to keep one man busy, the proprietor should make, in addition to a good salary, enough to pay all his expenses, interest on his investment, or rent, if he leases. He must collect closely, pay bills promptly, and be able, at the end of the year, to have something to lay away or put back to increase his facilities. His business must grow, increasing in volume of trade and profit, but this is not possible without the bare and hard facts before him all the time. The actual cost, both in growing and marketing stock, and the prices obtained, are as essential as the sunlight. He may love his plants and flowers, but he must not let sentiment overrule his desire to get a good price. Never mind what the other fellow does; he may be a cent or two lower than you, but if your stock is good, and it is necessary to hold at a higher figure to get your profit, you will surely sell it and customers will come back for more.

It is not the volume of business, but what is made or earned on every transaction from things sold with a full knowledge of their cost that counts. It is very easy to deceive one's self with figures, but bare, hard facts are the foundation stones, not theories. You can theorize and work out a most promising scheme on paper, count your chickens before they are hatched, as it were, but very few of them grow up to lay eggs.

It is necessary to keep in much closer touch with store management. One must be on the alert all the time. Cut flower stock is expensive and very perishable; its manipulation and selling is much more difficult in a retail than a wholesale way. Each morning there is a new day, for which yesterday's buying is no criterion. Much is lost by poor judgment in laying in stock.

There are very many items of expense that enter into the overhead charges which are frequently over-

MOTHERS' DAY FLOWERS IN NEW MOTHERS' DAY VASE.

looked. These and a hundred other little things, if not carefully and correctly accounted for, eat up the profits. If one is to succeed and realize any worth while returns, he must know to a dollar his overhead expenses, so as to be able to add the correct percentage to the first cost of his plants and flowers to get the necessary profit. Delivery costs, for example, are at least twice the amount many believe them to be. Flowers that remain unsold, or go to waste from one cause or another, are a great item of expense in the cost of doing business, yet very few keep a record of this loss. It is facts, hard facts such as these that must be kept track of if one is to succeed.

There is scarcely a week in the year that the successful firm does not know just how it stands on the previous week's business. There is great satisfaction in knowing these results, and it is not difficult after a simple system has been adopted. This of course must be kept up-to-date. The only way to succeed is to be everlastingly on the job and stop the leaks that are constantly cropping out in every branch of the business, before they get big enough to do any material damage. The only way to do business successfully is to dig for the facts. The men or firms, afraid to cut in and find out how they stand, are on the skids with no sand in their box to stop them, and headed straight for the bankruptcy court.

Store Exterior Decoration.

There is an opening for much new business in the decoration of stores, hotels, clubs, movie theaters, etc., by the use of boxes and vases of foliage and flowering plants. In all the large cities, work of this character has been tried out successfully, but only to a limited degree, here and there, when business men desired to attract attention to their stores, the decorative value of plants in boxes on the cornice, over the windows, or along the edges, over the top of the stationary canopy running from the curb to the store, suggested itself and the florist was called in. The idea was to make the front so attractive that their place of business would stand out and become more conspicuous than any other in the block.

Where there has been sufficient funds available to have the work properly carried out, and the subsequent care of the plants given into the hands of the florist, these decorative effects have been a great success, a credit to the tradesman and florist, besides giving a touch of life and color to the city streets. Even if there is no other available space, many show windows would be made more attractive by the addition of the pavement box, either on the surface or sunk to a level of the flagging. This box, fitting close to the window, filled with boxwood or dwarf evergreens, presents a green border that is very attractive and noticeable because it is unusual. In early spring, flowering bulbs succeed the evergreens, which are replaced by geraniums or fresh evergreens. Although apparently unprotected, it has been found that when properly cared for, plants thrive here and attract attention.

The stationary iron pavement canopies from street curb to the entrances of cafes, hotels, moving picture houses, etc., are much improved by the addition of boxes of growing plants and vines. They should not be erected or filled, however, except with an idea of permanency—substantial boxes, well secured, filled with the most suitable plants and cared for regularly. To leave their watering and other attention to the janitors or other employes, is fatal. It must be done by professional men, who will keep the plants will never pay that." Then the items up to their highest efficiency.

SWEET PEA EARLY ALBATROSS.

Evergreens, in tubs, are also used to good advantage in decorative effects, either at the side of windows or entrances, or as ornaments along the curb. There are so comparatively few stores that avail themselves of this form of onramentation, that the attention of the passers-by is at once attracted. Even so small an ornamentation as a bunch or vase of flowers in a store window, among the goods displayed, frequently causes people to stop and take a look at the unusual sight.

Unsightly but necessary electric light poles, can be made attractive by the addition of boxes of plants, which encircle them at a safe distance above the heads of pedestrians. When filled with foliage plants and drooping vines, these give a pleasing appearance to the street front, which in its novel and advertising effect, is worth much more than the cost and maintenance.

In every large city, a firm that would take up this work with a canvass of all good prospects, presenting the advantages of such decorative effects from the advertising standpoint, would be sure of respectful attention and arouse interest in the matter that would likely ripen in many cases into orders.

It is a great mistake to undertake this work too cheaply; there will be unlooked for overhead charges in many cases, which could not be foreseen. Too often, far too ofen, when estimates are made up, the sum seems so large, that the conclusion is at once formed, "They are pared down and the work cheapened to come within the supposed ability of the customer to pay. Business men are always ready to pay full value for anything they want, provided they feel they are getting the worth of their money. This is the principle to work on all the time. Give the best you have, make the price right, and there will be no trouble about its acceptance.

Sweet Pea Trials at Fordhook.

The W. Atlee Burpee Co., Philadelphia, Pa., has long been famous for everybody's garden flower, the sweet pea, and since the discovery of the early-flowering, so called orchid varieties, has introduced many that have been the best sellers of the winter forcing sorts.

During February of each year the trial greenhouses at Fordhook are the mecca of the commercial sweet pea growers, who find among the new varieties brought out each season, wonderful colors, increased size of flowers, length of stem and other good traits that show in some respect over existing sorts. In some, the improvement, while slight, is not enough to be classed as a new sort, but as soon as a stock can be worked up, it takes the place, and is sent out under the name of the old variety, with or without the designation, "improved."

George W. Kerr, who has charge of the trial grounds at Fordhook, is an expert hybridizer of sweet peas, and for several years has had the honor of being elected president of the American Sweet Pea Society. It takes at least four years of careful saving and replanting of seed before it is known definitely if the colors and other characteristics sought for by the most careful crossing have been obtained. In the comparatively small house given to the sweet pea trials here, there are over 100 varieties in all shades of color, several of a kind planted together. Many of them were the best of the recently introduced Fordhook winners, while the balance were the new varieties, selections of the past two years, a number of which will soon be classed as standards in their color.

Speaking of certain varieties that, while different, did not show marked improvement over existing sorts, Mr. Kerr said that crossing such as these, often gave very good results. It is the firm's desire and business to improve the winter and summer flowering sweet pea, and there is always the possibility of getting good results from varieties that showed superior traits, and yet fell short of the commercial standard. Every year, they are expected to have something new, a little in advance or different in color. There has been great progress made in the past few years and he feels sure of even greater successes in the future.

The young pedigreed stock for planting outside on the four-acre trial section given to sweet peas, was seen in pots, most of the seedlings being several inches high. Each pot was under number, indicating its crosses and parentage. These will go out into cold frames about March 1, and be planted in the field as soon as the frost is out of the ground.

The vines of the numerous varieties under trial were robust and vigorous with quantities of buds and flowers, although up to the middle of February, owing to weather conditions, bud dropping had been very prevalent. Mr. Kerr said that, as far as he knows, this is principally due to weather conditions, absence of sunshine, etc., and but very little in cultural methods has as yet been discovered by the best growers to overcome this great handicap to the production of sweet peas in mid-winter. When new varieties were fixed, or came true, the seed was sent to Floradale, the firm's seed farms at Lompoc, Calif., to grow on in quantity.

The following list contains a few of the most noticeable varieties flowering in the trial house:

White—Improved Snowstorm, cross of King White and Yarrawa, in every way their best early flowering white to date; Albatross, black seeded white, with blush tinge, very large flower, strong grower, very profuse.

Pink—Sunburst, rich pink or cream, with salmon tinge, dwarf grower, fine bench variety; Fairy Queen, large light pink, very pleasing; Early Daybreak, cream pink; Sunburst Cream Pink, dwarf growth, very prolific; Gypsy Maid, bright rose pink, suffused salmon, large flower; Gypsy Queen, best pink to date, a very lovely shade; Early Gem, a winter flowering Margaret Atlee, rich rose pink of exquisite form.

Salmon—Early Apricot, rich, glowing deep salmon, not the largest flowers, but exquisite color; New Seedling, a pure salmon, Mr. Kerr's best, very large flower; cross Yarrawa and Robert Sydenham; surely a prize winner; will not be offered until next year.

Cerise—Gorgeous, soft salmon rose, a wonderfully bright color, large flower on stout stems; Illumination, salmon cerise, distinct, very large flower, strong grower, and good commercial variety; Fire King, an early winter flowering Fiery Cross; the most brilliant of all sweet peas,

Blues and lavenders—Zephyr, lavender or light blue, a good commercial color; True Blue, a lovely, bright violet blue, very distinct, large flower, strong grower, exceedingly floriferous.

A number of seedlings, as yet unnamed, looked very promising. Yarrawa has been found one of the best parent plants, giving strength and stamina to withstand variations of temperature

National Publicity for Flowers.

The Skinner Irrigation Co., Troy, O., in sending a cheque to double their subscription to our campaign fund, writes: "We certainly appreciate the fact that a wide advertising of this slogan, results in more business for us, and it seems rather strange that so many of the florists require urging to contribute to this fund."

The Skinner company is quite right. It is strange. And it becomes more strange as the benefit resulting from the small investment we are able to make with the fund available piles up. The florists do not realize the worth of that slogan—its worth in dollars

SWEET PEA EARLY TRUE BLUE.

and cents. We have often called attention to this fact, especially as it is brought home to this office. Last week, we received a communication from a large advertising agency in St. Louis requesting permission to use the slogan, merely as a reference, in a page advertisement they were placing in the Saturday Evening Post, as part of a series entitled, "Signs of Friendship." In making the request, they said: "As you know, in Holland, the hospitality of the people is best expressed by their presentation of flowers to strangers. We have capitalized this thought in the painting of K. M. Ballantine, a proof of which we have attached hereto, the text of this advertisement beginning with the phrase, 'In Holland, they 'Say it with flowers.' Your slogan, 'Say it With Flowers' has been so extensively advertised, that it will be at once recognized in this copy of ours, and for that reason has a particular value to you as additional publicity for your organization."

It may be said right here that the slogan has proved so attractive, that we have had a very great deal of this additional publicity. The issue of "Judge" for April 24, contained a full page sketch, demonstrating a novel use for flowers, captioned by our slogan. This sketch, by the way, is reproduced in the May issue of our society's "Journal."

These examples serve to show how our slogan is taken in the outside world. What if we had to pay for all this extra publicity? But we get it, simply because we are paying to establish the slogan. The "we," in this case, means that small body of florists, loyal to themselves, loyal to their industry, and benefactors to those outside of their own group, the body we have often referred to as "George," Yes, George has been paying for it. And it looks as though George must continue to do this—to the shame of the large army of non-subscribers, whose niggardliness keeps them aloof from the best game ever played in the interests of their own industry—the industry which insures their living, and which can be made to establish a patrimony to be enjoyed by their families when the builders are called "West."

We need more subscriptions now. We are a long way from our goal, and the months seem to pass quickly. Won't you, Mr. Non-subscriber, help George just a little bit—help him to help you? Your cheque could never be appreciated more than now.

The following subscriptions have been received and are in addition to those previously announced, annually for four years, unless otherwise stated:

T. H. Keefe, Madison, N. J.	$ 5.00
F. C. Siebert, Wheeling, W. Va. (add'l)	5.00
Greenwood Carn. Co., Milwaukee	75.00
Bassett & Washburn, (1 yr.) (add'l)	400.00
Bertermann Bros. Co., Indianapolis	75.00
Bohn Fl. Co., (add'l)	5.00
McCrum's Drug Co., Lexington, Va.	10.00
G. Lisburg, E. Hampton, N. Y. (add'l)	7.00
H. C. Woltwaite, Philadelphia, (add'l)	5.00
Lodi Greenhouses, Lodi, O.	5.00
Gove, Florist, Burlington, Vt., (add'l)	5.00
Merkel & Sons Co., Mentor, O.	3.00
Minnehaha Fl. Co., Sioux Falls, S. D.	10.00
	$ 610.00
Previously reported	42,324.00
Total	$42,934.00

JOHN YOUNG, Sec'y.
43 West 18th street, New York.

SWEET PEA EARLY ILLUMINATION.

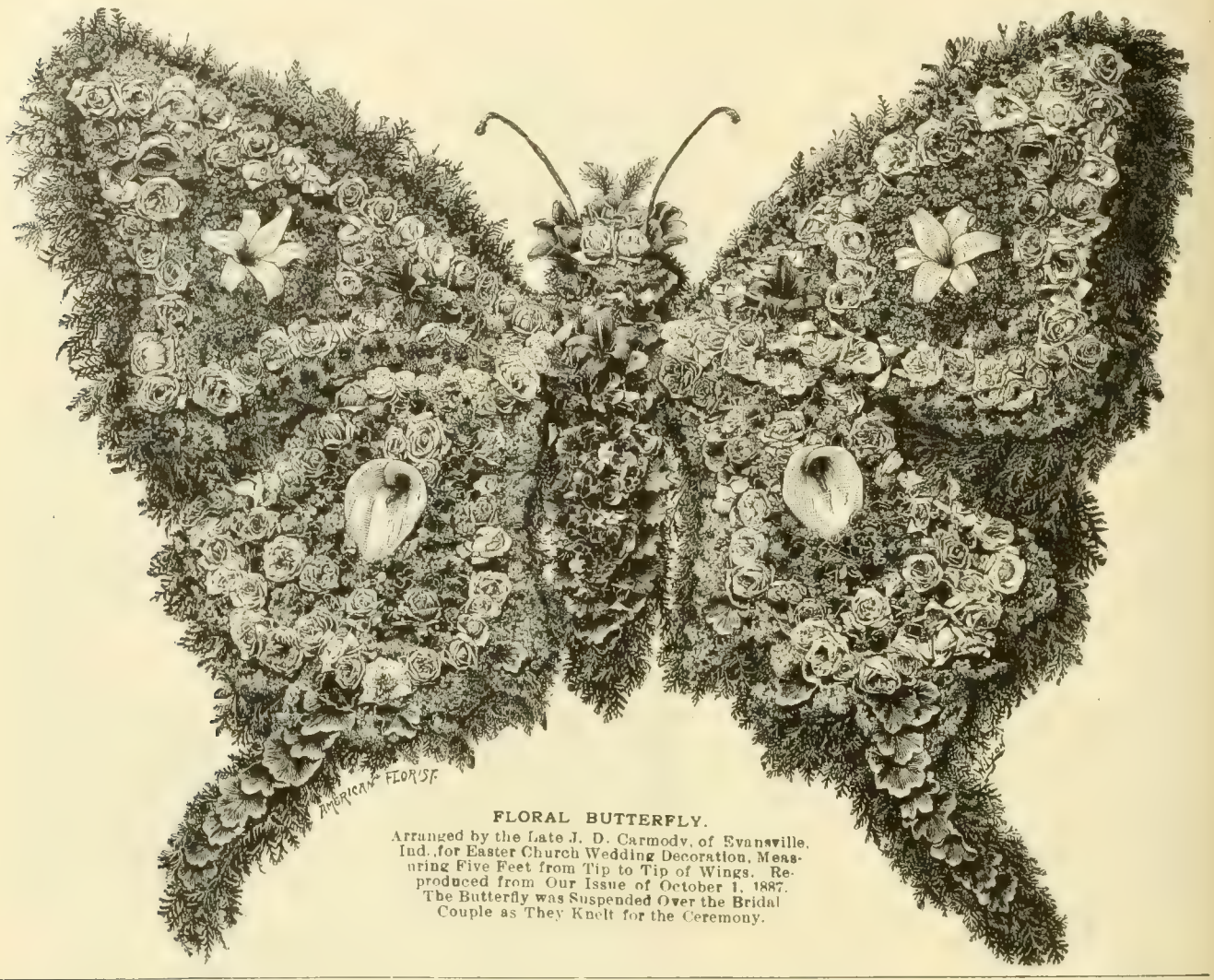
A Message to Growers.

I have been requested to write an article setting forth the reasons for, and the purposes of, the National Flower Growers' Association. In making comparisons, by mentioning many other producers who have met with great success by organization, no doubt the skeptic will at once say, "Oh! you cannot compare their product with ours; their problems are so different from our's, etc." Well, I want to say in answer to such critics, before I go any further, that if our product has become a regular commodity on the American market, the marketing of that product can be very favorably compared with any other; whether it comes under the class of perishable, luxury or non-essential, makes no difference. It is, nevertheless, an American product, and is, I am sure we will all agree, a regular commodity, and millions are invested in the producing and marketing of the same, and, Mr. Grower, Uncle Sam tells us that 90 per cent of all the money invested in the flower business, is in the producing end of it.

Now, what are you doing in an intelligent, organized way to market that product? You have built your greenhouses and equipment, made the 90 per cent investment, then trusted to a disorganized market to dispose of the product for you to a few naturally sentimental-flower-loving people. That went all right as long as our business was in its infancy, production limited, and a natural sentiment sufficient to create a demand equal to the supply. We have, however, passed the state of a sufficient natural sentiment, and it now becomes necessary to begin to create sentiment by education, and that means, through publicity or advertising. We already have ample proof of the success of this plan in a small way.

This, however, is not a treatise on publicity. The National Flower Growers' Association has embodied in its constitution, as one of its objects, the marketing of its product through means of publicity, but that is only one of the many objects for which this organization is founded.

Now, for a few comparisons. There are in the United States today, many other producers who not many years



FLORAL BUTTERFLY.

Arranged by the Late J. D. Carmody, of Evansville, Ind., for Easter Church Wedding Decoration, Measuring Five Feet from Tip to Tip of Wings. Reproduced from Our Issue of October 1, 1887. The Butterfly was Suspended Over the Bridal Couple as They Knelt for the Ceremony.

ago, had the same troubles that the American flower growers are facing at present. Among them are the orange growers, apple growers and nut growers of the Pacific coast, and to get nearer home, the milk producers and some plant and lettuce growers in the central states. Their way of marketing their product was slip-shop and antiquated, the same as ours is today, before they were properly organized, but things have changed with them since they got together. I shall not take the time to relate of their progress here. Anyone can get the history of advancement made by these producers, as well as many others who are thoroughly organized, have made. Take the milk producers, "just farmers, of course," but today, very wise and intelligent farmers. Only a few years ago, their product was shipped to the city market, some on commission, some otherwise, the same as most of ours is today, and at the end of the month, they would get their returns, and then finds out, and not until then, what their product brought, the same as many growers do to-day. But now it is different with the milk producers. They are organized, and so are the milk dealers in the cities, and at the close of every month, the boards of the two organizations meet and make the price for their product for the preceding month. Some business system, isn't it?" Well, that is only one instance, and only one of the benefits of that instance through organization. There are many others. They know now what it costs to produce their milk. They produce a better grade of milk. It sells according to quality, and is strictly and uniformly graded. No more watering of milk. Honesty must prevail among both producers and dealers, and much more good is accomplished.

I have been asked many times to give an outline of just what will be done, or what will be the work of this new grower's organization. I can best sum the whole up by saying when the growers once become thoroughly organized, they can do whatever work they will undertake to do in a just and fair way. To try to enumerate all the many things that can and should be done, would take a volume. First of all, we should create a more staple market for our product. Uniform prices and wages at least within the local territories, can and should be established. Once a year, preferably in the fall, an inventory of every greenhouse plant should be taken, records of which should be on file in both the local and national offices, to help in regulating the planting of various crops. The matter of insurance protection should be handled for the benefit of members through the national body. Ours is a most hazardous business, and without fire or windstorm protection; also, the matter of credits, grading stock, fuel, labor and numerous other important items of interest and benefit to all the trade, can be successfully carried on through organization. These are some of the many reasons why we should organize.

The next is how to organize, and I shall only touch briefly here on the plan as laid down in our proposed national constitution and by-laws, which will, in a few days, be ready for the printer, and then copies can be had upon application. Possibly the trade papers will also publish the same a little later.

It is not intended that the membership of the national body shall be individual memberships, but rather in units called locals. These locals will be organized in the various communities covering a specified territory, and working under a charter granted by the national body. Individuals or firms will hold membership in the locals. Each local will be an organization within itself, adopting its own by-laws and rules to fit its own local condition, subject to certain conditions set forth in the national constitution, and the approval, of course, of the national body. Each local elects a set of delegates, whose duty it is to attend the national convention, there to elect national officers and a national board of directors, consisting of 15 members by whom the principal business of the national body is transacted.

We are also benefiting by the experience of some other successful organizations that have set the pace for co-operation by copying our form of organization after theirs. The time was when the leaders in our great parent society looked upon these offspring organizations with fear and trembling, lest the S. A. F. might lose prestige. I thank God that time is no more. The society, of whom we are all so proud, is stronger today than ever, and much like the head of large family, is broad-

ening out with the greater responsibilities, and will no doubt do wonders for the various branches of our profession collectively. Individually, however, we are growing too large for the S. A. F. to take care of us; hence, we must branch out into individual organizations, and thereby not only strengthen ourselves, but also strengthen our sister organizations, the Florist Telegraph Delivery, the American Carnation Society, the American Rose Society, the Chrysanthemum Society of America and the many others, along with the parent society, as well.

We, the growers, the foundation of the whole trade, must get together. The call is to us. The national growers' association is being ushered into existence at a most auspicious time when all true Americans want more justice and co-operation. It has the unanimous endorsement of the executive board of the Society of American Florists, the American Carnation Society, and Florist Telegraph Delivery Association, and of many other organizations, along with the good will of the entire trade press. So, come on growers. Measure up to your responsibility by taking advantage of this golden opportunity to elevate your business, better your own condition as well as that of your employes, and the other branches of your profession, by co-operation in a thorough business-like national flower grower's association.

J. F. AMMANN.

San Diego Flower Show.

One of the most successful flower shows ever held in San Diego, Calif., came to a close April 26, the occasion being the exhibition staged at Balboa park under the auspices of the San Diego Floral Association. The attendance was upward of 5,000 persons by whom it was thoroughly enjoyed. Staged in one of the buildings built for the exposition, the displays appeared to splendid advantage, and by many it was declared to be the best show ever held in that part of the state. One of the most interesting displays was that of a collection of genuine red poppies such as grow on Flanders field. These were originally brought from England, the seed evidently lodged in straw packing, which when thrown out immediately sprouted in the warm rains. There were also numerous entries of fine roses, among them, Isobel, Golden Emblem, Lady Hillingdon and General MacArthur, all greatly admired. The eight artistically arranged table decorations were pleasing features.

Among the principal prize winners were L. L. Hieatt, C. F. Naylor, Miss Kate Sessions, Mrs. Mary A. Greer, Mrs. Walter Rittenhouse, Mrs. J. Hruska, Mrs. Charles Darling, Mrs. M. Philbrook and Mrs. E. Strahlmann.

ST. PAUL, MINN.—N. C. Hansen has opened a flower shop on Wabasha street.

HILLSBORO, ORE.—Benjamin Janite has purchased the Bergen Greenhouses and will take possession June 1.

ST. PAUL, MINN.—The premium list in the horticultural section of the state fair this year now shows a total of over $7,400.

BOSTON, MASS.—The American Iris Society will hold its exhibition in Horticultural hall, June 5-6, in conjunction with the azalea and iris show of the Massachusetts Horticultural Society.

DENVER, COLO.—The fourth annual flower show and children's garden exhibition under the auspices of the Denver Society of Ornamental Horticulture, will be held in the auditorium, November 10-12.

OBITUARY.

James DeLancy Carmody.

James DeLancy Carmody, retired greenhouse builder and heating engineer, of Evansville, Ind., died at Walker's hospital, that city, April 29, age 84 years. Mr. Carmody had been in ill health for some years, suffering from bladder troubles, and endured intense pain with the greatest patience during the past few months. He was a prominent figure at the florists' gatherings for upwards of 30 years, and was well known in that branch of the trade from coast to coast, being exceedingly popular with all who knew him.

Mr. Carmody was born at Kingston, Ont., in 1836. His mother was French

The Late J. D. Carmody.

and his father an Irish shoemaker. Both parents died, however, when he was quite young, and when four years old, he was placed with the family of Benjamin Holmes, a wagon maker, at Cape Vincent, N. Y., where he remained until the age of 12. The daughters in the Holmes family taught him the alphabet and to read his first books, "Robinson Crusoe" and "The Swiss Family Robinson." He then moved to Watertown, and later became a driver on the Erie canal, living at Palmyra and Oswego. A little later, he sailed from Oswego to Chicago, via the lakes, and rejoined the Holmes family at Racine, Wis. This family later moved to Lake Geneva, where young Carmody worked in the Holmes wagon shop about three years. He then moved back east and spent a year in a jewelry factory at Newark, N. J. He next located at Delton, Wis., engaging in the painting of buildings and signs, and was for a time employed at the saw mills in the northern part of the state. He afterwards was house and sign painter at Baraboo and ran a photograph gallery at Lake Geneva. In Lincoln's first campaign, he painted transparencies and banners at Springfield, Ill.

Enlisting in 1860, he served four years with the Tenth Illinois and Nineteenth Wisconsin, infantry, attaining the rank of lieutenant. He was with General Longstreet in Virginia and at the siege of Petersburg. After leaving the army, he opened a paint shop at Middletown, N. Y. In 1865, he located at Evansville, Ind., starting in business as a butcher, also selling fruits, flowers and vegetables. This experience in the sale of flowers led Mr. Carmody into the growing of supplies, in which he built and fitted his own greenhouses with ventilators and heating apparatus. Later, he became a greenhouse builder, supplying material, boilers and ventilating apparatus for many of the early florists' establishments. He invented the meat-saw greenhouse ventilator and a sectional hotwater boiler.

Mr. Carmody was a charter member of the Society of American Florists and aided materially in the formation and conduct of this organization and its numerous offshoots. Although fully occupied in greenhouse building lines during his later business years, he was an accomplished florist, as may be observed from the illustration of one of his arrangements, which appeared in THE AMERICAN FLORIST of October 1, 1887, reproduced herewith. He was a good speaker, being for a time engaged in minor vaudeville in early life. He made many brilliant patriotic addresses on Grand Army occasions, and frequently discoursed to the trade on important phases of greenhouse construction and heating. He was a keen humorist, and his advertisements in our columns some years ago attracted world-wide attention, almost as much for the fun and spice in them as for the intrinsic merit of the specialties he offered. In the early 80's, he issued an elaborate plant catalogue, designing the cover, making some of the illustrations and setting part of the type. He wrote much excellent verse, with which our readers are more or less familiar.

Mr. Carmody was a loyal friend and a genial companion. He was an exemplary citizen, ever zealous in the welfare of his country and its people. He lived a long life, brimful of industry, doing much work in many varied lines, and all of it well done. Through all, he was modest, even as he wrote in his own characteristic epitaph:

He lived to do a little good,
Because it made him glad to;
He died, not because he would,
But because he had to.

Previous to his discharge from the army in 1864, Mr. Carmody married Miss Fannie Connor, of Charleston, S. C., who died at Chicago in April, 1898, under operation for cancer. Miss Bessie Long, who had been his faithful housekeeper since Mrs. Carmody's death, was generously rewarded in being made his executrix, and practically sole heir to the estate, there being no known surviving relatives. He was a great lover of children, and a few years ago gave a small farm on the verge of Evansville as an outing place for the children of the city.

Funeral services were held at his late home, May 1, in charge of Farragut Post of the G. A. R., of which he had long been a member. George Blackman and Emil Niednagel were among the pallbearers, and the floral offerings from a wide territory were numerous.

PAINESVILLE, O.—The Wayside Gardens have erected a very attractive office building.

BALTIMORE, MD.—Mrs. Elizabeth Cook, wife of John Cook, the well known rosarian, died at her home here, April 14, age 81 years.

HARTFORD, CONN.—Edward Pehl, who succeeded L. Lorenzen & Son several years ago, will remove to larger quarters on Park street.

WORCESTER, MASS.—The residence of Harry I. Randall, which was destroyed by fire recently with a loss of approximately $15,000, will be rebuilt.

SPRINGFIELD, MASS.—N. W. Prout, formerly with the Aitken Greenhouses, is now with Gallivan Bros. in the capacity of foreman at their Smith's Ferry range.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

Suggestions for plant growers....837
—Peonies....837
—Ficus elastica....837
—Dahlias....837
—Marguerites for winter (illus.)....838
Plants for Memorial day....833
Are our dead forgotten?....839
The retail trade (illus.)....840
—Next week in the flower shop....840
—Business management....840
—Store exterior decorations....841
Sweet pea trials at Fordhook....842
National publicity for flowers....842
A message to growers....843
San Diego flower show....845
Obituary....845
—James DeLancy Carmody (portrait)....845
Personal....846
American Dahlia Society....846
Profiteering....846
Florists charged wth proifiteering....846
Fertilizers....846
New York flower show....846
Japanese beetle quarantine now in effect.846
Seattle....848
Boston....848
Rochester....849
Chicago....850
San Francisco....854
Pittsburgh....856
Cincinnati....856
Buffalo....856
Philadelphia....858
New York....859
The seed trade....868
—Onion sets....868
—French bulb prices....868
—Western Seedsmen's Association....868
—Grass and clover seed prices....869
Market gardeners....874
—Tomato fertilizer profitable....874
—Prices of indoor fruits and vegetables..874
—Vegetable seed sales....874
—Wild cucumber menaces pickle industry 874
—Cabbage maggot....874
—Vegetable markets....874
—Tomato seed from canning houses unfit.874
The nursery trade....876
—Park uniformity urged....876
—Timber helps poor lands....876
—Plant an acre of trees....876
—Protecting woodlands from injury....876
—Soil building power of trees....876
Nashville....881
Salt Lake City....881
Columbus....882
Omaha....882

PEONIES in Illinois, Missouri and Tennessee are reported damaged by the recent cold weather.

BELGIAN window glass production continues to show marked progress despite shortage of labor and material.

Personal.

Robert Craig, of Philadelphia, Pa., now at Porto Rico, says his health has greatly improved, although he notes having gone back some since he played baseball on the winning team at the Chicago convention of the Society of American Florists, in 1887.

Adam Graham, of Cleveland, O., writing from Pekin, China, April 13, says he and his daughters expect to reach California, returning from the Orient, the latter part of May.

John Walker, and wife, of Youngstown, O., have returned from the Isle of Pines.

American Dahlia Society.

CORRECTION EXHIBITION SPACE RATE.

The rate for space at the exhibition of the American Dahlia Society, to be held at the Hotel Pennsylvania, New York, September 27-29, has been settled upon as 40 cents per square foot. An error was made in quoting the rate as $1.00 per square foot as previously announced. E. C. VICK, Sec'y.

Profiteering.

With regard to the widespread newspaper campaign against florists for alleged profiteering in Mothers' day flowers, we feel bound to state that florists and others in the trade are well within their rights in charging higher prices for scarce items. Even Uncle Sam's federal bank charges higher rates when money is scarce. So far as we have been able to discern, the cry of profiteer has not reduced the prices of food, clothing and other necessities. The retail florist has been altogether too slow in demanding a fair profit upon his work and material, and it is only when a scarcity confronts him, that he has the courage to insist upon a fair profit. At most other times he sells his goods so far below the cost of production that the business has come to be dispised by working men and women in the trade.

The baseless cry of profiteering will not materially affect the firmly intrenched demand for Mothers' day flowers and plants at a fair profit.

Florists Charged With Profiteering.

The Chicago Evening Post of May 4 gave prominence to the following:

"Flowers will not be used for Mothers' day in the future because the graft and profiteering of florists have greatly interfered with our work."

With this announcement the Mothers' day organization which is preparing to celebrate Sunday, lets it be known that hereafter flags are to be worn on Mothers' day instead of the white carnation of the past. An official badge with a white carnation on a flag, is to be designed.

"Reports from many cities show that the florists are preparing to boost prices Sunday as they have on other days in the past," the official bulletin of the Mothers' Day International Association in Philadelphia says: "All are urged to protest against this action by not buying their flowers."

This year the organization is giving emphasis to the Americanization movement. Flag displays from homes and business houses all over the city are asked.

[Only the previous day the same paper told its readers to let every day be mothers' day and make roses grow along her way.—ED. AMERICAN FLORIST.]

Fertilizers.

ED. AMERICAN FLORIST:

Finding it almost impossible to get any kind of farm manure here, please advise if pulverized sheep or cattle manure can be used to mix with rose and carnation bench soil, and proportion for each, also for general pot plant soil. Iowa. C. H. S.

Unless you have positive analysis of the pulverized sheep and cattle manure, it is safest not to add these manures in heavy proportions to the compost soil for roses and carnations. They are highly concentrated and act very quickly on the growth of the plants. Instead of being too liberal with these manures in the bench soil for the plants to start out in, the better way is to use them sparingly at first; then, as the plants establish themselves, apply as surface dressings to the beds as the growth of the plants demands. There are several excellent brands of the pulverized manures, the main uses for which they are intended being the dressing of lawns and gardens. For this purpose they can be used liberally, but there is a vast difference between outdoor and greenhouse bench culture conditions. I use the pulverized manures to quite an extent in my work, and have figured out the safest proportion to use for our soil is a level full six-inch pot of the manure to a wheel-barrow load of soil. This applies to both bench and pot plant soil. Our method is to fill the bench with the soil, then estimate the measurement of the soil the bench contains, and scatter the proportion of the manure accordingly on the surface. Then thoroughly mix it down in the soil with a three-prong hoe. My advice is to be particular, and procure a live, fresh soil. Then be on the safe side in adding the manures, depending principally on furnishing any extra nourishment the plants need by surface dressings to the beds after the plants become established. C. W. JOHNSON.

New York Flower Show.

The members of the joint committee representing the Horticultural Society of New York and the New York Florists' Club, appointed with power to arrange for the eighth national flower show, New York, met in the secretary's office, April 19. Organization of the committee was completed by the election of the following officers: T. A. Havemeyer, chairman; John Young, 43 West 18th street, secretary; F. R. Newbold, treasurer.

March 14-20, 1921, were decided upon for the dates of the show. Arthur Herrington was appointed manager, and his name added to the committee. F. W. Payne was also added to the committee, representing the International Exposition Company. This will be the last flower show held in the Grand Central Palace. After April 1, the building will be given over for the use of permanent exhibitions. The committee decided it would be necessary to make radical changes in the general arrangement of the show and this will be done. The schedule committee was appointed, with Charles H. Totty as chairman, and this schedule will be issued and distributed at an early date.

JOHN YOUNG, Sec'y.

Japanese Beetle Quarantine Now Effective

Notice of Quarantine No. 40 calls attention to the fact that effective on and after April 1, 1920, the quarantine against the Japanese beetle became effective as follows:

"(1) Farm, garden, and orchard products of all kinds, including fresh or perishable crops, such as green corn, tomatoes, beans, peas, cantaloupes, watermelons, grapes, raspberries, blackberries, cherries, peaches, apples, and all other fresh fruits and vegetables; (2) grain and forage crops of all kinds; (3) nursery, ornamental and greenhouse stock, and all other plants, including bulbs and cut flowers; and (4) soil, compost and manure other than fresh manure, shall not be moved or allowed to be moved interstate from the said quarantined district.

"The following territory is degisnated as the area quarantined for the Japanese beetle: The townships of Delran, Chester, Cinnaminson, Palmyra, Mount Laurel, and Riverside, and the borough of Riverton, county of Burlington, and the townships of Pensauken and Delaware, and the borough of Merchantville, county of Camden, N. J."

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, date and place of meeting.]

Baltimore, Md., May 10, 8 p. m.—Gardeners' and Florists' Club of Baltimore at Royal Arcanum hall. Robert T. Paterson, secretary, 934 East Preston street, Baltimore.

Cincinnati, O., May 10, 8 p. m.—Cincinnati Florists' Society at 532 Race street. Alex. Ostendarp, secretary, 14 East Third street, Cincinnati.

Davenport, Ia., May 13, 8 p. m.—Tri-City Florists' Club, home of member. Wm. Knees, Jr., secretary, Moline, Ill.

Detroit, Mich., May 12, 8 p. m.—Detroit Florists' Club at Hotel Statler. Harry Taylor, secretary, 2967 Woodward avenue, Detroit.

Hartford, Conn., May 14, 8 p. m.—Connecticut Horticultural Society at county building. Alfred Dixon, secretary, Wethersfield, Conn.

Hartford, Conn., May 11.—Hartford Florists' Club. George Marchant, secretary, 13 Huntington street, Hartford.

Knoxville, Tenn., May 11, 7:30 p. m.—Knoxville Florists' Society at store of member. R. E. Mapes, secretary, Box 116, Knoxville.

La Crosse, Wis., May 14, 8 p. m.—Associated Florists of La Crosse at the Flower Shop. L. E. Metcalf, secretary, 501 Main street, La Crosse.

Lenox, Mass., May 12, 7:30 p. m.—Lenox Horticultural Society at town hall. Henry Heeremans, sceretary, Lenox.

Louisville, Ky., May 12, 8 p. m.—Kentucky Society of Florists at Y. M. H. A. hall. Joseph Abele, secretary, Louisville.

Madison, N. J., May 12, 8 p. m.—Morris County Gardeners' and Florists' Society at Masonic hall. Edward Reagan, secretary, Morristown.

Newark, N. J., May 13, 8:30 p. m.—Essex County Florists' Club at Roever's hall. David Murphy, secretary, 181 Clinton street, Irvington.

New London, Conn., May 13, 8 p. m.—New London Horticultural Society at municipal building. Stanley Jordan, secretary, Waterford, Conn.

Newport, R. I., May 13, 8 p. m.—Newport Horticultural Society at music hall. Fred P. Webber, secretary, Nelville R. I.

New York, May 12, 8:30 p. m.—Greek-American Florists' Association at 119 East 23rd street. C. P. Thomas, secretary, 58 West 28th street, New York.

New York, May 10, 8 p. m.—New York Florists' Club at Engineering Building, 33 West 39th street. John Young, secretary, 43 West 18th street, New York.

Rochester, N. Y., May 14, 8 p. m.—Rochester Florists' Association at 95 East Main street. Irving W. Briggs, secretary, Rochester.

Seattle, Wash., May 11, 8 p. m.—Seattle Florists' Club at Henry building. Thomas Wylie, secretary, Holly street, Seattle.

Springfield, O., May 10, 7:30 p. m.—Springfield Florists' Club at member's place of business. Arthur Leedle, secretary, Springfield.

St. Louis, Mo., May 13, 2 p. m.—St. Louis Florists' Club. No regular place of meeting. J. J. Beneke, secretary, 3648 Humphrey street, St. Louis.

St. Louis, Mo., May 10, 8 p. m.—Retail Florists' Association of St. Louis. Oscar Ruff, secretary, 3119 South Grand avenue, St. Louis.

Toronto, Ont., May 10, 8 p. m.—Toronto Retail Florists' Club at Dunlop's hall. H. W. James, secretary, 10 Adelaide street, West, Toronto.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Grower and propagator of roses, carnations and chrysanthemums wants position; single man. State wages. Address
Key 481, care American Florist

Situation Wanted—As gardener and florist on private place by May 1. Life experience in all branches. Age 46; married; no children. Strong, in good health; German-American; present place three years but would like a change; good references. Write, please state wages and particulars.
Gardener,
2101 Grand Ave. Cedar Rapids, Ia.

Situation Wanted. — By first-class florist as foreman and grower; 26 years experience, 14 in America; foreman about four years. First in cut flowers and pot plants. Address
Key 476, care American Florist.

Situation Wanted—As gardener and florist in commercial or private place; by May 1 or later. Life experience in all branches. Age 35; married; no children; strong and in good health; German; present place over 10 years but would like to make a change; good references. Write, please stating wages and particulars. Address
William Bocker,
Wincoma, Huntington, N. Y.

HELP WANTED — All-around man and landscape gardener. **Johnson & Chronis,** 4701 Lake Park Ave., Chicago.

Help Wanted—In western New York, at once, a reliable married man; one who understands the growing of general line of cut flowers and pot plants. Please state experience and wages with house and garden. Address
Key 482, care American Florist

For Sale—Greenhouses, 7000 square feet of glass; two stores; located at the entrance of the largest cemetery in Chicago. Address W. Burmeister, 1767 Cemetery Drive, Chicago.

For Sale—Greenhouse in good town about 80 miles west of Boise. It must be sold; only greenhouse in this town. **A. Gonderman,** 7th Street and 18th Avenue south, Nampa, Idaho.

For Sale—Greenhouses, 14,000 feet of glass; store and residence. A modern plant; cement walls, large cement service shed, boiler room, coal shed and heated garage. Located in a live college town of about 25,000; 85 miles northwest of Chicago; the only large greenhouses in the city. Possession can be taken at once. Reason for selling: retiring from business. Can be bought with or without residence or store. Terms easy. Would be willing to rent for one year to the right party with option to buy; a good chance for a young live florist that means business. Address
Key 477, care American Florist.

FOR SALE.

Four greenhouses (27x125); 5 acres of land; 4-room house; city water and gas; located within Chicago limits. For particulars apply
Key 475, care American Florist.

SITUATION WANTED

By practical landscape man. Have had long experience in management and development of large estates and in all lines of landscape work; also building of golf courses and road construction. Can furnish best of reference.
Key 480, care American Florist.

WANTED

Greenhouse painter seeks work; owner furnish paint; state size of houses; job will be done in a contract way.

WM. C. KIRSTIEN,
303 E. Baker St., Bloomington, Ill.

HELP WANTED.

Few helpers in rose houses. $4.50 per day. When Sunday work is necessary we will pay an extra $6 00
Good chance for advancement.

Bassett & Washburn
178 N. Wabash Ave., CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.35; per 1000, $6.25. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Sell Surplus Plants

Before They Spoil By Overcrowding

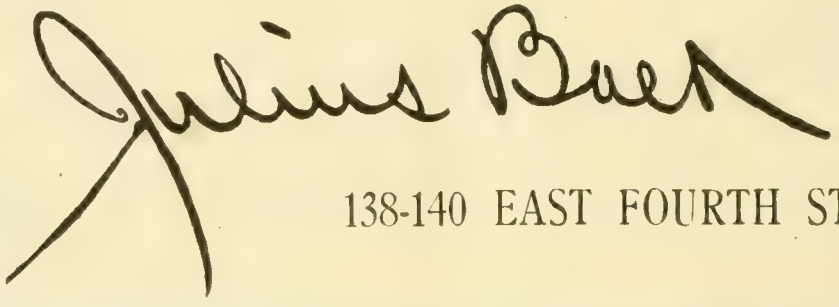
ADVERTISE THEM NOW

American Florist Co.
440 South Dearborn Street, CHICAGO

QUALITY plus SERVICE!

In CINCINNATI

To mention Flowers is to think of



138-140 EAST FOURTH STREET

Seattle, Wash.

GOOD MOVEMENT AND TRADE SATISFIED.

Although the early part of the past week found business rather quiet, the brisk demand on the closing days restored the balance. Late arrivals were disposed of in good shape, and both dealers and growers seem well satisfied. The advent of a season of warm, sunny days is expected to increase the cut of roses at the various greenhouses. The shortage of lily of the valley and gardenias has given a marked impetus to the sale of sweet peas to be used in combination with orchids, and in baskets and boxes as well. The building of a large number of new homes in this city has had a good influence on the trade in bedding plants. Geraniums have been strong sellers and there has also been a good call for pansies. Nursery stock is bringing good prices. Although some carnations are a trifle off, many growers are showing the best blooms of the season. There are a large number of advance orders and everything points to an unusually busy Mothers' day. Pot plants have been attracting some attention, especially forget-me-nots and hydrangeas. There is also a marked demand for tulips and all varieties of ferns. Orchids are good, both in color and quantity, for this season. The more colorful varieties of tulips are being cleaned up in good shape, and late hyacinths, though sinking in production, have kept their popularity.

NOTES.

The Hollywood Gardens made their first showing of California irises for the current season in a very attractive window display, consisting of a very tasteful selection of matched baskets. Large baskets, filled, were flanked by small ones containing narcissi, lupines, English primroses and wallflowers. The stock was supplied largely from the greenhouses of the firm.

Rosaia Bros. are featuring well colored hydrangeas and report a good sale of colored tulips. George Rosaia, after a week at the greenhouse of the firm, superintending the handling of the stock for Mothers' day, says that there will be plenty of carnations to take care of the demand.

The florists of the city have instituted a contest among the school children that is sure to be productive of good results. They have assigned the growing of a different flower to each of the various grades.

The Orpheum Floral Shop reports that its window display of daffodils and carnations was productive of a very satisfactory week-end business.

Miss Anna F. Burns reports that local greenhouses are supplying practically all the needs of the Burns Floral Company.

Mrs. Ruth Munch, of the Woodland Flower Shop, is on her annual vacation.

Fred H. Rowe reports a good demand for pot plants. C. H. S.

Boston.

MAY OPENS WITH RUSH OF BUSINESS.

The past month ended with a rush and sales on May 1 were the the best for that day in many years. Snapdragons, delphiniums and Madonna lilies were in unusually strong demand and of high grade. Roses, carnations and spring bulbous flowers have sold fairly well and there are good calls for English daisies, pansies, sweet peas, marguerites, calendulas, etc.

NOTES.

At the store of Penn, The Florist, the window this week was arranged with baskets of flowers ranging in price from $3 upward. There was considerable newspaper advertising and business has been very good.

Henry Penn is receiving many congratulations on his election to the board of governors of the City Club whose membership numbers over 7,500 persons of the highest standing.

Wm. Nicholson is now cutting heavily on snapdragons, with which he has had a very successful season. The same is true of carnations, sweet peas and his giant gypsophilas.

At Philip L. Carbone's, busines has been very brisk with several large wedding orders booked for June. Sales in practically all departments are ahead of last year.

The Boston Floral Co. reports its business for the year shows an increase of 50 per cent. A large force of salesmen is now traveling New England for this firm.

Thomas F. Galvin, Jr., has opened commodious quarters on Devonshire street and his store is well stocked with both plants and cut flowers.

Newman & Sons, one of the oldest florist firms in this city, are moving to new quarters on Tremont street, next to the Majestic theater.

Frank Deering has returned to this city and is again with Galvin's Park street store, where he will be in charge of all outside work.

Dolansky & McDonald are devoting one-half of their wholesale establishment to artificial flowers for Memorial day work.

Frank Edgar is shipping in some excellent bedding plants. S. K. G.

NEW MILFORD N. J.—Frederick Meyerhoff, a resident of this city since 1900, and well known as a grower of carnations, freesias and callas, as well as a specialist in grape culture, died April 20, after a long illness.

MEMORIAL DAY

NEXT

Order Your Prepared Foliages, Wreaths and Supplies Early.

MAGNOLIA LEAVES

NON-MOULDY. FLEXIBLE. UNIFORM SIZE.
Colors: Green, Brown, Purple.

Per carton	$ 1.60
10 carton lots	per carton, 1.50
25 lb. cartons	per carton, 6.00
100 lb. cases	20.00

CYCAS LEAVES

PLIABLE. NON-CURLING. QUALITY LEAVES at practically the same prices as inferior imitations.

Per 100		Per 100		Per 100	
8 to 12	$3.80	20 to 24	$ 6.75	32 to 36	$12.50
12 to 16	4.50	24 to 28	8.50	36 to 40	13.50
16 to 20	5.50	28 to 32	10.00	40 to 44	17.00

MAGNOLIA WREATHS

Made on mossed wire frames of freshly prepared leaves by expert designers.

Overall.	Per doz.	Overall.	Per doz.
18 inch	$12.00	24 inch	$24.00
20 inch	14.50	28 inch	30.00
22 inch	19.00		

RUSTIC WREATHS

Made up of special assortment of Magnolia leaves, prepared Evergreen, Astral Ferns, Cycas, Pine Cones, etc. A grave wreath that sell at sight.

Overall.	Per doz.
18 inch	$21.00
22 inch	26.00
28 inch	30.00

THE OVE GNATT CO., Inc.

Preservers of Natural Foliages

La Porte, Ind.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorators' Novelties.

FOR MEMORIAL DAY

We Offer a Splendid Assortment of Our Memorial Day Specialties.

METAL WREATHS

Do you know that we manufacture them in our own factories in New York and in Philadelphia? Try an assortment at $25.00 or $50.00—sure to please you.

WHEAT SHEAVES

We have a fine stock of choice Wheat for making sheaves—your order can be promptly executed.

Magnolia Leaves, in cartons and in bulk, all colors; **Adiantum Fronds, Ruscus, Beech Sprays, Oak Sprays, Wax Flowers, Cycas Leaves, Wax Designs.**

H. BAYERSDORFER & CO., 1129-1133 Arch St., Philadelphia, Pa.

Branch Factory: 709 First Ave., New York City. Telephone: Vanderbilt 4976.

Rochester, N. Y.

TRADE SHOWS GOOD CONDITION.

The volume of business has shown an increase during the past two weeks, and present indications point to a heavy Mothers' day demand. Carnations are getting scarce but the quality is excellent. Sweet peas are showing fine form and the call for them is strong. Lily of the valley is being received in small quantities. Orchids are scarce. Roses of all kinds are available.

NOTES.

A committee representing several of the prominent local florists has made a protest to the mayor, regarding the sale of flowers by street merchants on the principal thoroughfares. No action has been taken in the matter as yet.

At the food show during the past two weeks a New York singer has been rendering "Say it With Flowers" and distributing blooms furnished by local florists to her audiences.

George T. Boucher has been featuring a fine display of garden accessories of the Morristone type in one of his windows.

The trade sympathizes with Mrs. Alma Keyes, in the death of her husband, April 28, from heart trouble.

Colin T. Ogston is now cutting good snapdragons at the Kimball greenhouses.

CHESTER.

SPHAGNUM MOSS

For Florists.
For Nurserymen.

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph Street NEW YORK, 43 Barclay Street

VAUGHAN'S SEED STORE

CHOICE ROSES CHEAP

Large Crop of Roses. Buy Direct from the Grower.

We Are Rose Specialists and Are Cutting from 245,000 Rose Plants.

We guarantee our flowers to be perfectly fresh, up to grade, and even in quality. No pickled stock for us. We bring our flowers in from the greenhouse as fast as cut and know they are fresh.

CURRENT PRICE LIST— Subject to Change Without Notice

OPHELIA, HOOSIER, WHITE KILLARNEY and SUNBURST.

Extra long	per 100,	$12.00 to $16.00
Medium	per 100,	10.00
Good short	per 100,	6.00 to 8.00
Seconds	per 100,	4.00

RUSSELL and COLUMBIA.

Fancy, extra long	per 100,	$25.00
Long	per 100,	20.00
Medium	per 100,	$12.00 to 15.00
Short	per 100,	8.00 to 10.00

ASSORTED ROSES, OUR SELECTION, including some RUSSELL and COLUMBIA.
Lots of 200 or more.....per 100, $8.00.

Big supplies of miscellaneous flowers are now coming into this market and we will procure the best at lowest market prices.

NEW FANCY FERNS.....per 1000, $5.00

ADIANTUM	per 100, $2.00	ASP. SPRAYS	per 100, $4.00
GALAX, bronze	per 1000, $1.50	SPRENGERI	per 100, 4.00

All seasonable flowers not grown by us will be procured for our customers. A trial order solicited.
In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

NOTICE:—We close at 5 o'clock week days.

Closed all day Sundays.

Chicago.

HEAVY DEMAND FOR MOTHERS' DAY.

The demand for stock for Mothers' day is exceedingly heavy and from present indications the market should clean up completely in all lines early, at high prices. American Beauty roses are in strong demand at the advertised quotations and are disposed of quickly. Mrs. Chas. Russell, Columbia and Premier are having a heavy call and the same holds true for Ophelia, Sunburst, Milady, Mrs. Aaron Ward, Mrs. George Shawyer, Montrose, Richmond, Killarney, White Killarney, Killarney Brilliant, My Maryland, Hoosier Beauty, Champ Weiland and the miniature varieties Cecile Brunner, Elgar, Nesbit and Baby Doll. Carnations are selling quickly at this writing and are scarce at $10 and $12 per 100. Orchids are selling at $2 to $3 each and gardenias are commanding good prices. Lily of the valley is bringing $10 per 100, and more in the better grades. Snapdragons are good property and so are stocks, lupines and candytuft. Tulips, daisies, calendulas, pansies, lilac, anemones, narcissi and other miscellaneous flowers are moving fast, including sweet peas which are quite plentiful but cleaning up right along. Lilies and callas are obtainable in good sized quantities. Green goods are meeting with a heavy call and ferns are now bringing $5 per 100. Flowering plants are exceedingly scarce for Mothers' day, and with the demand extra heavy for cut flowers, there is no reason whatever why the market should not clean up completely in all lines at the advertised prices and even higher, providing no pickled stock is dumped in at the last minute. The out-of-town demand is heavy and the city trade never was more brisk.

NOTES.

The Central Floral Co.'s window for Mothers' day is simple, but the on-

FOUNDED BY FLINT KENNICOTT 1st IN CHICAGO

Don't let Department Stores use Cut Flowers to advertise their business—

Advertise YOUR Business.

Play on this market to your advantage in Buying Here.

YOUR FOUNDED BY FLINT KENNICOTT 1st Protection

Kennicott Bros. Co.
174 North Wabash Avenue
CHICAGO

Heaviest in Roses and Carnations with all other seasonable Cut Flowers right "IN THE PLACE"

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

Service Counts

Buyers appreciate the service we are rendering. Service in our estimation means the embodiment of all the most essential features of successful cut flower merchandising minus the objectionable ones. There's a reason for the steady growth of this house---Buyers who place their orders with us admit that this house is without question in the best position to fill their orders regularly.

Quality and Quantity Reign Supreme Here

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

ROSES AND CARNATIONS

Eleventh Hour Orders for Mothers' Day Given Prompt Attention.

Buy Direct from the Grower — MOTHERS' DAY PRICE LIST — Subject to Change Without Notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$35.00
Select	25.00
Medium	$15.00 to 20.00
Short	12.00
COLUMBIA	
Specials	$35.00
Select	25.00
Medium	$15.00 to 20.00
Short	12.00
PREMIER	
Specials	35.00
Select	25.00
Medium	15.00 to 20.00
Short	12.00
MILADY	
Specials	20.00
Select	12.00 to 15.00
Medium	10.00
Short	8.00
Champ Welland, Killarney, Killarney Brilliant, White Killarney, My Maryland	Per 100
Specials	$20.00
Select	$12.00 to 15.00
Medium	10.00
Short	8.00

	Per 100
SUNBURST, OPHELIA	
Specials	$20.00
Select	$12.00 to 15.00
Medium	10.00
Short	8.00
ROSES, OUR SELECTION	8.00
CARNATIONS	
Good and Fancy	$12.00
Sweet Peas	3.00 to 4.00
Lilies	25.00
Adiantum	2.00
Asparagus, per bunch	50c
Boxwood, per bunch	35c
Ferns, per 1,000	$5.00
Galax, bronze and green, 1,000	$2.00
Leucothoe Sprays	1.00
Smilax, per doz. strings	$3.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY.

EXTRA HEAVY SUPPLY

ROSES -- CARNATIONS

All Leading Varieties

Place your orders with us and you will get the best stock obtainable for the least money

Effective May 10.—CURRENT PRICE LIST—Subject to Change Without Notice.

PREMIER	Per 100
Select	$20.00
Fancy	15.00
Medium	12.00
Short	10.00

RUSSELL	Per 100
Select	$20.00
Fancy	15.00
Medium	12.00
Short	10.00

COLUMBIA	Per 100
Select	$20.00
Fancy	15.00
Medium	12.00
Short	10.00

OPHELIA	Per 100
Select	$10.00
Fancy	8.00
Medium	6.00
Short	5.00

SUNBURST	Per 100
Select	$10.00
Fancy	8.00
Medium	6.00
Short	5.00

White—KILLARNEY—Pink	Per 100
Medium	$8.00
Short	$4.00 to 6.00

ROSES, Our Selection	$6.00

CARNATIONS	Per 100
Fancy, assorted colors	$4.00 to 6.00
Splits	2.00

MISCELLANEOUS	
Calla Lilies, per doz.	$ 2.00
Ferns, per 1000	5.00
Galax, per 1000	2.00
Sprengeri, per bunch	.50

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

looker is able to grasp the idea at a glance. An elderly woman representing "Mother", and picking lilacs from the bushes, occupies the centre of the scene. The average person quickly realizes that the suggestion is a cleverly arranged reminder to say it with flowers for Mothers' day.

Tom Rogers, of the Weiland-Risch Co., has the sympathy of the trade in the loss of his wife, who died April 29 from cancer. The funeral was held at Spring Lake, Mich., the following Saturday, when the remains were laid to rest in the family lot. Herman Rogers, and son, of Detroit, Mich., attended the funeral.

Poehlmann Bros. Co. is fortunate in having a number of labor saving devices at its Morton Grove greenhouses, otherwise the proprietors would have their share of troubles in getting all the work done in time, owing to the scarcity of help. Their soil digger is coming in particularly handy right now and is saving a lot of time and labor.

The Excell Laboratories have moved from 115 East South Water street to 4535 Ravenswood avenue. This firm has done exceptionally good business with the florists the past year, supplying them with insecticides and plant food.

Peonies will not be as plentiful in this market as in former years if the report is true that there will be only about half a crop, owing to the recent frosts. The fields in Tennessee, Illinois and Missouri appear to have been hit hardest.

Fred Stielow, of Niles Center, is cutting particularly fine Mrs. Chas. Russell roses, which are attracting the attention of all the buyers at the store of the Chicago Flower Growers' Association.

Tonners' are handling a good supply of sweet peas, which are moving nicely, considering the large quantity now arriving in this market.

Tonner

Wholesale Cut Flowers and Supplies

30 East Randolph Street

CHICAGO

Telephone Central 6284

For Mothers' Day

Do not let any **MOTHER** in your city do without the best in flowers, simply because you did not get in touch with **TONNERS'.**

DO IT NOW!

Mention the American Florist when writing

Wietor Bros. are in good crop with roses and carnations, which came in just right for Mothers' day. No trouble is experienced in disposing of the stock as fast as it arrives.

Herbert Hansen, of Peter Reinberg's, reports a brisk demand for stock for Mothers' day, especially from out-of-town points. Roses and carnations are in heaviest demand.

Bassett & Washburn are cutting heavily in roses, which are cleaning up quickly each day, owing to the brisk Mothers' day demand.

J. A. Budlong Co. is having a heavy call for stock for Mothers' day from out-of-town points, and a strong local sale.

A. T. Pyfer & Co. are pleased with the demand for stock for Mothers' day, which is cleaning up nicely.

Allie Zech and wife spent May 2 at Milwaukee, Wis. Max Awizzus joined the Zech & Mann force this week.

Fancy Handle Baskets

(With metal liners included.)

These baskets are all in desirable colors of pretty shades and especially appropriate for the florist's use. Prices vary from 90c to $2.00 each. We recommend ordering sample assortment for about $10.00.

Get our list of other supplies (it's free.)

Geo. H. Angermueller Co.

1324 Pine St., ST. LOUIS, MO.

Vaughan's Seed Store reports general garden making on, and current counter sales the best of the season.

The A. L. Randall Co. received its first peonies this week in time for the Mothers' day demand.

Jack Byers is now with Tom Fogarty, successor to O. J. Friedman.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Shipping Orders

Many out-of-town buyers have been on our list of satisfied customers since this house started, for the simple reason that we never overlooked an opportunity to give their needs the best possible attention at all times and relieving them of all unnecessary work in the securing of their stock. Try us on your next order and you will not be disappointed.

ROSES---CARNATIONS

Sweet Peas-Lilies-Daisies-Stocks-Callas
Tulips - Valley - Calendulas - Snapdragons
Orchids-Jonquils-Narcissus-Etc. Greens

Mention the American Florist when writing

The best Roses, Carnations, Sweet Peas and Gardenias are always obtainable here. We also have all the other miscellaneous seasonable cut flowers. **Greens.**

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

ROSES
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MINIATURE ROSES
Cecile Brunner

CARNATIONS

MISCELLANEOUS
Valley Cattleyas
Lilies Sweet Peas
Calendulas
White and Yellow Daisies
Snapdragons
Stocks Candytuft

GREENS
Plumosus Sprengeri
Galax, bronze. Galax, green
Ferns
Adiantum Smilax
Boxwood

D. B. Gurney, president of the Gurney Seed & Nursery Co., Yankton, S. D., was here on business this week. The American Greenhouse Manufacturing Co. is building for his firm a new range of houses consisting of 60,000 square feet of glass.

H. Van Gelder, president and manager of Percy Jones, Inc., received a request this week from a subscriber of THE AMERICAN FLORIST in the Argentine Republic, South America, for his price list on ribbons and chiffons.

A. L. Vaughan & Co. report a heavy demand for stock for Mothers' day, especially from out-of-town points. The local trade is also especially good, and a grand clean-up is being experienced.

The Foley Greenhouse Mfg. Co. has discontinued its downtown office and hereafter the firm's only address will be West 31st street and Spaulding avenue. Telephone, Lawndale 9930.

The Chicago Evening Post of May 4, gave prominence to an article charging the florists with profiteering in Mothers' day flowers, and urging the wearing of flags on that occasion.

Weber & Schmalzried, who recently purchased the Chas. H. Abbott rose range at Crown Point, Ind., are consigning their stock to Kennicott Bros. Co.

The E. C. Amling Co. will increase its floor space to a large extent by using the basement beneath its store. A freight elevator is now being installed.

Erne & Company report the early business as brisk for Mothers' day, with a complete cleanup in stock at this writing.

The Joseph Forester Co. is pleasing its trade with fancy lilies which are in good demand for wedding and funeral work.

G. Fleischer, of Pueblo, Colo., called on the trade here last week, leaving Friday for Kansas City, Mo.

Visitors: J. P. Hauck, Cleveland, O.; John Lapes, Cedar Rapids, Ia.; Wm. Fenniger, Toledo, Ohio; George Pandell, Indianapolis, Ind.; B. Dudley, Parkersburg, W. Va.; Art Leidiger, Milwaukee, Wis.; W. Edgar and R. Ussinger, of the McCallum Co., Pittsburgh, Pa.;

ODELL, ILL.—Edward Baker has moved his flower shop to the Houchin building on Vermilion avenue.

EDWARDSVILLE, ILL.—The engagement is announced of Miss Angie Ammann, daughter of J. F. Ammann, to Preston Montgomery, of St. Louis, Mo.

SAYRE, N. Y.—Horace F. Merrill and Clayton L. Wallace have purchased the A. L. Merrill range and will conduct the business under the name of Sayre Floral Co.

WORCESTER, MASS.—Michael P. Quarrey will make improvements to his establishment, altering his greenhouse to provide for a store 17x55 feet at a cost of $5,000.

San Francisco.

TRADE SHOWS DECIDED FALLING OFF.

Business has dropped off considerably during the past week. Funeral work is about the only outlet for flowers just now, as social affairs call for little stock that the florists carry. The rose stock that is being handled is of the best quality. It is cheap and even the very finest stock is difficult to dispose of at times. Sweet peas are a good item to hold, as prices on these remain firm, and they sell readily. Carnations are showing the effect of the warm weather and much of the cut is of poor quality. Laddie is the only variety that there is steady demand for. There is quite a large lot of giganteums still coming in. They move slowly at low prices. There are plenty of outdoor tulips, which are quite cheap. Some extra good Spanish iris is coming in and cleans up well. There is quite a supply of cattleyas and gardenias. Lily of the valley is scarce again. In pot stock, there are some good rambler roses and hydrangeas offered. Genista racemosa is another good selling plant. Quite a few rhododendrons and Azalea Hinodigiri are noted.

NOTES.

The flower show held in the Hotel St. Francis, April 22-24, under the direction of the California Wild Flower Conservation League, was a great success, and was the sixth annual affair of its kind. A large and varied collection of the native flora of the state was on display. A fine lot of flowering shrubs were also shown.

The E. W. McLellan Company is again in with a fine crop of American Beauties. They have had the market to themselves with this rose this season, as it has been almost discarded by many growers who have planted Russells instead.

At the Conservatory Floral Shop, Manager John N. Sievers is much encouraged with trade since the opening of his new store. He is carrying a fine grade of stock and intends to cater to the high class trade.

Louis Copuro, of the MacRorie-McLaren Company, says his firm was busy on funeral work last week. Plant trade is reported very heavy with this firm this season, and large shipments are being made daily.

The Western Evergreen Nursery is sending in finely grown French hydrangeas. They also report a steady demand for Bostons, of which they have several large houses.

J. A. Axell is receiving a fine cut of roses from Ferarri Bros.' greenhouses. They are now producing a large supply of cattleyas and gardenias, for which the demand is steady.

Julius Eppstein, in the St. Francis hotel, had several important decorations during the week calling for orchids exclusively.

Podesta & Baldocchi report trade quite steady, especially for high grade stock.

JAMES T. LYNCH.

PLACE YOUR ORDERS HERE
FOR MOTHERS' DAY
BEST QUALITY TO BE HAD IN
Roses and Carnations
Columbia, Russell, Premier, Milady, Ophelia, Ward, Welland, Brilliant,
Double White and Pink Killarney, Sunburst, Hearst, Nesbit and Brunner.
NONE BETTER ON THE CHICAGO MARKET
All colors==CARNATIONS==Good quality
IN GOOD SUPPLY
DARWIN TULIPS--TULIPS--JONQUILS
Choice stock of Valley, Sweet Peas, Callas, Daisies, Easter Lilies, Stocks,
Calendulas, Violets, Lupines, Pansies and all other Seasonable Stock.
Don't Forget Us on GREENS, as We Have Mexican Ivy, Sprengeri, Ferns, Adiantum, Etc.
If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.
You can increase your profits and business by sending all orders direct to
J. A. Budlong Co.
Quality Speaks Louder Than Prices.
Wholesale Cut Flowers and Greens
184-186 North Wabash Ave., Corner Lake St., CHICAGO
Roses, Valley and Carnations Our Specialty
Prices As Low As Others.
SHIPPING ORDERS GIVEN CAREFUL ATTENTION.
We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.
WE ARE CLOSED ALL DAY SUNDAY.

Pittsburgh, Pa.

SUPPLY PLENTIFUL AND LIGHT SALES.

There has been no material change in market conditions since the last writing. Stock still continues plentiful and prices low, with a light demand. This city appears to be harder hit by the railroad strike than most points, for we seem to be on the embargo list all over the country, very few shipments arriving by express, and it is next to impossible to ship out of town, either by express or freight. The only relief is the parcel post, and it is so congested that it makes a very unsatisfactory way of delivery. American Beauties are in short supply and not very good in quality, which is just as well as the demand for them is light. Tea roses are extra good and in heavy supply, but with low prices, the wholesale houses have no trouble cleaning up. Carnations are good property and sell out daily; in fact, there has never been a time this season when there has been an oversupply of good carnations in this market. Sweet peas are arriving in large quantities, and are hard to move. Some of the finest snapdragons of the season are being received and sell without trouble.

A. T. Pyfer & Company
OUR MOTTO: "Nothing is too much trouble to please a customer."
164 North Wabash Ave., CHICAGO
L. D. Phone Central 3373

NOTES.

Wm. Usinger, Henry L. Blend and C. W. Brown, all traveling for the McCallum Company, spent several days at headquarters, getting their fall samples, and are now ready for the road again. George McCallum, sales manager of the same firm, has just returned

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Violets. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

For Florists' Supplies, Baskets, Chiffons and Spring Novelties
PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., Pittsburgh, Pa.

from a trip over the West Virginia territory.

Ed. Niggle, Herschel McCallum and Earl Tipton, of the McCallum Co., and Joseph King, of the A. W. Smith Flower Stores Co., made up a camping party and spent a week in Forest county, Pa., trout fishing. They struck a cold, rainy week and, did not have much luck, but report having a good time.

The regular meeting of the florists' and gardeners' club will be held May 4 in the North Side Carnegie Library. The subject will be "Seasonable Flowers." A lunch will be served, and a good attendance is looked for with the advent of warmer weather.

Fred Burki, of the Pittsburgh Cut Flower Co., and son, have returned from a winter in California. Mr. Burki will be found in charge of the firm's range at Bakerstown, Pa., known as Crystal Farms.

Peter Hopman, of New Galilee, Pa., is sending in some of the finest snapdragons seen here this season.

Visitors: J. W. Glenn, Kittanning, Pa.; M. Cohen, of Cohen & Hiller, New York. M.

Cincinnati, O.

CARNATIONS SOAR FOR MOTHERS' DAY.

Mothers' day is close at hand, and the sudden jump in prices, while readily paid by the stores, and later by the public, is not good for the business. Every paper in this city is urging a boycott on wearing flowers on this occasion, but the public is well trained to newspaper sensationalism, and makes due allowance for everything printed. There seems to be concerted action everywhere to quote carnations at $12 or $15 per 100. While these prices are high, all storemen realize they must order ahead or get left in a scarcity or big demand. They also know that the price might keep a good many back, and an eleventh-hour depression might send the price way down. Why then ask such fabulous prices of those at a distance from markets? Roses are good, and prices are up on all grades; in fact, the end of the week will see them double last week's quotations. Sweet peas are still arriving in large quantities and quality is good, considering the season. Prices range around $10 to $15 per 1,000. Gladioli from Florida growers are arriving in quantity in good condition. Yellow and white daisies are in fair quantity and sell well. Outdoor jonquils and Poeticus narcissus are plentiful, and when sold, bring 35 cents per 100. In greens, plumosus and leucothoe are fair. Ferns are poor. Stocks, snapdragons and mignonette are good and sell well.

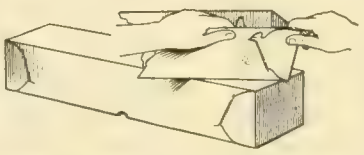
NOTES.

The Cincinnati Cut Flower Exchange is handling a good quality of Sweetheart roses, lily of the valley and sweet peas.

Julius Baer and Edward Forter, Fourth street florists, have had their share of work for the week.

H. W. Sheppard was very busy last week filling F. T. D. orders for a large funeral in this city.

C. E. Critchell anticipates a big increase in Mothers' day business. K.

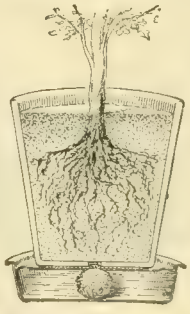


LINDLEY BOXES
meet the Florists entire requirements. You have a large assortment from which to choose. Write for prices.
LINDLEY FLOWER BOX CO.
"Quality Box Makers" MARION, INDIANA

GOLDFISH 1,500,000 (Fancy and Plain)
Ready for market at rock-bottom prices. Ship anywhere in U. S. or Canada. Write for our illustrated catalogue.
Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.

FLORISTS'
Cards, Envelopes, Labels, Tags.
Add 20% to our 1920 catalogue prices.
THE JOHN HENRY CO.
LANSING, MICHIGAN

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a
Little Wonder Plant Irrigator
They keep your plants watered just right.
Wholesale price, $25.00 per 100.
If your supply house does not carry them send us their name with your order.
Sample by mail, 35c.
The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO

The Wonder Plant Irrigator
—AND—
The Wonder Basket Irrigator
Two articles no florist should be without. Write for prices.
A. F. LONGREN, DES PLAINES, ILL.

Buffalo, N. Y.

INCLEMENT WEATHER DETRIMENTAL.

Weather in this city has been anything but favorable to brisk business, although stock has been fairly good. Roses, carnations and sweet peas are in good supply, with prices varying. Jonquils have been a glut on the market. Indications now point to Mothers' day as a second Easter.

NOTES.

During the past three weeks, this city has lost through death two of its pioneer florists, Mr. and Mrs. William Belsey. For many years, they conducted a store on Main street, and were very active in the trade during that period.

The Colonial Flower Shop has removed to the corner of Delaware avenue and Chippewa street, where it will have a more commodious and attractive store.

The Fillmore Flower Shop formerly near Fillmore and Utica streets, will be located at the corner of those streets in larger quarters.

Reichert, the Florist, arranged a very attractive decoration at the Armory for the recent Rotary conference.

S. A. Anderson is having his building remodeled, and in July, will completely change the interior.

The calendar is well filled with weddings for the latter part of May and early in June. BISON.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

RANDO BRAND Wabash Ave., and Lake St. CHICAGO, ILL. RANDO BRAND

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 5179 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

MOTHERS' DAY PRICE LIST.

		Dozen
Roses, Beauty		$2.00@$10.00
		Per 100
"	Mrs. Chas. Russell..	8.00@ 40.00
"	Columbia	8.00@ 40.00
"	Premier	8.00@ 40.00
"	Hoosier Beauty	8.00@ 25.00
"	Killarney Brilliant..	8.00@ 25.00
"	Killarney	8.00@ 25.00
"	White Killarney	8.00@ 25.00
"	Richmond	8.00@ 25.00
"	My Maryland	8.00@ 25.00
"	Mrs. Geo. Shawyer..	8.00@ 25.00
"	Milady	8.00@ 25.00
"	Mrs. Aaron Ward...	8.00@ 25.00
"	Sunburst	8.00@ 25.00
"	Ophelia	8.00@ 25.00
"	Dble. W. Killarney.	8.00@ 25.00
"	Champ Weiland ...	8.00@ 25.00
"	Cecile Brunner	2.00@ 4.00
"	George Elgar	2.00@ 4.00
"	Baby Doll	2.00@ 4.00
"	Nesbit	2.00@ 4.00
"	Our selection	8.00
Carnations		10.00@ 20.00
Cattleyas	per doz.	18.00@ 24.00
Snapdragons	per doz.	2.50@ 3.00
Tulips		4.00@ 8.00
Daisies		2.00@ 4.00
Valley		8.00@ 12.00
Calendulas		4.00@ 6.00
Gardenias	per doz.	2.50@ 3.00
Lilies	per doz.	2.50@ 3.00
Jonquils		4.00@ 8.00
Callas		1.50@ 2.00
Sweet Peas	per 100	2.00@ 4.00
Ferns	per 1,000	5.00
Galax	per 1,000	2.00
Leucothoe		1.00@ 1.25
Plumosus Strings	each	.60@ .75
Sprengeri, Plumosus, Sprays		3.00
Mexican Ivy		.75@ 1.00
Boxwood, 35c per lb., per case		9.00

ZECH & MANN

WHOLESALE FLORISTS

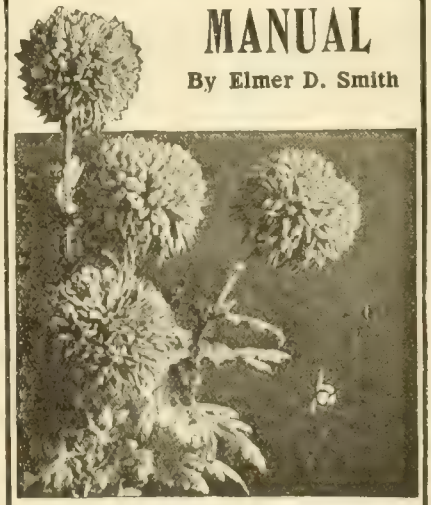
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 No. Clark Street, CHICAGO

GOOD ROSES

The demand seems to be principally for Roses of the better kind. The best varieties on the market you will find with us in quantity.

RUSSELL
PREMIER
COLUMBIA
HADLEY
SHAWYER
DOUBLE WHITE KILLARNEY

These varieties are called for more than any other. If you want good Roses at the right market price, let us fill some of your orders.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

Mention the American Florist when writing

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

GREAT ACTIVITY IN CARNATION PRICES.

There has been a continued oversupply of cut flowers in nearly all lines during the past week, but from indications, April 30-May 1, owing to the week-end demand, it would seem that the worst is over. Carnations on Saturday jumped from $4 to $6, and held firmly at the latter figure; whites, it was said, will go to $8 on Monday, and from that to $15 before the week is out. The quality in all lines is very good. The spring crops of Russell roses are now at their best, and some very fine stock is seen. Columbia, Premier, Hadley and Ophelia are also in good form. Double White Killarney finds a market as the only rose of its color. Yellow daisies are at their peak now, both in size and quality. Sweet peas in old and new crops are seen in quantity and some are exceptionally fine. Gladioli from side crops in carnation benches, are coming in, as are some of the miniature or baby type. There is a fair supply of cattleyas which clean up daily. "Take it all in all, it was not such a bad week, although, of course, we could have handled a lot more business," is the way one large wholesaler puts it.

May 3.—Shipments were very meager this morning. Everything, owing to the cool weather of the past two days appears to be in short supply, which as the crops, particularly roses, are going off, will send prices soaring. Quotations in all lines were from 25 to 50 per cent above the close of last week, with prospects of additional advances, particularly in carnations, which it is said, will reach $15 for whites before Saturday.

Wholesale Flower Markets

BOSTON, May 5. Per 100

Roses, American Beauty	25.00	@150.00
" Shawyer, Russell	10.00	@25.00
" Killarney	8.00	@ 20.00
" Milady	12.00	@ 30.00
" Radiance	16.00	@ 40.00
" White Killarney	6.00	@ 20.00
" Killarney Brilliant	16.00	@ 25.00
" Ward	6.00	@ 16.50
" Victoria	8.00	@ 16.00
" Hadley	6.00	@ 25.00
" Ophelia	8.00	@ 20.00
" Premier	12.50	@ 30.00
" Columbia	16.00	@ 25.00
" Maryland	8.00	@ 20.00
" Hoosier Beauty	15.00	@ 35.00
" Stanley	12.00	@ 20.00
Cattleyas, per doz	12.00	@ 18.00
Sweet Peas		4.00
Carnations	8.00	@ 16.00
Longiflorum Lilies	6.00	@ 12.00
Marguerites	4.00	@ 8.00
Calendulas...doz.	.75	@ 1.00
Callas	16.50	@ 25.00
Snapdragons.doz.	1.50	@ 4.00
Adiantum		2.00
Asparagus Strings, per doz	9.00	@ 12.00
Asparagus bunches, each		.50
Jonquils	4.00	@ 6.00
Anemones, per doz		1.50
French Iris, per spray	.35	@ .50
Pansies	2.00	@ 3.00
Myosotis, a bunch	.35	@ 1.00
Lily of the Valley	8.00	@ 12.00
Delphinium.....per doz.	4.00	@ 6.00

BUFFALO, May 5. Per 100

Roses, Beauty, Special	40.00	@ 50.00
" Fancy	25.00	@ 30.00
" Extra	20.00	@ 25.00
" 1st	6.00	@ 10.00
" Killarney	6.00	@ 15.00
" My Maryland	6.00	@ 15.00
" White Killarney	6.00	@ 15.00
" Sunburst	6.00	@ 15.00
" Ward	4.00	@ 6.00
" Columbia	10.00	@ 25.00
" Ophelia	8.00	@ 20.00
" Russell	10.00	@ 25.00
" Shawyer	6.00	@ 12.00
" Bon Silene	3.00	@ 4.00
" Cecile Brunner	2.00	@ 4.00
Cattleyas	75.00	@100.00
Dasies	1.00	@ 3.00
Valley	8.00	@ 10.00
Violets	.75	@ 1.00
Calla Lilies	10.00	@ 12.00
Japan Lilies	8.00	@ 10.00
Easter Lilies	10.00	@ 20.00
Carnations	6.00	@ 10.00
Mignonettes	3.00	@ 6.00
Snapdragons	8.00	@ 15.00
Sweet Peas	1.00	@ 3.00
Asparagus Sprengeri	.35	@ .50
Ferns, per 1000		3.50
Calendulas	3.00	@ 6.00
Smilax, doz.		4.00
Golden Spur	3.00	@ 4.00
Von Sion	3.00	@ 4.00

CLUB MEETING.

The feature of the May meeting of the florists' club was the address of Wallace R. Pierson, of the American Flower Growers' Association. This was a clear, concise explanation of the purposes and advantages of growers combining for the best interests of their business. He answered many questions, and was given a rousing vote of thanks. After the adjournment of the club meeting, a session of the growers present was called, with A. M. Campbell, chairman, and John R. Andre, secretary. This meeting became an enthusiastic one, electing delegates to attend the session of the national body at Cleveland, O., in August. It then adjourned to convene the third Tuesday in June for the purpose of organization.

NOTES.

The large rose house of the Florex Gardens is "in again," the first stock being cut the past week. The plants were cut back after the chill they received as the result of the accident, when the roof caved in from weight of snow, and are now producing some very fine Premier and Columbia. The original large house is now down, and the two new ones to take its place are being pushed along as rapidly as possible.

The Joseph Heacock Co.'s catch crop of sweet peas, calendulas and callas, that filled half of its large new house, 72x600 feet, the past season, are about cut out. They produced almost twice as much in returns as was expected. Roses will be planted as soon as the ground can be prepared, so as to give them a good, early start.

Ellwood Heacock states that his company's new operation is progressing rapidly, the large rose house, 72x600 feet, being more than half glazed. The roses are all to be grown on tables, which are now being erected. It is hoped to commence planting the last week in May.

The Robert Craig Co. is taking its last crops out of the old 49th street houses, prior to moving and consolidating with the large plant at Norwood. Pot roses, daisies, a line of bedding plants and quantities of ferns are the principal stocks which are to be closed out.

Write For Our

Price List
On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Removal Notice

BERGER BROS.

are now located at

1609 Sansom St., PHILADELPHIA, PA.

with a full line of everything—the best the market affords—in Cut Flowers.

CINCINNATI, May 5. Per 100

Roses, Premier	8.00	@ 25.00
" Russell	8.00	@ 25.00
" Columbia	8.00	@ 25.00
" Butterfly	6.00	@ 25.00
" White Killarney	6.00	@ 20.00
" Pink Killarney	6.00	@ 20.00
" Sunburst	6.00	@ 20.00
" Mrs. Aaron Ward	6.00	@ 20.00
" Ophelia	6.00	@ 20.00
" Baby Doll		2.00
Carnations	6.00	@ 12.00
Calendulas	1.00	@ 3.00
Sweet Peas	1.00	@ 1.50
Ferns, per 1,000		4.00
Leucothoe, per 1,000		6.00
Galax, per 1,000		1.50
Smilax, per string	.15	@ .20
Plumosus (south) per bch.		.25
Easter Lilies	10.00	@ 20.00
Snapdragons	6.00	@ 12.00
Stocks, per bunch		.50
Valley		8.00

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

White Wood Easels

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches	$0.65	54 inches	$1.25
42 inches	.80	60 inches	1.50
48 inches	1 00	66 inches	2.00

(Special price on dozen lots.)
Get our list of other supplies (it's free.)

Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

Wholesale Florists' Supplies

THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

GUST. RUSCH & CO.

Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

Eugene Bernheimer has added French pastry as a side line, having connected up with a chain of restaurants, in which the pastry is a particular feature. They have stores at 60th and Market streets, Germantown avenue, near Chelten avenue, and under the Schubert Theatre.

Great preparations are being made by H. Bayersdorfer & Co. for the Memorial day trade. Enameled flower wreaths are in good demand, as are all kinds of waxed flowers. Their Mothers' day figure vases had a big run.

Rudolph G. Lorgus, of the Lorgus Floral Co., West Chester, Pa., was married to Miss Helen H. Oster, of Lancaster, Pa., April 28. They will reside in West Chester.

A fine crop of rambler roses for Memorial day sales are a feature of the W. K. Harris stock. Crotons and pandanus are grown in quantities as centers for vases.

Macaw Bros., at Norwood, are much pleased with their orders for young stock of the new fern, Macawii. Choice Pandanus Veitchii are a feature here.

Berger Bros. will have a fine shop when alterations are completed, but have to put up with numerous inconveniences until the work is finished.

Harry C. Geiger, recently of the Florex Gardens, is now in China, on his trip around the world. He expects to spend several months in Japan.

George Burton is cutting excellent American Beauties in quantity. These are handled by the Leo Niessen Co.

The first peonies were received by the S. S. Pannock Co. last week. They came from Georgia.

K.

SPRINGFIELD, MASS.—Dunlop Bros. have purchased the flower shop of William Paul and will take possession June 1.

AGAWAM, MASS.—Samuel Redstone, formerly at Rowayton, Conn., has taken the position of superintendent at the Aitken Greenhouses.

Wholesale Flower Markets

PITTSBURGH, May 5. Per 100

Roses, Beauty, spl., per doz.		12.00
" " fcy., per doz.		9.00
" " ex., per doz.		7.50
" " No. 1, per doz.		3.00
" Hadley	15.00@	40.00
" Killarney	10.00@	25.00
" Maryland	10.00@	25.00
" Sunburst	10.00@	25.00
" Mrs. Aaron Ward	8.00@	20.00
" Russell	15.00@	40.00
" Columbia	15.00@	30.00
" Ophelia	10.00@	25.00
" Hilda	8.00@	20.00
" Premier	15.00@	35.00
Lily of the Valley	10.00@	20.00
Easter Lilies	15.00@	20.00
Carnations	12.00@	15.00
Cattleyas, each		2.00
Ferns, per 1,000		5.00
Sweet Peas	1.00@	4.00
Daisies	2.00@	4.00
Galax, per 1,000		2.00
Plumosus, per bunch		.40
Sprengeri, per bunch		.50
Smilax, per doz.		4.00
Calendulas	2.00@	6.00
Tulips	4.00@	6.00
Mignonette		5.00
Snapdragons, per doz.	1.50@	3.00
Calla Lilies, per doz.		1.50
Jonquils	4.00@	6.00

PHILADELPHIA, May 5. Per 100

Roses, Beauty, special	50.00@	75.00
" " fancy	20.00@	45.00
" Mrs. Chas. Russell	12.00@	60.00
" Killarney	4.00@	10.00
" Hadley	10.00@	35.00
" Sunburst	10.00@	15.00
" Wards	6.00@	10.00
" Ophelia	8.00@	25.00
" Columbia	10.00@	35.00
" Premier	8.00@	35.00
Cattleyas	.75@	1.00
Mignonette	4.00@	6.00
Gardenias, doz.	.25@	.40
Carnations	8.00@	15.00
Carnation Laddie	12.00@	20.00
Snapdragons, per doz.	1.50@	2.00
Callas	10.00@	15.00
Easter Lilies	10.00@	15.00
Calendulas	2.00@	6.00
Adiantum	1.00@	1.50
Smilax		.35
Asparagus Strings	.75@	1.00
Sweet Peas	1.00@	3.00
Lily of the Valley		10.00
Asparagus bunches, 12sp.		.50

MILWAUKEE, May 5. Per 100

Roses, Kill'n'y, W. Kill'n'y.	6.00@	15.00
" Ward	6.00@	15.00
" Premier	10.00@	35.00
" Ophelia	8.00@	20.00
" Columbia	10.00@	35.00
" Hoosier Beauty	8.00@	20.00
Carnations, assorted	10.00@	12.00
Cattleyas, per doz.	12.00@	18.00
Callas, per doz.	2.00@	2.50
Sweet peas	1.50@	3.00
Lilies, per doz.	1.50@	2.50
Snapdragon, per doz.	1.00@	2.00
Daisies	2.00@	4.00

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

Mention the American Florist when writing

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.

Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

Mention the American Florist when writing

ST. LOUIS, May 5. Per 100

Roses, Hadley	6.00@	12.50
" Premier	3.00@	25.00
" Killarney	3.00@	8.00
" White Killarney	5.00@	10.00
" Hoosier Beauty	6.00@	15.00
" Russell	3.00@	25.00
" Ward	2.00@	5.00
" Sunburst	4.00@	12.50
Ferns, per 1000		5.00
Carnations	1.50@	5.00
Carnations, Laddie	12.50@	15.00
Carnations, Specials	.75@	2.00
Sweet Peas	2.00@	7.50
Calendulas		3.00
Callas	8.00@	12.50
Mignonette		6.00
Violets	.75@	1.00
Galax, per 1,000		1.50
Leucothoe, per 1,000		7.50
Boxwood, per lb.		.35
Lily of the Valley		8.00
Freesia		2.00
Jonquils	2.00@	4.00

New York.

MARKET THREATENED WITH OVERSUPPLY.

Business continued quiet during the past week, with heavy arrivals of stock. Long American Beauty roses ranged from $30 to $50 per 100. In tea roses, there has been a near oversupply, with the surplus going very cheap. A heavy stock of Cattleya mossiæ came in and ranged in price from $25 to $50 per 100. The C. gigas are now arriving in limited numbers and wholesale at the rate of $1.50 each. There has been a heavy stock of Easter lilies and callas, all, particularly the latter, moving slowly. Carnations have been slow, and at this writing, one can hear but little talk of Mothers' day business, if what is published in the newspapers is accepted, but there is likely to be some movement within a few days. A great mass of the minor offerings, such as stocks, snapdragons, cowslips and other seasonable flowers are on the market, and they are slow in cleaning up. There is a superabundance of sweet peas, and though they move freely, it is at greatly reduced prices. Good lilac is now arriving and catches the fancy of the public.

May 3.—The weather continues cool, and in some lines, the supply is lighter, but there is an abundance to meet a light demand. Good carnations are a little higher than last week. The price for pink is $8 and for white, $10. There is much critical comment in the newspapers on prospective high prices.

FLOWER BOYCOTT ON MOTHERS' DAY URGED

"Because of the sky-rocketing prices of cut flowers, an appeal was sent out yesterday by the Mothers' Day International Association against the wearing of flowers on Mothers' day, May 9. A harvest was reaped last year by florists, who boosted prices throughout the country, the appeal points out, and it is urged that the display of flags from homes and public places be made to take the place this year of boutonnieres."

The above item was published in newspapers May 1. We know little of the Mothers' Day International Association, but suppose it to be one of the numerous associations that has been organized for the purpose of telling the rest of the people what they should do. Leaving it to its own devices, a few words may be said relating to Mothers' day business. The writer has from the inception of this movement, been opposed to making so sacred a sentiment as mother love an excuse for profiteering. If sound judgment prevails in the counsels of the Society of American Florists, a similar stand should be taken. When flowers are scarce they will necessarily be high priced, but when the markets of the country are full of them, it will be a stain on the good name of the florist business to double or treble prices for this occasion. The florists should realize that they live not by the necessity but by the sentiment and good will of the rest of the people. Any propaganda to the contrary is silly and beside the mark.

NOTES.

In one of the large show windows of the Dards store, Madison avenue and 44th street, there has for the past week been a unique and instructive exhibit of the methods, for centuries common in many households, of spinning flax. There are yet many men and women living in this country that can recall as one of the memories of childhood, the little spinning-wheel, propelled by foot power, and the distaff. These are shown in the exhibit at the Dards store, and also other implements used in household industry, such as the heckle for cleaning the flax for spinning shuttles for hand weaving, etc. One of the spinning wheels is said to have come over in the good ship Mayflower, and from its marks of age, that may well be believed. The exhibit was arranged by the staff of the store under the direction of Manager Perry, and a lady, who understands the various processes, has given daily exhibitions of her skill.

Charles Thorley is now well located in his new store, 604 Fifth avenue. As previously stated in these columns, it was formerly the home of the late Mrs. Russell Sage. As a flower store, it has interesting features. Mr. Thorley has made no radical changes in the building, preserving, so far as possible for business, its original outlines. In the large front room, where the main store is located, there is a stained glass window that is said to have cost $25,000.

The next meeting of the New York Florists' Club will be held in the Engineering building, West 39th street near Sixth avenue, on the night of May 10. It is expected that matters of interest will be discussed, and there should be some good exhibits.

V. L. Podesta and family, of San Francisco, Calif., spent some time in this city during the past week. They are en route to Europe. Other visitors were: Mrs. Schluraff, Erie, Pa.; Howand E. Smith, Hazelton, Pa.

Joseph A. Millang, of the New York Cut Flower Co., in addition to good roses, is receiving fine carnations.

Edward Brenner, in the new market, is handling an exceptionally fine stock of yellow daisies.

A great stock of good sweet peas continues to reach Traendly & Schenck.

A. F. F.

Lilies, Sweet Peas, Roses, Carnations, Violets.

Joseph S. Fenrich, 31 and 43 W. 18th St., NEW YORK
Telephones: 420-421-422 Watkins.

FUTTERMAN BROS.

Wholesale Florists, 102 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

HENTZ & NASH INC. N.Y. — WHOLESALE COMMISION FLORISTS — GROWER AGENT — 55 and 57 West 26th St.

S. H. RUSSIN
Importer and Manufacturer of
Baskets, Novelties and Florists' Supplies.
Opposite the New Flower Market
55 West 19th St.. NEW YORK
Telephone Watkins 4443.

Traveling Wholesale Florist
INC.
31 and 43 W. 18th St., NEW YORK
Telephones 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

WHOLESALE FLORISTS — A. L. Young & Co. — 54 West 28th St. New York — Consignments Solicited

MEMORANDA
Make a note of it on your "PAD."
"RESULTS" and "RELIABILITY" combined.
Our new location is of the best.
"The World's Largest Flower Market"
Exceptional opportunity for growers who are looking for "Results." Consign the next shipment to
GEO. J. POLYKRANAS
43 West 18th St., NEW YORK
Telephone 2264 Watkins

C. Lecakes & Co.
Wholesale Dealers in
Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Moss and Leucothoe Sprays, Our Specialties
31 and 43 W. 18th St, New York
Telephone Watkins 2315

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3858 Watkins. NEW YORK CITY

The Best Color Chart
Price: $1.00 Postpaid
AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

William Mackie
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Telephone: 759 Watkins
Mention the American Florist when writing

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
31 and 43 W. 18th St., NEW YORK
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
31 and 43 W. 18th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Prompt and careful attention to your interests. Consignments Solicited.
Mention the American Florist when writing

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
31 and 43 W. 18th St., NEW YORK
Established 1887
All consignments receive our special attention.

Wholesale Flower Markets

NEW YORK, May 5. Per 100

Roses, Beauty, Specials	20.00@ 50.00
" " extra and fancy	12.00@ 15.00
" Hoosier Beauty	3.00@ 10.00
" Hadley	4.00@ 20.00
" Francis Scott Key	8.00@ 30.00
" Columbia	3.00@ 15.00
" Prima Donna	3.00@ 10.00
" Dble Wht. Killarney	4.00@ 12.00
" White Killarney	3.00@ 10.00
" Aaron Ward	4.00@ 12.00
" Ophelia	3.00@ 12.00
" Sunburst	3.00@ 12.00
" J. L. Mock	4.00@ 15.00
" Mrs. Chas. Russell	4.00@ 15.00
" Premier	4.00@ 15.00
" Ulrich Brunner	6.00@ 20.00
Cattleya Gigas	150.00
Cattleya Mossiæ	25.00@ 50.00
Carnations	3.00@ 6.00
Adiantum Croweanum and Hybridum	1.00@ 1.50
Asp. Plumosus, doz. bchs.	3.00@ 5.00
Smilax, doz. strings	4.00@ 5.00
Lilies, white	6.00@ 8.00
Gardenias, per doz.	1.00@ 3.00
Callas, per doz.	.75@ 2.00
Lilies, Rubrums	4.00@ 6.00
Sweet Peas	.50@ 2.00
Lily of the Valley	1.50@ 8.00
Yellow Narcissus, per doz.	.30@ .40
Mignonette, per doz.	.50@ 1.25
Darwin Tulips, doz.	.50
Snapdragons, per doz.	.50@ 1.00
Iris, Spanish, per doz.	3.00@ 5.00
Daisies, Yellow	2.00@ 5.00
Larkspur, per doz.	2.00@ 3.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
31 and 43 W. 18th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
31 and 43 W. 18th St., New York

Telephones 4422 4423 Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE {2335 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
31 and 43 W. 18th St., NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your telegraph orders to us for delivery in Chicago and vicinity.

Member of F. T. D.

Alpha Floral Company
CHICAGO
Northwest Corner of Adams and Wabash

No order for less than $4.00 accepted for delivery. All orders for less than this amount will be absolutely refused.

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST
ELEVEN STORES
Main Store— **Lewis Ave. Cor. Hancock St.**

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Albany, N. Y.

Danker
FLORIST

The Best Service MEMBER F.T.D.

FRENCH RIVIERA and MONTE CARLO

C. Engelmann

Saffron Walden, England

MEMBER F.T.D.

Can take care of all your orders for above district.
Cable address for Riviera Branch: Carnation, Saint Laurent-du-Var.

SAFFRON WALDEN, ENGLAND

MEMBER F.T.D.

C. ENGELMANN

Can take care of all your English orders.
Cable address: Engelmann, Saffronwalden.

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St. cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRATFORD
BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in **Buffalo, Lockport Niagara Falls** and Western New York
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Rochester, N. Y.

J. B. KELLER SONS,

FLORISTS

25 Clinton Avenue N

Rochester ph. 506. Long Dist. Bell ph. 2189
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Hartford, Conn.

George G. McClunie

165 MAIN STREET

Right in the Hospital District—Hartford, Charter Oak, Williams, Insane, St. Francis and Memorial Hospitals within two blocks of Flower Shop.
Member of Florists' Telegraph Delivery.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

E. W. PEARSON

38 State St., Newburyport, Mass.

Covers All New England Points

Washington, D. C.

Louise Flower Shop

Connecticut Ave. at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

Mention the American Florist when writing

C. H. FREY

Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraphic orders. Regular trade discount.
229 WEST THIRD STREET

SHERIDAN, WYO.

SHERIDAN GREENHOUSE CO.
Plants and Flowers

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place

L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST

2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of

GEORGE ASMUS, Mgr.

Wire, Write or Phone West 822

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, Sheboygan, Wisconsin.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

A. LANGE

77-79 E. Madison St., CHICAGO

Telegraph, Mail and Telephone Orders given most prompt and careful attention and filled with the best stock in the market.

YOUR PATRONAGE SOLICITED.

Chicago

H. N. BRUNS

3040 West Madison St., Chicago

Telegraph, Telephone and Mail Orders Given Prompt and Careful Attention

---

FROM NEW YORK EXCEPT AS NOTED.

May 8.

A Steamer, I. M. M. Lines (Liverpool).
FROM PHILADELPHIA, Regina, I. M. M. Lines (Liverpool).
FROM NORFOLK, Wynnoche, I. M. M. Lines (Liverpool).
FROM GALVESTON, Indian, I. M. M. Lines (Liverpool).
Mesaba, I. M. M. Lines, (London).
FROM NORFOLK, Western Star, I. M. M. Lines (London).
Lapland, I. M. M. Lines (Antwerp)
Manchuria, I. M. M. Lines, (Hamburg).
Indianola, Cunard, (London).
Vardulia, Cunard, (Hamburg).
FROM MONTREAL, Verentia, Cunard (London).
Celtic Prince, Prince Line (Yokohama).
Mongolian Prince, Prince Line (Hong Kong).

May 10.

FROM BOSTON, Scythian, I. M. M. Lines, (London).
FROM PHILADELPHIA, Doonholm, Cunard (Bristol).
Glenlyon, Prince Line (Alexandria-Constantinople).
Korean Prince, Prince Line (Montevido).
Arabian Prince, Prince Line (Cape Town).

May 11.

Leopodina, French Line (Havre).
Virginia (via Boston) Cunard-Anchor (Liverpool).
Winifredian, I. M. M. Lines (Liverpool).
Canada, Fabre Line (Marseilles).

May 12.

France, French Line, (Havre).
East Indian, I. M. M. Lines (London).
Canopic, I. M. M. Lines (Naples Genoa).
Valdura, Cunard, (Antwerp).
FROM PHILADELPHIA, Copenhagen, Cunard (London).
Algerier, Belgian Line (Rouen).
Sonja, Swedish-American Line (Gothenburg).

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

C. Frauenfelder FLORIST

3343 W. MADISON ST.

NEAR GARFIELD PARK

CHICAGO

Mention the American Florist when writing

Friedman

FLOWERS

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F. T. D. Established 1908.

New York Floral Co

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St.

KANSAS CITY, MISSOURI.

Rock's Flowers

Members Florists' Telegraph Delivery Ass'n

Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.

437-39-41 Milwaukee St

Members Florists' Telegraph Delivery Association.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Member of Florists' Telegraph Delivery.

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

For St. Louis.

WIRE

Grimm & Gorly

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF **HEINL'S**

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—H. N. Bruns, 3040 W. Madison St.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Ecxhg. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, W. Madison.
Ch cago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich—Central Floral Co., Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
French Rivieria, France—C. Engelmann.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Hartford, Conn.—Geo. G. McClunie.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Fl. Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
Newark, N. J.—Washington Florist.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—A. B. Cazan.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y—J. B. Keller Sons.
Saffron Walden, Eng.—C. Engelmann.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Seboygan, Wis.—J. E. Matthewson.
Sheridan, Wyo.—Sheridan Greenhouse Co.
South Boston, Va.—Geo. W. Norwood.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers, N. Y.—New York Floral Co.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes Florist K.C.M.O.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890.

Mention the American Florist when writing

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

Mention the American Florist when writing

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers
Personal Service

Members F. T. D. A.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York

Member of Florists' Telegraph Delivery.

DARDS

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction
Nearly 50 Years.

Let Us Fill Your Steamer Orders. Regular European Sailings Now Established.

Mention the American Florist when writing

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ESTABLISHED 1847
F. T. D.

Thos. F. Galvin INC.

THE NAME PROTECTS YOU

BOSTON
1 PARK STREET
799 BOYLSTON STREET

NEW YORK
561 FIFTH AVENUE

Steamers are Again Sailing on Schedule
Deliveries made on board

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

"SAY IT WITH FLOWERS"

Max Schling Flowers

Schling Service
Nothing Better

785 Fifth Avenue
NEW YORK CITY

Member of Florists' Telegraph Delivery.

Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders by Telegraph Promptly Filled

Phones 1552-1553 Columbus.

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.

'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

New York.

The Aphrodite Co.

THE ARTISTIC FLORISTS
Floral Decorations for All Occasions.
2703 Broadway, Phone Academy 2479

Mention the American Florist when writing

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.

BROADWAY FLORIST

2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

New York.

A. B. CAZAN

FLOWERS OF QUALITY
2751 Broadway
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Mention the American Florist when writing

New York.

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Best Flowers
Best Service

ROSES
Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Mention the American Florist when writing

Boston, Mass.

Penn, The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Worcester, Mass.
Randall's Flower Shop

Members of Florists' Telegraph Delivery

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Newark, N. J.

Begerow's

MEMBER FTD

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

LITTLEFIELD, Florist
WORCESTER, MASS.

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co. Ltd.
FLORISTS
135 Carondelet St.
ROSES ORCHIDS VIOLETS
NEW ORLEANS
F.T.D.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist
Connecticut Avenue and L Street

Mention the American Florist when writing

Washington, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO
Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building,
4 South Jefferson Street. Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

Wilkes-Barre and near-by Pennsylvania Towns
Member F. T. D.
14 N. Main St. **A. W. B. EVANS**

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Los Angeles, Calif.

O. C. SAAKE

FLORIST

We Solicit Telegraph Orders.
Regular Trade Discount.

215 W. FOURTH STREET

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.

138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell

FLORIST

Established over 30 years.
1122 Grand Avenue.

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Michigan — Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists.
Grand Rapids.

Mention the American Florist when writing

CHICAGO — DETROIT

Central Floral Co.

132 N. State St., CHICAGO
35 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

ROANOKE, VA.

FALLON, Florist.

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

EDWARD SCEERY

Passaic, N. J. — F. T. D. — Paterson, N. J.

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORIST

930 PROSPECT AVE., Erie Building. CLEVELAND

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Mention the American Florist when writing

Salt Lake City

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass.
First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.
Brooklyn Representative of National Floral Corporation.

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

SEED stores at Chicago report seed potatoes well sold up.

PETER HOLLENBACH, Chicago, will be three score and 10, May 25.

AURORA, ILL.—Blair, Harper & Co. are reported in financial trouble.

FROST is reported to have damaged seed crops in the Sacramento valley.

WHEN will the decline in commodity prices, now anticipated, hit seed items?

SAN FRANCISCO, CALIF.—A. J. Brown, and wife, of Grand Rapids, Mich., were recent visitors.

DUTCH ports, closed for two months by strikes, are again open. French harbors are now affected.

KELWAY & SON, Langport, Eng., report their business double that of last year for the same period.

WASHINGTON opinion is that the free seed distribution will be continued with reduced appropriation this year.

THE annual meeting of the Iowa Seed Dealers' Association will be held at the Savory hotel, Des Moines, June 1-2.

BOSTON, MASS.—R. & J. Farquhar & Co. say their business for April is far in excess of that of any previous year.

PHILADELPHIA, PA.—The Henry F. Michell Co. says its April business compares very favorably with that of last year.

NEW YORK.—Vaughan's Seed Store reports April business well ahead of last year, and promising to make good the March shortage.

JAPANESE reports state that commodity prices have declined sharply of late. This may affect prices of lily bulbs and similar stock.

LOS ANGELES, CALIF.—Fred H. Howard, of Howard & Smith, and John C. Bodger, of the John Bodger & Sons Co., are taking a vacation in the mountains.

CALIFORNIA growers of sweet peas for seed have united in the highly commendable work of reducing the number of inferior and too-much-alike varieties.

WITH good growing weather, the soil and moisture conditions are now favorable to good California seed crops, although it is expected some items will be late.

VISITED CHICAGO: A. T. Ferrell, of A. T. Ferrell & Co., Saginaw, Mich., enroute to Oklahoma; D. B. Gurney, of the Gurney Seed & Nursery Co., Yankton, S. D.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, May 5, were as follows: Timothy, $9.00 to $11.50 per 100 pounds. Red clover $25.00 to $35.00.

A. H. GOODWIN, of the W. W. Barnard Co., Chicago, started on his first summer fishing trip, May 1. This firm's retail business is running in excess of other years, and the wholesale department is holding its own.

TOLEDO, O.—Clover seed remained practically unchanged May 4, but dropped $1.00 during the previous seven days. Cash was offered at $27.50, October $23.50, and December $22.50. Timothy held steady with cash, 1919, at $5.60, May $5.60, September $5.70, October $5.55, and December, $5.55.

A BILL has been introduced in the house of representatives (H. R. 13703) authorizing an association of producers of agricultural products. Curtis Nye Smith says this is a rank attempt to permit farmers to be released from the effect of the anti-trust act. Seedsmen should call the attention of their congressmen to it.

COLUMBUS, O.—Owing to cold and wet weather during April, the mail order business of the Livingston Seed Co. has held up well, as it gave customers a chance to get supplies from a distance, but for the same reason the local trade has been very quiet, there being no immediate demand. The soil has been unfit to work throughout the entire month. The holding back of the local trade, however, has given the firm a good chance to reorganize for the mail trade, following the fire which destroyed its city warehouse April 1.

CLEVELAND, O.—C. E. Kendel, of Kendel's Seed Store, says the weather through April has been a succession of cold, rainy, days, with not over a day of sunshine two or three times at wide intervals, during the whole month. There has been little planting done, and less seed sold than in any April he can remember. Customers are being urged to buy their seeds so as to have them on hand when the weather warms up and the soil dries out. Mr. Kendel, however, dreads the rush that will come if the weather turns warm soon, and the stock of beans and onion sets remaining on hand, if the unfavorable conditions continue much longer.

Grass Seeds.

Chicago seedsmen report the demand for timothy better than for the past several weeks, while trading at other markets continues light, with very little change in prices. Redtop and orchard grass prices are easier because of the lack of demand, while Kentucky bluegrass prices remain unchanged at most markets.

Onion Sets.

Onion sets in the Chicago district have been moving briskly the past week, accompanied by a sharp advance in prices to $3.50 and $4.00. Local seed stores report the supply well cleaned up.

The continued wet weather in South Holland has delayed the sowing of seed for sets, it being estimated that only five per cent was in the ground April 28.

French Bulb Prices.

Cable advices indicate that the growers' syndicate fixed prices April 24 about as follows: White Roman hyacinths, 325 francs per 1,000, Narcissus Paper White grandiflora, 12-15 ctms., 100 francs, 13 ctms., 100 to 125 francs, 14 ctms., 130 to 140 francs, Soliel d'Or, 250 francs. Since the meeting, it is reported white Roman hyacinths have advanced 25 per cent, and that certain crops of the latter will be passed by the French inspectors.

Cases, it is said, will be invoiced at 15 francs each, though some dealers will only charge 50 cents, United States money.

Western Seedsmen's Association.

The annual meeting of the Western Seedsmen's Association was held at Omaha, Neb., May 1, the attendance numbering about 50. A very hopeful tone was in evidence in the discussion that took place regarding stocks of field and vegetable seed held by seedsmen at this time. One prominent western seedsmen said: "It is true that the early trade has been disappointing, owing to the late season and poor rail facilities, but there must still be a big demand for forage crops, especially as farmers are forced, through scarcity of labor, to abandon cultivated crops to some extent. Then it must be borne in mind that seeds of all kinds in stock now were produced at a lower labor cost than the next crop will be, and consequently, are good property."

There was a general discussion of seed laws, the association seeming to favor the passage of a uniform seed law drawn along the lines of the Maryland law. The Oklahoma law was discussed, especially as pertaining to packet seeds. All seedsmen present expressed a willingness to co-operate with the Oklahoma authorities, insofar as they

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA

We are headquarters for the **BEST OF EVERYTHING** in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Express Embargo Lifted

A BARGAIN IN LONG KEEPING ONION SETS

Australian Brown, Fancy, $3.00 per bushel while unsold

Write or Wire for two to five bag sample lots

VAUGHAN'S SEED STORE, CHICAGO NEW YORK

could, but stated it was absolutely impossible to print all the information required on each packet of seed. Many seedsmen expressed the belief that when the Oklahoma authorities and the seedsmen came to see each other's point of view, it would be found that their aims were mutual, and that a plan would be worked out which would be equitable to all.

The following officers were elected: Fred Mangelsdorf, Atchison, Kan., president; Carl Chesmore, St. Joseph, Mo., vice-president; Henry Windheim, Omaha, Neb., treasurer; Howard Webster, Independence, Ia., secretary.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution April 24, 1920, as given by the Government Market Reporter of May 1, 1920:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$13.50	$27.00	$17.50	$52.00
Baltimore	12.75	28.00	17.50	50.00
Richmond	13.75	29.00	19.00	54.50
Buffalo	12.50	28.00	19.00	51.00
Toledo	12.20	31.00	19.00	47.50
Louisville	13.00	27.00	18.00	53.00
Chicago	12.25	27.00	15.50	47.00
Minneapolis	12.00	29.00	20.00	48.00
St. Louis	12.50	30.00	19.00	50.00
Kansas City	12.50	30.00	19.00	53.00
Denver	12.75	29.00	20.00	.....
Salt Lake City	14.00	30.00	20.00	50.00
Seattle	18.00	35.00	25.00	58.00
Average for the United States, same date, 1919	$11.65	$24.75	$15.00	$47.00

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) **CHICAGO**

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, **FREMONT, NEB.** Growing Station, **ROCKY FORD, COLO.**

SEEDS

Flower, Vegetable and Farm.

Send your inquiries to

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

BULBS

LILIUM GIGANTEUM, also **HARDIES,** shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

For immediate shipment. Per 1000

ASPARAGUS PLUM. NANUS seeds $2.75
(Special prices for large quantities.)

BAMBOO STAKES

Natural and Geeen, in all sizes—both domestic and Japanese

Write for prices, stating your requirements

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch
LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.
75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

Michell's Flower Seeds

CINERARIA

Our Grandiflora Prize Strain cannot be surpassed for size and beautiful colorings.

	½ tr. pkt.	Tr. pkt.
Grandiflora Prize, Dwarf	$0.60	$1.00
Grandiflora Prize, Medium Tall	.60	1.00

PRIMULA CHINENSIS

A superb strain, grown by a specialist.	½ tr. pkt.	Tr. pkt.
Michell's Prize Mixture. An even blending of all colors	$0.60	$1.00
Alba Magnifica. White	.60	1.00
Chiswick Red. Bright red	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens. Crimson	.60	1.00
Rosy Morn. Pink	.60	1.00

PRIMULA OBCONICA GIGANTEA

A great improvement over the old type; flowers much larger.

	Tr. pkt.
Lilacina, pale lilac	$0.50
Kermesina, deep crimson	.50
Rosea, pink	$0.50
Alba, white	.50
Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Catalog.

HENRY F. MICHELL CO

518 Market Street, PHILADELPHIA, PA.

Mention the American Florist when writing

THE HOUSE OF KELWAY

Has a Reputation of 70 Years Behind It as a Guarantee

For three generations we have been growers and selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders **(delivery after 1920 harvest),** not tomorrow, but **NOW.**

Specialties: Garden Seeds and Farm Root Seeds

KELWAY & SON, Wholesale Seed Growers, Langport, England

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO — CABLE ADDRESS "McGILL-SEED" SAN FRANCISCO — CALIFORNIA

I. N. Simon & Son

Garden Seeds

438 MARKET STREET
Philadelphia - - Pa.

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Seed Packets

FLOWER SEED SIZES TO CATALOG ENVELOPES — RETURN ENVELOPES

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

CALADIUM.

CALADIUMS

With Sound Center Shoots

TUBEROSES

Well Cured. Free from Rot

TUBEROSE.

CALADIUMS

Sizes	100	1000
5 to 7 in. circum.	$6.50	$60.00
7 to 9 in. circum.	7.50	70.00
9 to 11 in. circum.	12.00	115.00
11 to 12 in. circum. (scarce)	25.00	

TUBEROSES

	100	1000
Dwarf Excelsior Pearl, 2nd size, 3-4 inch.	$3.25	$27.50
Dwarf Excelsior Pearl, 1st size, 4-6 inch	4.00	35.00
Variegated Leaved single	3.00	25.00
Albino, early single white	3.00	25.00
Armstrong's Ever Blooming	3.00	25.00
Mexican	3.00	25.00

GLADIOLUS

We are large growers, and in addition to the following can offer many other named kinds. Write us.

	Per 1000		Per 1000
AMERICA, First size	$27.00	Blue Mixed	$45.00
AMERICA, Medium size	24.00	Primulinus Hybrids, Mixed	33.00
Mrs. Francis King, 1st	25.00	War, First size	60.00
Mrs. Francis King, Medium	22.00	Chicago Red, First size	50.00
Halley, First size	35.00	White and Light, Mixed, Firsts	22.00
Peace, First size	45.00	Standard Mixed, First	20.00
Mrs. Frank Pendleton, First	47.00	Standard Mixed, Medium	16.00
Rainbow Mixed	35.00		

Write for special prices on planting stock in black bulblets and first two sizes of white bulblets, etc.

CANNAS

3 inch Pot Plants.

	Doz.	100
Chas. Henderson, Crimson, 4 ft	$0.80	$ 6.00
David Harum, Scarlet, 3½ ft	1.00	7.00
Florence Vaughan, Yellow, 5 ft	.85	6.00
Gustav Gompper, Yellow, 3½ ft	1.00	7.00
Hungaria, best Pink, 3½ ft	1.50	10.00
King Humbert, Scarlet, 4 ft	1.25	8.00
Louisiana, Scarlet, 6 ft	.85	6.00
Orange Bedder, Orange color, 4 ft	1.25	8.00
Yellow Humbert, Deep rich Yellow, 4 ft	1.25	8.00
Souv. Ant. Crozy, Crimson, 4 ft	1.00	7.00
Venus, Rosy Pink, 4 ft	.85	6.00
Wintzer's Colossal, Bright Scarlet, 5 ft	1.25	8.00
Wyoming, Orange, 7 ft	.85	6.00

Write for Our "Spring Book for Florists."

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

If you are interested in

POINSETTIAS

and four and five inch

BOSTON FERNS

for immediate delivery, write

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

GERANIUMS, ROOTED CUTTINGS

Special prices good until June 7th.

S. A. Nutt and Buchner at ... ... $17.50 per 1000
Poitevine and Ricard at ..... 25.00 per 1000

Equal quantities of each **Nutt, Ricard** and **Poitevine,** at $20.00 per 1000; not less than 1000 of each.

Smilax at $3.00 per 100; by parcel post, $3.25.

Albert M. Herr, LANCASTER, PA. R. F. D. No. 8.

WM. K. HARRIS

55th St. and Springfield Ave.,
WEST PHILADELPHIA, PA.

Wholesale Grower of
Blooming and Decorative Plants

RADWAY BRAND

Sunshine Golf Grass Mixture

$20.00 per 100 lbs.

SUNFLOWER AND CANARY BIRD SEEDS

VETCH RAPE TIMOTHY CRIMSON

WHOLESALERS AND JOBBERS

Ask for our latest prices before purchasing.

I. L. RADWANER SEED CO.

83 Water Street, NEW YORK CITY

Mention the American Florist when writing

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

32 Broadway, New York

Lily of the Valley Pips

Delphinium Newport Rose
Dracaena Indivisa
Salvia Zurich
Smilax Seeds
Grass Seed Mixtures of all kinds.

Send for our catalogue.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

JOHN BOS HENRYSON

Grower and Exporter,
Overveen (near Haarlem), **Holland**
Offers the very best and extra selected varieties of
Hyacinths, Tulips, Daffodils, Etc., Etc.,
for early shipment. Order now! Catalogue on request. State quantities required to
C. SPAANDERMAN,
care American Express Co.,
65 Broadway, NEW YORK CITY

JAMES VICK'S SONS

Growers of
Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

CHAS. H. TOTTY

MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty

Bolgiano's "Big Crop" Seeds

"Tested and Trusted" Over a Century.
Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.
J. BOLGIANO & SON, Baltimore, Md.

GET QUOTATIONS FROM
LANDRETH
Seeds which Succeed
Bloomsdale Farm **BRISTOL, PA.**

BURPEE'S SEEDS

Philadelphia
Wholesale Price List for Florists and Market Gardeners.

BULBS **HOLLAND** **BULBS**

R. A. VANDERSCHOOT

Wholesale Bulb Grower
HILLEGOM, HOLLAND

Our Bulbs Will Increase Your Friends and Your Profits

299 Broadway
BULBS **NEW YORK** **BULBS**

READY NOW

200,000 full transplanted **PANSIES,** in bud and bloom.
Superb strain **PANSIES,** $2.25 per 100; $20.00 per 1000; a few 1000 very large at $3.00 per 100; $25.00 per 1000. A trial order will convince you that these are the best you ever had. You need them for your particular trade.
Forget-me-nots, $5.00 per 100.
Cash, please.

Leonard Cousins, Jr.
CONCORD JUNCTION, MASS.

Mention the American Florist when writing

TUBEROSE BULBS

FOR SALE. Size, 4 to 6 in. around, $3.00 per 100; $25.00 per 1000.
F. O B. Teacheys, N. C.
Cash with order.
R. L. TEACHEY, Teacheys, N.C

Mention the American Florist when writing

Geraniums **Standard Sorts,** labeled, from 2-in. pots, $35.00 per 1000.
Smilax Extra strong; will make quick strings. From 2-in. pots, $2.50 per 100.
GREVILLEA ROBUSTA.
From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

Mention the American Florist when writing

CANNAS

2 to 3 Eye Roots

Bronze Leaved Variety

KING HUMBERT, best of all Cannas.

	Doz.	100	1000
Scarlet, bronze foliage, 4½ ft.....	$0.75	$5.00	$45.00

Special price quoted for quantity.

Caladium Esculentum

	Doz.	100
5 to 7 inch.....	$0.75	$ 5.00
7 to 9 inch.....	1.00	7.00
9 to 11 inch.....	1.75	12.00
12 inch and up.....	4.00	25.00

Dielytra Spectabilis (Bleeding Heart), per doz., **$4.50;** per 100, **$35.00.**
Tritoma Pfitzeri (Red-hot Poker Plant), per doz., **$3.00;** per 100, **$20.00.**
Madeira Vines.....per 100, **$2.50**

A. HENDERSON & CO.
166 N. Wabash Ave., CHICAGO

Mention the American Florist when writing

Chrysanthemums

THE BEST
In Novelties and Standard Kinds.
Catalogue on application.
Elmer D. Smith & Co.
ADRIAN, MICH.

Robert Craig Co...

High Class PALMS
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

Rooted Cuttings

ALTERNANTHERA, yellow, per 1,000..$ 8.00
CALENDULA, Orange King, 2-in., per 100 .... 2.50
JERUSALEM CHERRY, CLEVELAND, fine seedlings, per 100.... 1.00
CUPHEA, Ageratum, Guernsey and Blue Star, per 100.... .90
DAISIES, Single White, 2-in.... .03
DAISY, R. C., Single White, Boston yellow, per 100.... 1.50
SANDERS, R. C., per 100.... 1.50
DUSTY MILLER, Gymnocarpa, 2-in., per 100 .... 3.00
FUCHSIAS, R. C., 6 kinds, per 100.. 1.50
GENISTA 1.50
GERMAN IVY, R. C., per 100.... 1.50
PETUNIA, Dbl., R. C., per 100.... 1.50
ROSY MORN, 2-in., per 100.... 3.00
SALVIA, 2-in., per 100.... 3.00
VINCA VAR., 2-in., per 100.... 4.00
WEEPING LANTANA, 2-in., per 100 4.00
HELIOTROPE, 2-in., per 100.... 3.00
HELIOTROPE, R. C., per 100.... 1.25
COLEUS, R. C., 10 kinds, per 100.... 1.25
COLEUS, R. C., 10 kinds, per 1,000... 10.00
STEVIA, Dwf. R. C., per 100.... 1.50
SALVIA, BONFIRE, SPLENDENS, AMERICA, R. C., per 100.... 1.25
DRACAENA, Indivisa, nice seedlings, per 100 .... 1.50

Cash.

BYER BROS., CHAMBERSBURG, PA.

Mention the American Florist when writing

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

Yokohama Nursery Co.

LTD.
Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing

Special Stock Ready Now

	Per 100
Abutilon, Daydawn....	$ 6.00
Dahlias, good assortment, divided roots....	12.00
Fuchsia, Mrs. E. G. Hill, 2½ inch....	6.00

Gladiolus Niagara, best yellow....$5.00 per 100: $45.00 per 1000
Gladiolus Pink Perfection, finest of all pinks, $5.00 per 100; $45.00 per 1000.
Hardy Pinks, Her Majesty, Gertrude, Essex Witch and **Laura Wilmer,** 2-in., at....$7.00 per 100; $65.00 per 1000
Rose, Baby Rambler, for transplanting, No. 2 field grown.... 15.00

The Storrs & Harrison Co.
Painesville, Ohio

Mention the American Florist when writing

Van Meeuwen & Tegelaar

Wholesale Dutch Bulb Growers
1133 Broadway, NEW YORK
Nurseries at Lisse, Holland

Drevon=Tegelaar & Co.

WHOLESALE
FRENCH BULB GROWERS
1133 Broadway, NEW YORK
Nurseries at Ollioules, France

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

Mention the American Florist when writing

THE
J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO.

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Mention the American Florist when writing

Spring Plants

IN ABUNDANCE

		100	1000
2 -in.	**Ageratum,** Light or Dark....	$ 2.50	$ 22.50
2¼-in.	**Calendulas,** Orange King	3.00	25.00
2¼-in.	**Centaureas,** Dusty Miller	3.00	25.00
2 -in.	**Coleus,** Red or Yellow....	3.25	30.00
2¼-in.	**Fuchsias,** 12 good varieties...	3.00	25.00
4 -in.	**Fuchsias,** 12 good varieties...	12.50	120.00
2 -in.	**Geraniums,** Ricard, Poitevine, **Nutt, Buchner, etc.**	4.25	40.00
3½-in.	**Geraniums,** Above kinds	10.50	100.00
2¼-in.	**Helitropes,** Light or Dark Blue	4.50	40.00
4 -in.	**Heliotropes**	12.00	110.00
2½ in.	**Larkspurs,** Separate Colors ...	3.00	25.00
2¼-in.	**Marguerites,** White or Yellow...	4.00	37.50
4 -in.	**Marguerites**	12.00	110.00
2¼-in.	**Salvias,** Scarlet Sages	5.00	45.00
3 -in.	**Salvias**	8.00	75.00
2¼-in.	**Verbenas,** Choicest mixed....	2.75	25.00
2¼-in.	**Vinca, Varieagata**....	5.00	45.00
4 -in.	**Vinca, Varieagata**....	13.00	125.00

For prices on other stock send for Catalogue, now ready. Cabbage and Tomato plants in abundance, $5.00 per 1000.

ALONZO J. BRYAN,
Wholesale Florist
Washington, New Jersey

Mention the American Florist when writing

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES
Price, $6.00 Per Volume

AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago.

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

POTATOES to the number of 30,000 barrels, still in the ground, were sold at Brownsville, Tex., April 26, for 8¾ cents per pound, said to be a record price to growers in that region. Potatoes at that time were retailing in Chicago at $1.35-$1.40 per peck, or 9 to 9¾ cents per pound.

ACCORDING to I. E. Vaughn, of the University of Wisconsin, Racine, Kenosha and Milwaukee are the principal onion producing counties in Wisconsin. "Brown and Outagamie counties promise to become large factors in the onion industry," he says. "A future development in onions is seen in the area in central Wisconsin where marsh soils are being reclaimed and put under the plow. Onions grow well on heavy soils."

Tomato Fertilizer Profitable.

As a result of tests made by the University of Missouri College of Agriculture, and reported in Bulletin 169, it appears that tomato growers could profitably increase the yield and earliness of the crop by the use of at least 250 pounds to the acre of a commercial mixed fertilizer. One analyzing three or four per cent nitrogen and 10 to 12 per cent phosphorus is suggested.

Prices of Indoor Fruits and Vegetables.

Chicago, May 4.—Cucumbers, 2-dozen box, $4.25 to $6.00; celery, Florida, crate, $5.00 to $5.50; leaf lettuce, per tomato box, 25 cents; radishes, per dozen bunches, $1.00 to $1.10; tomatoes, per crate, six baskets, $7.00 to $9.50.

New York, May 3.—Celery, per crate, $2.00 to $8.00; cucumbers, per basket, $2.00 to $7.00; mushrooms, 50 cents to $1.75 per three-pound basket; tomatoes, per pound, 25 to 50 cents; lettuce per strap, $5.00 to $6.00; radishes, per 100 bunches, $3.00 to $6.00.

Vegetable Seed Sales.

Replies that have been received from inquiries sent to a number of representative retail vegetable seed dealers indicate that the quantity of vegetable seed sold to market gardeners so far this season is equal to or greater than last year. Exceptions are shown in the case of reports from a few industrial centers, principally in the east, where the quantity sold to market gardeners is estimated to be 10 to 30 per cent less than last year because of the shortage of labor on truck farms. Sales last year, however, were not equal to those of a normal pre-war year and sales this year are reported to be 10 to 45 per cent less than for a pre-war year, with the exception of a few districts in some of the northwestern, western, and southwestern states.

On the whole, the sales to home gardeners this year seem to be larger than those of last year and of a normal pre-war year, ranging from a five per cent increase in some sections to 50 per cent in others.

In some of the northern states very little vegetable seed has been sold to date, either to market or home gardeners. This is not to be taken as an indication of a falling off in sales, because normally the bulk of sales are made by seedsmen in those states later in the season.

There is no uniform increase or decrease in sales reported for any special kind or kinds of vegetable seed. The decrease in sales to market gardeners, however, is restricted principally to seed of those crops which require the most hand labor in harvesting and preparing for market.—Government Market Reporter, February 28.

Wild Cucumber Menace to Pickle Industry

Wild cucumbers are a serious menace to pickle growing. That the eradication of this plant would reduce, if not entirely eliminate, the mosaic disease of cucumbers which in some sections has practically driven the pickling business out of existence, is shown by studies made in Wisconsin by United States department of agriculture scientists Their investigations prove that the white pickle disease, or mosaic disease of cucumbers, also attacks the wild or four-seeded cucumber, a vine which occurs along streams, and is used for ornamental purposes in many parts of the middle west. Michigan, Indiana, Illinois, and Wisconsin, where this wild vine thrives, are the center of the pickle-growing industry in this country. The wild plant is a serious menace to the cultivated cucumber in these states, because it is the principal, if not the only, means by which this disease is carried over from season to season.

All persons in town and country in cucumber regions are urged by the United States department of agriculture to stop planting the wild cucumber, and to pull up and destroy all wild cucumber plants found in their vicinity. It is pointed out that many other climbing vines, both annual and perennial, can well be substituted for the wild cucumber, and do not harbor a disease injurious to the cultivated crop.

Cabbage Maggot.

Under present conditions, it will pay the grower of early cabbage to look around carefully and see if some remedy can be found to prevent, or reduce, the damage done by the pest generally known as cabbage maggot. In sections where this pest is common, the injury varies from a total loss to at least 30 per cent, according to the weather conditions. It is generally admitted, that once the maggots have entered the root stems, there is not much that can be done on a commercial scale. Prevention is the remedy. Some years ago, we used the tarred paper method, which is a device to prevent the fly from going down along the stem. These tarred paper discs, in order to succeed, must fit closely and lay flat on the ground. We found it a slow and tedious job to fit them. But the remarkable part of the job was that one-half of our fields after the plants had received treatment to receive the discs, never got them, owing to weather conditions and pressure of work. The result was that the untreated sections came in fully as good, if not better, than the treated part. We soon discovered the reason: The eggs had probably been deposited when this work was done, and the preparatory work removed these eggs and scattered them out in the furrows, where they were destroyed by the subsequent cultivation. Moral: Watch the fly lay the eggs, and promptly remove them with the hand or hoe, and follow with a vigorous horse tool. MARKETMAN.

Vegetable Markets.

From reports received by the bureau of markets of the United States department of agriculture for the period April 25-May 1, values were generally firm. Potato markets were irregular with demand slow and light movement at Minnesota shipping points. Northern round white stock, sacked, ranged $6.95-$7.25 per 100 pounds carloads, f. o. b. Carlot bulk stock in Chicago was quoted $6.90-$7.15. In eastern markets, No. 1 round whites were steady at $6.65-$7.35. Supplies were light in Cleveland, O., causing prices to advance about $1 to a range of $7.50-$7.85 per 100 pounds. Maine Green Mountains were stronger at shipping points, advancing to $6.38-$6.53. This stock in New York sold at $7.75-$8.20. Onion haulings at Laredo, Tex., continued heavy and the supply exceeded the demand. Yellow Bermudas, No. 1 and No. 2 mixed, lost 5-10 cents, ranging $2-$2.25 f. o. b. cash track. Crystal White closed at $2.15-$2.25 per standard crate. Prices at consuming markets were generally lower than the previous week. Cabbage was steady with consuming markets fairly well supplied and prices did not move far from the range of the previous week. Florida Wakefields were steady in the eastern markets at $1-$2.50 per 1-½-bushel hamper and ranged $4-$4.50 per barrel-crate in New York, and unchanged at Detroit at $6-$6.50. Flat type sold at $60 per ton bulk at Pittsburgh. Sweet potatoes were fairly steady with most of the consuming markets moderately supplied. Supplies of tomatoes were light and an active demand put prices on higher levels.

Tomato Seed from Canning Houses Unfit.

DANGEROUS AS DISEASE CARRIERS.

Canning-house run tomato seed should be avoided, as it is usually made up of a mixture of strains and varieties and is likely to carry disease germs and produce an inferior yield and quality of fruit. Whenever possible, seed should be bought from selected stock of the variety best adapted to the locality in which the crop is to be grown. Few canning companies have given sufficient attention to this phase of the work to be able to supply such seed. United States department of agriculture specialists say the commercial production of high-grade seed requires the supervision of a man trained in the principles and skilled in the methods of breeding and of seed saving. As careful work of this kind is done chiefly by reputable seedsmen their seed is much better than that saved and offered for sale at canning houses.

Crossing of tomatoes, such as naturally occurs in fields of plants grown from the mixed seed from canneries, brings out in the crop many qualities that do not usually appear in the parent varieties. These are chiefly small

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, $1.00

American Florist Co.
440 S. Dearborn St., CHICAGO

"Hamburg Late Pink" Chrysanthemum

Picture was taken Dec. 6, 1919, and will give a good idea of what "Hamburg Late Pink" looks like when grown to single stems and planted six inches each way.

"Hamburg Late Pink" is an improved late pink Maud Dean, having more petals, and if grown for late will hardly ever show an open center.

The average grower of chrysanthemums must have varieties which are easy to handle and from which he can cut as near 100% of perfect blooms as possible. "Hamburg Late Pink" has been grown for the last four years, and produces a very high proportion of good flowers. It is not an exhibition variety, but, for late pink, one of the best for commercial purposes. It can be had in bloom the latter part of November by taking an early bud, but some of the flowers will show open centers; but by selecting late buds, after October 1st, most of the flowers are cut during December, and would advise to select late buds, as the later buds will hardly ever show an open center, and some flowers can be had even in January.

Keeping qualities are excellent, and where a graceful pink flower is wanted, "Hamburg Late Pink" cannot be surpassed. "Hamburg Late Pink" will be disseminated in the spring of 1920. Plants ready now and all orders will be filled in rotation.

Rooted Cuttings (by parcel post)..$16.00 per 100; $150.00 per 1000
2-inch pots (by express) .... 18.00 per 100; 160.00 per 1000

WILLIAM F. KASTING COMPANY
568-570 Washington St., BUFFALO, N. Y.

and rough fruit, pale flesh and pulp, thin walls and partitions, and low percentage of solids. Although not all these characters occur, as a rule, in the same fruit, some of them occur in so many fruits that they reduce the yield and quality of the crop.

Land adjoining some canning houses where refuse from wilt-infected tomatoes has been dumped has become so full of the wilt-producing fungus that a crop of tomatoes cannot be grown on it. Seed saved from such tomatoes would not only carry disease but it would also mix with seed from good tomatoes. Moreover, disease-bearing particles from the wilt-infected tomatoes would adhere to good seed. Both the diseased seed and the seed carrying disease germs on its surface would carry disease into the seed bed and field. This method of distributing disease organisms to seed in the canning house is not limited to the wilt disease.

Spoilage in Cold Packed Canned Peas.

After extensive studies in the heat resisting organisms of cold packed canned peas, published in Technical Bulletin No. 47, of the Michigan Agricultural College, East Lansing, Ruth Normington arrives at the following conclusions:

"The spoilage in cold packed canned peas is largely due to the presence of resistant spore-forming organisms which are not killed by the temperature attained in the prescribed method for processing. Therefore, before canning peas or other vegetables, the product should be very carefully washed to remove all soil or dust and thus remove the greater percentage of organisms. The time for processing of vegetables should be lengthened so that the center of the can may be at a high temperature sufficiently long to kill the more resistant organisms. The processing of all cold packed canned vegetables should be carried out by the steam pressure method to insure the greatest probability of success. The results obtained in the chemical analysis of spoiled peas suggest that the determination of creatinin and ammonia, especially the former, may serve to detect bacterial decomposition in this canned food product."

SAN FRANCISCO, CALIF.—The California Dahlia Society at its annual meeting elected officers for the ensuing year, as follows: J. W. Davis, president; William Kettlewell and H. F. Hennig, vice-presidents; F. C. Burns, secretary; F. D. Pelicano, treasurer.

When Buying HOLLAND BULBS

for next season BUY THE BEST. Order from

Segers Brothers, Ltd., WHOLESALE BULB GROWERS Lisse, Holland

Mention the American Florist when writing

DE GRAAFF BROS., Ltd.

(Inc. with S. A. Van Konynenburg & Co.)

NOORDWYK, HOLLAND

Tulips, Daffodils, Iris, Crocus, Etc.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

AT CHICAGO, express shipments of nursery stock are being released from embargo.

VISITED CHICAGO: Prof. N. E. Hansen, Brookings, S. D., returning from Arkansas.

THERE is a big demand for grape vines. What about wine presses later on?

THE quarantine against stocks, cuttings, scions and buds of fruits from Asia, Japan, Philippine Islands and Oceania, notice of the hearing on which at Washington appeared in our issue of February 14, page 206, becomes effective June 1, 1920.

Timber Helps Poor Lands.

Timber is essentially a poor-land crop. Steep slopes, poor soil, rocky land, unusual corners, gullied and wooded tracts—all these afford opportunities for growing timber profitably, say specialists of the forest service, United States department of agriculture. A careful survey of the average farm will reveal a surprising number of spots of this sort which can be utilized to advantage. If they do not already have trees, planting them with the proper varieties will materially increase the value of the land.

Park Uniformity Urged.

Montevideo, Uruguay, April 8.—Worldwide legislation to stop the "hideous deformity" of streets, parks, gardens and plazas, and to beautify all cities, was advocated at the first congress of architects here. Representatives were present from all South American countries as well as from the United States. The congress, in proposing legislation for the adoption of regular plans, and the location of public buildings and monuments, recommended the continuation of the system of uniform squares. Classes in "urbanization" in universities and special schools of agriculture were also proposed, a resolution stating that these were indispensable to the culture of the people.

Plant an Acre of Trees.

With labor scarce and expensive, most farmers will plant crops that can be tended with the least help, and many are considering in this connection the growing of trees. One man can take care of thirty times as much land in timber crops as in any other form of farming, according to K. W. Woodward, New Hampshire Agricultural College forester. It is a well known fact that the woodlot on many a New Hampshire farm has paid the mortgage, and there is every evidence that timber is going to be more valuable in the future than in the past. Areas unsuitable for tillage or pasture may profitably be planted to white pine, red pine or Norway spruce. Three-year-old trees at $8 a thousand may be ordered through the farm bureau or the state forester.

Garden Bordered With Box-Barberry.
Electros of this illustration with each order for 1000 or more if requested.

Have you seen a garden bordered with

Box-Barberry

this spring? Every plant bright and green—not a dead one. A strong contrast to the northern Buxus bordered garden, now either dead or sadly winter injured, brown and dejected looking.

Mr. Siebrecht, the veteran plantsman, on seeing the garden the other day shown in accompanying illustration, exclaimed with his characteristic enthusiasm, "Magnifiicent. There is a fortune in it for the nurserymen."

We offer you well rooted dormant summer frame cuttings ready to set out direct into the nursery without further expense to you at

$65.00 per 1000; all sold out of larger sizes.

Many of the leading catalogue firms have already contracted with us for their supply for the ensuing season, and others are buying these *frame grown plants* for their own planting, preparing for the enormous demand which is sure to follow.

It is a safe statement that **BOX-BARBERRY** will soon be the plantsman's best seller.

The Elm City Nursery Co., Woodmont Nurseries, Inc.
New Haven, Conn. **Introducers.**
Send for Trade Bulletin.

Protecting Woodlands from Injury.

That young growth in the woods, known popularly as "brush," is something to be rid of, is a prevalent but mistaken conception, since, as forestry specialists of the United States department of agriculture point out, a forest can not maintain itself long without reproduction. For the sake of getting a scattering of green grass in the spring, it is the short-sighted practice in hundreds of localities to fire the woods regularly. This results in killing thousands of small trees needed to continue the forest in the future, and also injures a large amount of marketable timber. Furthermore, such burning destroys a large amount of rich vegetable fertilizer.

Cattle and hogs in hardwood stands, and hogs in long-leaf pines, keep the forest from being restocked. Damage from insects can be reduced by cutting timber at the proper time of year and by utilizing lightning-killed trees without delay, since they harbor destructive pests. Cattle destroy the productive leaf mulch which keeps the trees growing during long, dry spells. All large openings where light comes through into the forest should be filled with younger trees. Fully stocked woods contain little or no grass, but afford full shade, which prevents the soil drying out and keeps the trees growing.

Soil Building Power of Trees.

Certain kinds of trees, like the locust and the acacias, build up poor soil through the nitro-gathering bacteria in the root nodules, according to the forest service, United States department of agriculture. The soil-building power of trees on slopes is a fact which the farmer should not overlook. Steep lands, which have been cleared of timber at much expense, after being cultivated for a few years, often become gullied, and the rich lands adjoining are covered with deep deposits of sand. The surest and cheapest method of protecting such slopes is to maintain forests on them. Small gullies can be stopped up by closely packed brush and tree tops, anchored by stakes if necessary. Large, open gullies are checked successfully only by planting over the entire gully basin, supplemented by low brush dams across the larger units of the gully.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

VIBURNUM PLICATUM
Also Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.
Ask for complete list of Oak Brand Shrubs.
The CONARD & JONES CO WEST GROVE PENN'A.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
342 pages, illustrated. Price $2.00.
American Florist Co.
440 S. Dearborn St., CHICAGO

DES MOINES, IA.—James S. Wilson's many friends will be pleased to learn he is up and at it again after a hard siege of illness.

KANSAS CITY, MO.—W. J. Barnes, who has been on the sick list, is now busy with spring trade. Recent visitors included T. D. Long, of Vaughan's Seed Store, Chicago.

Ready Reference Section.

12 CENTS, NET, PER LINE.

AGERATUMS.

Ageratum, light or dark, 2-in., $2.50 per 100; $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

ASPARAGUS.

Asparagus plumosus seedlings. $1.00 per 100, $8.00 per 1000; 2-in., $3.50; 2½-in., $5.00; 3-in., $10.00; 4-in., $15.00 per 100. All first-class stock. HENRY SMITH, Grand Rapids, Mich.

Asparagus Sprengeri Seedlings, $1.00 per 100. Cash please. CHAS. E. COUGILL, Auburn, Ind.

Asparagus Sprengeri, 2½-in., 4 cts each. ODOR GREENHOUSES, Iola, Kan.

ASTERS.

Asters. Transplanted Queen of Market and Crego Giant, separate colors, per 100, $1.00. ODOR GREENHOUSES, Iola, Kan.

BULBS.

Bulbs. Gladioli. All first quality stock. For varieties and prices see display advertisement elsewhere in this issue. National Bulb Farms, Inc., Benton Harbor, Mich.

Bulbs. Lilium Giganteum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

Gladiolus bulbs. Now is planting time. See list of sorts in our display adv. on another page. VAUGHAN'S SEED STORE, Chicago and New York.

Bulbs. Extra selected varieties of hyacinths, tulips, daffodils, etc., for early shipment. C. Spaanderman, 65 Broadway, New York.

Cold storage lily bulbs. Giganteum 7-9. Write for special prices. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Tulips, daffodils, iris, crocus, etc. Write for prices. De Graaff Bros., Ltd., Noordwyk, Holland.

Bulbs. Holland, of all kinds. Write for prices. R. A. Vanderschoot, 299 Broadway, New York.

CALADIUMS.

Caladiums, fancy leaved; a few, 100 only at $2.25 per doz. Order quick. VAUGHAN'S SEED STORE, Chicago and New York.

Caladiums, 5-7, $5.00 per 100; 7-9, $8.00 per 100. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

CALENDULAS.

Calendulas. Orange King, 2½-in., $3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Calendula Orange King, 2-in., $2.50 per 100. Byer Bros., Chambersburg, Pa.

CALLAS.

CALLAS-GODFREY

3-in. Ready to bloom.....$10.00 per 100
3-in. Smaller plants..... 8.00 per 100

THE PARK FLORAL CO.
Denver Colorado

CANNAS.

Cannas. Large flowering in the "better" varieties. Fine 2 to 3 eye, plump, dormant roots, true to name. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

CANNA PLANTS, 2½ and 3½-inch pots, King Humbert, 8 cents and 12 cents.
All the leaders ready now.
VAUGHAN'S SEED STORE, Chicago and New York.

Cannas. Three-in-pot plants, ready for immediate shipment: $1.00 per doz.; $5.00 per 100; $40.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Cannas, King Humbert, extra fine plants, out of 2½-in. pots, $8.00 per 100. THE REESER PLANT CO., Springfield, O.

CARNATIONS.

ROOTED CARNATION CUTTINGS

Large supply of fine, well-rooted, healthy and strong carnation cuttings in the following varieties, ready for immediate delivery:

	100	1,000
Rose Pink Enchantress	$4.50	$40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.50	40.00
C. W. Ward	4.50	40.00
Aviator	4.50	40.00
Thenanthos	4.50	40.00

PETER REINBERG,
Wholesale Florist
30 E. Randolph St. Chicago

NOW READY
ROOTED CUTTINGS. FIRST CLASS STOCK

	Per 100	Per 1000
Peerless Pink	$4.00	$35.00
Winsor Cerise	4.00	35.00
Crystal White	4.50	40.00
Cottage Maid	4.50	40.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.00	30.00
Matchless	4.00	35.00
Miss Theo	4.00	35.00

J. A. BUDLONG,
184 North Wabash Ave., Chicago.

ROOTED CARNATION CUTTINGS

	100	1,000
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
Enchantress	4.50	40.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
30 E. Randolph St. Chicago.

Rooted Pink Enchantress carnation cuttings. $4.50 per 100; $40.00 per 1,000. JOHN RINDFLEISCH, Beloit, Wis.

CARNATIONS.

CARNATION CUTTINGS
Out of Soil—Best Condition

	100	1,000
Herald	$4.50	$40.00
Matchless	4.50	40.00
White Enchantress	5.50	50.00

White Enchantress from sand, $4.50 per 100; $40.00 per 1,000.

V. BEZDEK,
Gross Point, Illinois.

ROOTED CARNATION CUTTINGS

Enchantress Supreme, $60 per 1000; 2¼-inch stock of Matchless and Rose Pink Enchantress, $50 per 1000. Immediate delivery.

ALLAN HUMASON
30 East Randolph St., Chicago.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CENTAUREA.

Centaurea Gymnocarpa, Dusty Miller, fine 2½-in., per 100, $3.50. ODOR GREENHOUSES, Iola, Kan.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS
Standard Varieties

	100	1000
Smith's Early Rose	$3.50	$30.00
Golden Queen	3.50	30.00
Marigold	3.50	30.00
Buckbee	3.50	30.00
Enguehardt	3.50	30.00
Seidiwitz	3.50	30.00
Nagoya	3.50	30.00
W. & Y. Chadwick	5.00	.....

POMPONS

Yellow Baby	$2.50	$20.00
Golden Climax	2.50	20.00
Buckingham	2.50	20.00
Godfrey	2.50	20.00

PETER REINBERG,
Wholesale Florist
30 East Randolph St., Chicago

CHRYSANTHEMUM POMPONS

Choice stock in 2-in. pots. Price $4.00 per 100 for the following varieties:

Western Beauty	Mensa
Golden Mensa	Peter Pan
Christmas Gold	Walda
E. Longuelotte	Vasca

BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago.

Chrysanthemums. Standard varieties for cut flowers and potted plants. R. C. at $3.00 per 100; 2¼-in. plants, $4.00. Send list of varieties required. HENRY SMITH, Grand Rapids, Mich.

Chrysanthemums. Trade list of the 200 best chrysanthemums for the asking. STAFFORD CONSERVATORIES, Stafford Springs, Conn.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

Coleus. R. C., $1.50 per 100; 2¼-in. pots, $5.00 per 100. Standard varieties. HENRY SMITH, Grand Rapids, Mich.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It

CYCLAMEN.

Cyclamen. Strong, 2¼-inch for early March delivery, $10.00 per 100. Mixed; white; white with red eye. Note:—We do not guarantee these varieties absolutely true to color, but the above varieties will predominate. All very choice strains. J. E. MATTHEWSON, Sheboygan, Wis.

DAHLIAS.

15 choice tubers, no two alike, each labeled, my selection, several classes and colors, $1.00; retail value $3.00.
Surplus stock, one tuber may be worth entire cost. Seven sets (105 dahlias), $5.00.
Complete collection 30 plump dahlias, all different, labeled, true to name, $2.00.
Dozen, all different, either ball, cactus, decorative, peony or single, labeled, my selection colors, $1.00.
Standard cut-flower sorts; white, pink, yellow or red, doz., $1.00; 100, $6.00; my selection varieties.
Mixed and unlabeled dahlias, doz., 60c; 100, $4.50.
Sand pollinated hybrid dahlia seed from best varieties, selected mixture, $1.00 packet.
Your selection any seven "dollar" collections, $5.00. Any 15 "dollar" collections, $10.00. Everything prepaid. Dahlia trade list with color key free.

ALT F. CLARK
Netcong, N. J.

FERNS.

Hardy Ferns, wholesale	100	10	Each
Aspid. Pedatum, Maidenhair	$9.00	$1.00	15c
Aspid. Goldiana, Gold. Fern	9.00	1.00	15c
Aspl. Thely, Silver Spleenw't	9.00	1.00	15c
Onoclea Sensibilis	8.00	1.00	15c
Onoclea Struthiopteris, Ostrich	10.00	1.20	15c
Osmunda Cinnamonea and Clayt.	12.00	1.40	15c

And 5 other varieties. Descriptive list mailed free. 100 Ferns, your selection, billed 100 rate. Goldiana, Ostrich and Cinnamon most popular.
LUDVIG MOSBAEK, Ferndale, Askov, Minn.

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Table ferns. Standard varieties. 2¼-in., $5.00 per 100. Adiantum Cuneatum, 2¼-in., $5.00 per 100; 3-in., $12.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Boston Ferns, 5-in., 50c. Cash. L. J. ROWE, Box 244, Titusville, Pa.

FUNKIAS.

Funkias Var., strong, field-grown divisions, $5.00 per 100. Cash. B. SCHELLER, Warren, Pa.

GERANIUMS.

100,000 geraniums. Poitevine, Barney, Oberley, Castellane, 2¼-in., 4½c; Nutt, 3-in., 10c; Nutt and Castellane, 4-in., 15c; Nutt and Castellane, 4-in., extra large spread, 17½c; Am. Beauty, Barney, H. Michell, 20c. Cash. L. J. ROWE, Box 244, Titusville, Pa.

Geraniums. Ricard, Poitevine, Nutt, Buchner, etc., 2-in., $4.25 per 100; $40.00 per 1,000; 3½-in., $10.50 per 100; $100 per 1,000. Alonzo J. Bryan, Washington, N. J.

Geraniums. S. A. Nutt, A. Ricard, La Favorite and Beaute Poitevine; out of 3¾-in. pots, shipped in paper pots at $20 per 100. C. W. PAIGE, Tivoli, N. Y.

GLADIOLI.

Gladiolus. Fresh, clean, sound bulbs, ready for immediate shipment.

Variety	Diam.	1,000
America	1½ to 2½-in.	$25.00
Mrs. Francis King	" " " "	25.00
Pendleton	" " " "	35.00

Money back guarantee goes with each sale.

SEVIN-VINCENT CO.,
417 Montgomery St., San Francisco, Calif.

GLADIOLUS.

Gladioli. One dozen Yellow Hammer, extra fine bulbs, to any address prepaid on receipt of one dollar. JACOB D. SPIEGEL, Norma, N. J.

Gladiolus. PLANTING TIME. Many sizes, leading kinds. VAUGHAN'S SEED STORE, Chicago.

MOONVINES.

Moonvines, White, good strong plants, out of 2¼-in. pots, $5.00 per 100. THE REESER PLANT CO., Springfield, O.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

You Need Room

All surplus plant stock should be sold now.

The plants need more room this warmer weather and will soon spoil if they don't get it.

Every plant has cost you money and you can readily sell the surplus by advertising NOW.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANSIES.

200,000 Steele's Mastodon Pansies. Extra fine plants, Sept. transplanted. In bud and bloom. Good pansies are scarce so place your order now for future delivery. Extra large, well branched plants, $35.00 per 1,000; medium size, $30 per 1,000. JENSON & SONS, 9801 S. Western Ave., Chicago, Ill.

Pansies. Ready now, 200,000 full transplanted, in bud and bloom. Superb strain, $2.25 per 100; $20 per 1000. Leonard Cousins, Jr., Concord Junction, Mass.

PEPPERS.

Peppers. Neapolitan and Ruby King. Strong seedlings, 3 to 5 inches high, per 1,000, $3.00. ODOR GREENHOUSES, Iola, Kan.

POINSETTIAS.

One-year-old Poinsettia stock plants, one to two inches thick, $18, $25 and $30 per 100. Less 5% for cash. PAUL ECKE, 1226 Hayworth Ave., Los Angeles, Calif.

PRIMULAS.

Primula obconica gigantea, Kermesina and Vesuvius, plenty of red. Fine, strong transplanted plants as good as 2¼-in., $4.00 per 100, postpaid; cash; immediate delivery. BRILL CELERY GARDENS, Kalamazoo, Mich.

PRIVET.

Privet. Box-Barberry, well rooted summer frame cuttings, $65.00 per 1000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

RASPBERRY PLANTS.

Raspberry Plants. Cumberland, black; Gregg, black; Kansas, black; Queen of Market, red; 25 for $1.25, 50 for $2.00, 100 for $3.75 by prepaid parcel post; 1,000 by express, $18.00; 10,000, $150.00. CHARLES NASH NURSERY, Three Rivers, Mich.

ROSES.

ROSES
Quantity and Quality Rooted Cuttings

	100	1000
Ophelia	$ 9.00	$ 70.00
White Killarney	9.00	70.00
Sunburst	9.00	75.00
Milady	10.00	90.00
Columbia	10.00	95.00
Russell	15.00	125.00
Premier	15.00	125.00
2¼-in. ROSE PLANTS		
Ophelia	$14.00	$115.00
White Killarney	14.00	115.00
Sunburst	14.00	115.00
Milady	16.50	150.00
Columbia	16.00	140.00
Russell	22.00	200.00
Premier	21.00	180.00
BENCH PLANTS		
Pink Killarney	$12.00	$115.00
White Killarney	12.00	115.00
My Maryland	12.00	115.00
Ophelia	15.00	140.00
Milady	15.00	140.00
Russell	16.00	150.00
Champ Weiland	15.00	140.00
3-in. ROSE PLANTS Dormant All Winter Ready now for early shipment		
Richmond	$17.00	$150.00
Sunburst	17.00	150.00
Killarney Brilliant	17.00	150.00
Pink Killarney	15.00	130.00

M. C. GUNTERBERG
Wholesale Florist
159 North State St. Chicago

ROSES—2½-INCH STOCK

	100	1000
Ophelia	$8.00	$70.00
Sunburst	8.00	70.00
BENCH PLANTS	100	1000
Ophelia	$10.00	$90.00
Sunburst	10.00	90.00
White Killarney	8.00	70.00

Good Stock
All goods shipped at purchaser's risk.
GEORGE REINBERG
162 North Wabash Ave., Chicago.

ROSE PLANTS—2½-INCH STOCK

	100	1000
Richmond	$10.00	$ 90.00
White Killarney	10.00	90.00
Ophelia	10.00	90.00
Columbia	15.00	125.00
BENCH PLANTS	100	1000
White Killarney	$10.00	$ 90.00
Pink Killarney	10.00	90.00
Killarney Brilliant	10.00	90.00
Ophelia	10.00	90.00
Russell	15.00	125.00

WIETOR BROS.
30 E. Randolph St. Chicago.
L. D. Phone Randolph 2081.

RUSSELL, COLUMBIA AND OPHELIA ROSE PLANTS
Strong plants in 2½-in. pots, ready to shift or plant in the bench.

	1,000
Columbia	$150.00
Russell	200.00
Ophelia	120.00

No orders for less than 250 at this price.
BASSETT & WASHBURN
178 N. Wabash Ave., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

ROSES.

BENCH ROSE PLANTS.
In lots of 200 plants to the box.

	1000
Ophelia	100.00
White Killarney	100.00
Hoosier Beauty	100.00

BASSETT & WASHBURN
178 North Wabash Ave., Chicago.

FRANK W. DUNLOP.
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison N. J.

Roses. Vaughan's White Baby Rambler. The best double white grown. Strong 2½-in. plants. Doz., $1.25; per 100, $8.00; per 1,000, $75.00. Vaughan's Seed Store, Chicago and New York.

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

Rose Plants. Premier, 2½-in. and 3½-in. Write for prices. VAUGHAN'S SEED STORE, Chicago.

SEEDS.

Seeds. Specialists in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Delphinium Newport Rose, Dracaena Indivisa, Salvia Zurich, and Smilax. Also grass seed mixtures of all kinds. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, special prices, Kelway & Son, Langport, Eng. beet and mangel; flower seeds. Write for

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorsonera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland .

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds, specialists: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed. Asparagus Plumosus Nanus, $2.75 per 1,000. Special prices for large quantities. McHutchison & Co., 95 Chambers St., New York.

Seeds. Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30; 5 lbs. and over, $25 per lb. D. Landreth Seed Co., Bristol, Pa.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Primula Chinensis and P. Obconica Gigantea. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

SEEDS.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

SEEDS.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax. Extra good, strong, well rooted plants. 2-in., $2.50 per 100. Elmer Rawlings, Allegany, N. Y.

SNAPDRAGONS.

Snapdragons. Silver Pink and Nelrose, 2¼-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SPHAGNUM MOSS.

Sphagnum Moss for florists and nurserymen. For spot shipments or contract. Write us. Vaughan's Seed Store, Chicago and New York.

STRAWBERRY PLANTS.

Strawberry plants, fresh dug, packed right; Dr. Burrell, Gibson, Aroma, Brandywine, $6.00; S. Dunlap, Warfield, $5.00 per 1000. 5% discount on lots of 5000. Special discount on larger lots. Progressive (Everbearing), $10.00 per 1000. P. D. ASPINWALL, Fort Atkinson, Wis.

Strawberry Plants. 1,000 Senator Dunlop, by express (special offer for this week), for $3.90. CHARLES NASH NURSERY, Three Rivers, Mich.

Strawberry plants for the trade a specialty; first class and true to name. Surplus stock of Progressive, $8.00 per 1000; Dunlop and Warfield, $3.50 per 1000. E. O. WESTERFIELD, Fort Atkinson, Wis.

Strawberry Plants. Special for this week. 300 Progressive everbearing, a good strong grade, by parcel post for $3.00. CHARLES NASH NURSERY, Three Rivers, Mich.

Progressive and Peerless, Everbearing Strawberry plants, $1.50 per 100, $10.00 per 1000. Also other varieties. Catalogue free. BASIL PERRY, Georgetown, Del.

VEGETABLE PLANTS.

Vegetable plants. Delivered to you, all charges prepaid. Cabbage, tomato, beet, lettuce and celery. 100, 65c; 1000, $3.50; 5000, $15.00; 10,000, $28.50. Price list free. COMMERCIAL PLANT CO., New Bohemia, Va.

New crop plants ready. Cabbage, lettuce, celery, tomato. We have all varieties; order what you want. 100 lots, 50 cts. prepaid. 1,000 lots or more, $1.50 per 1,000. Express or P. P. CODEN NURSERIES, Coden, Ala.

Rhubarb roots, strawberry variety, $30.00 per 1,000. H. CORVAL RICHMAN, Malaga, N. J.

Asparagus plants, 1 year old, 75 cts per 100. ODOR GREENHOUSES, Iola, Kan.

VERBENAS.

Verbenas. Strong transplanted, separate colors, per 100, $1.25 prepaid. ODOR GREENHOUSES, Iola, Kan.

VINCAS.

Vincas variegated, extra strong rooted cuttings, $2.00 per 100; from 2½-in., $3.00 per 100. Cash with order. GEO. BISCHOFF, 220 Chapin St., Ann Harbor, Mich.

Vinca Variegata. Fine 2½-in., per 100, $5.00. ODOR GREENHOUSES, Iola, Kan.

YUCCA.

Yucca, field-grown, one and two-year, $5.00 and $10.00 per 100. ROBIN BONWELL, Basin, Wyo.

MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

White Wood Easel. Very desirable for mounting floral designs. For sizes and prices see display advertisement elsewhere in this issue. Geo. H. Angermueller Co., 1324 Pine St., St. Louis, Mo.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works, Lowell, Mass.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., W. Philadelphia, Pa.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Baskets, novelties and florists' supplies. S. H. Russin, 55 W. 19th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL.

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FERTILIZERS

For results use "Master Brand" prepared concentrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braum Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse glass, plants and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

POTS AND PANS.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Louisville, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Fenrich, Joseph H., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co. Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuhl, Geo. A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
Neidinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Williams, New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

WIZARD BRAND TRADE MARK

WITH A KICK IN IT!!

Sheep Manure with a kick in it! That's **WIZARD BRAND** because Wizard Brand is best quality Feeding Station and Stock Yard Sheep Manure. Not leached out; air-dried western corral manure with 15% to 20% moisture.

Wizard Brand is new, fresh stock, dried and sterilized by high-temperature direct-heat process that always makes a bone-dry, uniformly pulverized product; weed seed, fungus and disease germs destroyed, highly concentrated, always safe and dependable. The highest standard of quality in Pulverized Sheep Manure. Unequaled under glass or in the field.

Insist on WIZARD BRAND through your supply house or write us direct.

The Pulverized Manure Co., 32 Union Stock Yards, **Chicago**

Nashville, Tenn.

SUPPLY IS SHORTENING UP.

After a period of really unusually good supply, it appears there will be a shortage of flowers for Mothers' day. This is especially true of carnations, and some of the prominent dealers are arranging for shipments from outside points. Pot plants will be in generous supply. Indications point to a more general observance of this occasion that in any previous year and local florists are doing their best to help in its full observance. Hyacinths, tulips and narcissi are now gone, but cinerarias of every color and size are seen in profusion and prices are reasonable. Rambler roses and hydrangeas are also among the offerings, although the latter have not done so well this season. Decorated baskets will also prove popular and the market-house brigade will be well supplied with ferns, geraniums, pansies, petunias, etc., suitable for all tastes and purses. Prices in most items are unchanged, with roses ranging from $4 to $8.

NOTES.

The Joy Floral Co. still has a good cut of carnations and roses and is able to meet all requirements of the local store as well as the Chattanooga branch. They also have a fine stock of hydrangeas, baby ramblers, pansies and baskets of all kinds to meet the requirements of the most fastidious.

Geny Bros. acknowledge a scarcity of stock with outside shipments helping out in the carnation supply. Roses are doing fairly well but are none too numerous. Business on the whole has been good, however, and they are well supplied with pot plants.

M. C. D.

Salt Lake City, Utah.

BUSINESS SHOWS SATISFACTORY TONE.

With funeral work showing a strong lead in the demand, the market is kept fairly well cleaned up in all lines. Gladiolus Peach Blossom made its appearance this week at 10 cents. Carnations are at their best and are quoted at 12 cents for Mothers' day. Laddie will be 20 cents. Roses are showing their appreciation of the sunny days, blooming freely with excellent color.

NOTES.

The Salt Lake Floral Co., Robert Wilson, proprietor, has been taken over by Nelson Lindgren, well known in this vicinity as a grower, and who until five years ago conducted greenhouses at Bountiful, disposing of them at that time to Emil Lund. The Salt Lake Floral Co's. range is old established, consisting of 125,000 feet of glass and large outdoor gardens devoted to plants of all kinds. Mr. Wilson will take a well-earned rest and has made no announcement of his plans for the future.

The Miller Floral Co's. store is making active preparations for a heavy Mothers' day trade. Robert Miller, of Farmington, general manager of the firm, is on a combined business and pleasure trip of two weeks visiting Los Angeles and San Francisco, Calif.

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscriptions, to cover postage, $1.00

As the H. A. is a phrely **TRADE** medium applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A."
LOWDHAM, NOTTS, ENGLAND.

Mention the American Florist when writing

WE ARE SPECIALISTS N
GREENHOUSE GLASS
Free From Bubbles—Uniform in Thickness.
PAINTS and PUTTY
Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.
It will pay you to get our estimates.
THE DWELLE-KAISER CO.
251 Elm St., - BUFFALO, N. Y.

Mention the American Florist when writing

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

Mention the American Florist when writing

Bailey's New Standard Cyclopedia of Horticulture

Six Splendid Volumes

Price, $6.00 Per Volume

Carriage paid to any part of the United States

American Florist Co.
440 S. Dearborn St., CHICAGO

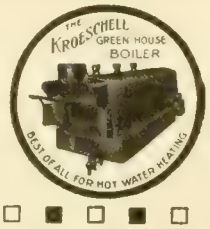
DREER'S
Florists' Specialties
New Brand New Style
"RIVERTON HOSE"
Furnished in lengths up to 500 feet without seam or joint.
The HOSE for the FLORIST
¾-inch, per ft.....22c
Reel of 500 ft.....21c
2 Reels, 1000 ft.....20c
½-inch, per ft.....19c
Reel of 500 ft. 18c
Couplings furnished without charge.
HENRY A. DREER
14 716 Chestnut Street
PHILADELPHIA, PA.

Mention the American Florist when writing

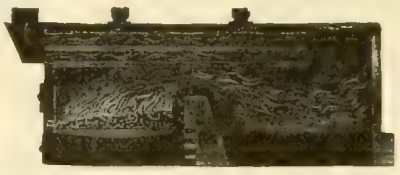
THE CUSTOMERS' INTEREST FIRST

This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all the Greenhouse Boiler business

NOT CAST IRON



NOT CAST IRON



A KROESCHELL

is the key to fuel economy.

Kroeschell Bros. Co. 452 W. Erie St. CHICAGO

THE KROESCHELL POLICY

We make every kind of boiler, but it is our policy to supply only the type of boiler best suited for the conditions. You get the highest boiler value.

NOT CAST IRON

NOT CAST IRON

Bailey & Sons have been very busy with funeral work, one order amounting to about $800, consisting of a blanket, an eight-foot broken column and several other large pieces. They are also having a good call for small bedding plants.

Visitors: William Langhout, representing the American Bulb Co., Chicago; M. Weil, with C. C. Pollworth Co., Milwaukee, Wis. P. R.

Columbus, O.

HEAVY MOTHERS' DAY TRADE ANTICIPATED.

Active preparations are being made for Mothers' day, which is expected to be a big local event. Additional stocks have been secured and extra salespeople will be hired to handle the trade, which is expected to be larger than last year. The occasion has been increasing in importance as far as the sale of cut flowers is concerned and business is expected to be fully 20 per cent more than last season. Prices will not be as high as during Easter as there is a concerted effort to hold down prices to reasonable figures. Roses will sell from $4 to $8 per dozen, while carnations will be quoted at from $3 to $4 per dozen. Snapdragons will be $2 to $6 per dozen. Violets are entirely out of the market. Sweet peas of extra quality will sell for $2 per bunch, and tulips from $2 to $3 per dozen. Plants have been rather scarce since Easter, and there are not a great many calls for them. Greens are plentiful. Weddings are becoming more numerous, and quite a few are scheduled for early in May. Party work has been fairly active, and will be during the month. There is a fair number of funerals, but this phase is not very active. The graduation season is coming on, and as a result a good deal of corsage work is expected during the coming month or six weeks.

J. W. L.

Omaha, Neb.

MAY DAY BRINGS UNUSUAL DEMAND.

May day brought a tremendous demand for flowers in this city and Council Bluffs. A local society held a flower day, blooms being sold from baskets on the streets to passersby for the benefit of charity, the day's sale netting the society more than $5,500. Leaders in the movement made the statement that the only reason this figure was not larger, was due to the fact that supply became exhausted. During the day, 30,000 flowers were sold, and 10,000 carnations and roses had been disposed of by noon. Soon after that hour, in response to an urgent appeal, a Council Bluffs florist came to the rescue with 5,000 pansies to help out the situation. Florists in both cities were completely stripped of their available supply for the day in both roses and carnations.

A. E. L.

Let Us Operate the Sash in Your Greenhouse with an

ADVANCE SASH OPERATOR

Satisfaction Guaranteed.

You get fair and square dealings when you do business with this concern. Write today for catalog.

ADVANCE CO., Richmond, Ind.

In the Erection of

FOLEY GREENHOUSES

Only the Best of Material Is Used.

in designing your house, we always consider the use for which the house is intended—thereby assuring you of proper design and bench arrangement—not forgetting the importance of an efficient heating system.

THE FOLEY GREENHOUSE MFG. CO.

Designers Builders Heating Engineers

Main Office and Factory: 3100 S. Spaulding Ave., CHICAGO, ILL.

Wired Toothpicks

10,000, $2.50; 50,000, $11.00. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For Sale by Dealers.

Mention the American Florist when writing

The Regan Printing House

Large Runs of

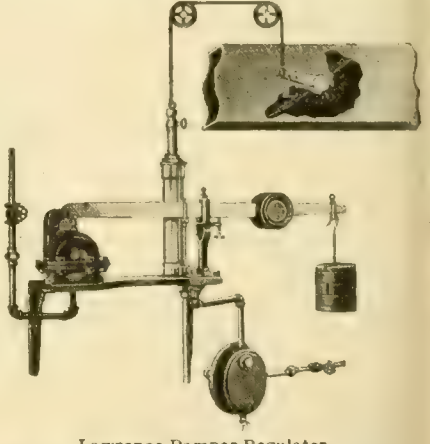
CATALOGUES

OUR SPECIALTY

WRITE FOR PRICES

523 PLYMOUTH COURT, CHICAGO

Mention the American Florist when writing



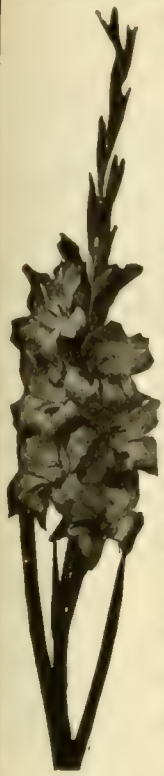
Lawrence Damper Regulator.

Watts Regulator Company

Manufacturers of

STEAM AND WATER SPECIALTIES

Established 1874. Factory: LAWRENCE, MASS



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.60

AMERICAN FLORIST CO.
440 S. Dearborn St.
CHICAGO.

Greenhouse Builders

When You Are Ready
To Talk Building
Say When and Where
and We'll Be There

Lord & Burnham Co.

Irvington *New York* *Philadelphia* *Chicago*
Boston *Cleveland* *Toronto* *Montreal*

Mention the American Florist when writing

Azalea Pots, Hanging Baskets, Lawn Vases, Urns Etc.

Red Pots

Refined Clays—Skilled Labor

The Peters & Reed Pottery Co.
SO. ZANESVILLE, OHIO
"Moss Aztec" Ware
HORACE C. GRAY CO.
200 Fifth Avenue New York

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

Why?

A. H. HEWS & CO., INC.
Cambridge, Mass.

George Keller Pottery Co.

Successor to

GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Nebraska Red Pots

ARE RECOGNIZED EVERYWHERE FOR QUALITY

Your orders always receive prompt and careful attention. Made of high grade material by skilled workmen in a modern plant. Write for prices on your requirements.

Kahler Pottery Co., Louisville, Neb.

Mention the American Florist when writing

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subscription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY
BURNLEY, ENGLAND.

Mention the American Florist when writing

Mention the American Florist when writing

John C. Moninger Co.

GREENHOUSES

Designers - Manufacturers - Builders
We sell the complete house or any part
908 Blackhawk St., CHICAGO, ILL.

Mention the American Florist when writing

SUPERIOR

RED POTS

Quality and prices right. ASK US.

FLORIST SPECIALTY CO.
IDAVILLE, INDIANA

Mention the American Florist when writing

Index to Advertisers.

Advance Co.....882
Allen J K.....861
Alpha Floral Co.....862
American Bulb Co... I
American Greenhouse Mfg Co.....IV
Amling E C Co.....857
Anderson S A 862
Angermueller G H Co 852 859
Aphine Mfg Co.....III
Aphrodite Co.....865
Astoria Florist 865
Avenue Floral Co.. 867
Baer Julius..... 848 867
Barnard W W Co...869
Barnes W J.....864
Bassett & Washburn.850
Baumer Aug 864
Baur Window Glass Co..... IV
Bayersdorfer H & Co.859
Begerow's.....866
Berger Bros.....858
Berning H G.....858
Blackistone Inc 866
Bodger J & Sons Co.873
Bolgiano J & Son. ..872
Bramley & Son..... 866
Brasian Seed Growers Co.....868
Breitmeyer's J Sons 866
Brenner Edward.....861
Broadway Florist....865
Brown A J Seed Co..868
Brown Bag Filling Machine Co 870
Bruns H N 863
Bryan Alonzo J .873
Buckbee H W.....866
Budlong Co J A.....855
Bunyard.....865
Burpee W A Co.....872
Byer Bros.....873
California Florists...864
Cazan A B ... 865
Central Floral Co....867
Central Refrigerator & Equipment Co..857
Chicago Feed & Fertilizer Co 884
Chicago Flower Growers Assn.... 851
Clark E B Seed Co..873
Clarke's Sons D.....865
Clay & Son.....884
Clipper Lawn Mower Co.....884
Coan J J.....861
Conard & Jones Co. 876
Cooke Geo H 866
Cousins Leonard Jr. 872
Cowee W J.....882
Coy H C Seed Co...870
Craig Robt Co.....872
Culp W H & Co. 864
Danker Fred A ... 862
Dards Chas 865
De Graff Bros ... 875
Dietsch A & Co.....IV
Dominion Floral Co 863
Dorner F & Sons Co 872
Dreer H A 881 883
Drevon-Tegelaar Co.873
Dunlop John H..... 866
Dwelle-Kaiser Co.. 881
Eble Charles.....863
Edwards Fold'g Box.881
Elm City Nurs Co...876
Engelmann C..... 862
Erne & Co.....853
Evans A W B.....866
Excell Laboratories.III
Eyres H G.....862
Fallon Florist.....867
Fenrich Jos S.....860
Fleischman 866
Florist Specialty Co.883
Foerster Co Jos 853
Foley Greenhouse Mfg Co..... 882
Ford M C ... .861
Ford William P 861
Fox J M & Son Inc 864
Frauenfelder C.....863
Freeman Mrs J B...866
Frey C H 862
Frey & Frey.....864
Friedman..... 863
Froment H E 861
Futterman Bros.....860
Galvin Thos F.....865
Gasser J M Co 862
Giblin & Co.....III
Gnatt Ove Co The...849
Godineau R & M.....870
Goldstein I.....861
Gorham Printery Inc IV
Grakelow Chas H .867
Grand Rapids Flo Co.867
Grimm & Gorly.....864
Gude Bros..... 867
Habermehl's Sons JJ 862
Hardesty & Co.....866
Harris Wm K.....871
Hart Geo B 861
Hart Henry.....865
Haven Seed Co.....870
Heinl John G & Son.864
Henderson A & Co.I 872
Henderson Lewis... 864
Henry Co The John 856
Henryson John Bos .872
Henshaw Floral Co 861
Hentz & Nash.....860
Herr Albert M. 871
Hess & Swoboda....864
Hession.....865
Hews & Co A H. .. 883
Hill D Nursery Co..876
Hogewoning & Sons.871
Hollywood Gardens.864
Holm & Olson..... 864
Holton & Hunkel Co.859
Hort Advertiser.....881
Hort Trade Journal.883
Hurff Edgar F 873
Hurst & Son.....870
Ickes-Braun Mill Co IV
Idlewild Greenhs....867
Jahn Hugo.....867
Joy Floral Co.....863
Kahler Pottery Co 883
Kaiser Jules.. 847
Kasting W F Co I 875
Keller Pott'y Co Geo 883
Keller Sons J B..... 862
Kelway & Son.....870
Kennicott Bros Co 850
Kervan Co The..... 861
Kessler Wm 861
Kottmiller A.. 865
Kroeschell Bros Co 892
Kruchten John.....857
Kuhl Geo A 871
Lager & Hurrell .. 873
Landreth Seed Co ..872
Lang Flo & Nurs Co.864
Lange A.....863
Lecakes C & Co .. 860
Lindley Flower Box Co.....856
Littlefield Florist....866
Longren A F.....856
Lord & Burnham Co.883
Louise Flower Shop.862
McCallum Co 879
McClunie Geo G....862
McGill R I & Co....870
McHutchison & Co..870
Mackie William.....861
Malandre Bros 865
Matthews the Flo'st.866
Matthewson J F.....863
Meconi Paul 861
Metaire Ridge Nurs 866
Meyer John C Florist Thread Works. .. 856
Michigan Cut Flower Exchange... 857
Michell Henry F Co..870
Millang Jos A 860
Miller Floral Co.....867
Miller & Musser... 857
Moninger J C Co... 883
Murray Samuel 867
Neidinger Jos G Co 859
Newell A 867
N Y Cut Flower Ex. 861
N Y Floral Co.....864
Niessen Leo Co... 858
Oriental Goldfish & Supply Co.....856
Papadem J G Co....865
Park Floral Co.....867
Peacock E R Co.....869
Pearson E W 862
Pedrick G R & Son..873
Penn the Florist.....866
Peters & Reed Potty 883
Philips Bros 863
Pierce F O Co..... IV
Pierson F R Co..... I
Pierson A N (Inc).... 1
Pieters-Wheeler Seed Co.....868
Pikes Peak Flo Co 867
Pillsbury I L.....III
Pittsb'rgh Cut Flo Co.856
Podesta & Baldocchi.876
Poehlmann Bros Co II
Pollworth C C Co.. 859
Polykranas Geo J....860
Potter Floral Co.... 867
Proto-Feed & Guano Co..... 884
Pulverized Manure Co The..... 881
Pyfer A T & Co.....855
Radwaner I L Seed Co871
Raedlein Basket Co 857
Randall A L Co.... 857
Randall's Flo Shop..866
Randolph & McClements..... 862
Rawlings Elmer.... 872
Ready Reference....877
Reed & Keller .III
Regan Ptg House ..882
Reid Edw 858
Reinberg Geo..... 857
Reinberg Peter.....851
Rice Bros..... 859
Rice Jerome B Seed Co869
Robinson I C Seed Co 873
Rock Wm L Flo Co..864
Rodgers J W.....866
Rohnert Waldo.. 870
Rosaia Bros.....867
Rosery Floral Co....867
Routzahn Seed Co.. 870
Rusch G & Co.....859
Russin S H..... 860
Saake O C..... 867
Salzer Seed Co J A..864
Sceery Edw..... ...867
Schiller the Florist 863
Schillo A Lum Co ...IV
Schlatter W & Son..884
Schling Max..... 865
Schmidt Chas L.....862
Segers Bros Ltd.....875
Shaffer Geo C.....866
Sharp Partridge & Co.884
Sheppard H W..... 866
Sheridan Grhs Co....862
Siebrecht Geo C.....851
Simon & Son I N... 870
Situations & Wants 847
Skidelsky S S & Co.. I
Smith A W & Co....862
Smith & Co E D 872
Smith & Fetters Co.867
Smith Henry.....867
Storrs & Harrison.. 873
Stumpp G E M.....865
Teachey R L..... 872
Thorburn J M & Co. 872
Tonner O A & L A..852
Totty Chas H 872
Traendly & Schenck 861
Traveling Wholesale Florist.....860
Trepel Joseph.....862
United ut Flo Co...861
Vanderschoot R A..872
Van Meeuven & Tegelaar 873
Vaughan A L Co....853
Vaughan's Seed Store .....I 849 869 871
Vick's Sons Jas.....872
Vincent R Jr & Sons Co..... I
Walker F Co.....867
Watts Regulator Co 882
Weber F H.....867
Weiland & Risch...857
Weir Jas.....862
Wietor Bros.....852
Western Seed & Irrigation Co 869
Williams Mrs E A. 862
Winterson Co E F..856
Wittbold G Co 863
Wolfskill Bros & Morris Goldenson.862
Wonder Plant Irrigator Co.....856
Woodruff S D & Sons 870
Yokohama Nurs Co.873
Young A L & Co... 868
Young John & Co...861
Zech & Mann...854 857

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.

809 Exchange Avenue, U. S. Yards, Chicago

Mention the American Florist when writing

"Master Soil Builders"

Send for prices on **Master Brand Vine and Plant Manure**—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.

4121 South La Salle Street, CHICAGO

Mention the American Florist when writing

Before

No loss if you mend your split carnations with

Superior Carnation STAPLES

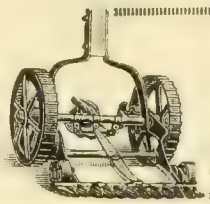
35c per 1000; 3,000 for $1.00 Postpaid

Wm. Schlatter & Son

422 Main Street SPRINGFIELD, MASS.

After

Mention the American Florist when writing



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plantain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER COMPANY Dixon, Illinois

THE RENOWNED FOOD FOR PLANTS

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

GREENHOUSE GLASS

BEST BRANDS

SHARP, PARTRIDGE & CO.

2263 LUMBER ST., CHICAGO, ILL.

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES

Price: $6.00 Per Volume

Carriage prepaid to any part of the United States

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas"

Vol. LIV. CHICAGO AND NEW YORK, MAY 15, 1920. No. 1667

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company.

Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,

440 S. Dearborn St., Chicago.

Long Distance Phone: Harrison 7465.

Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 41-43 West 18th St,, New York, Secretary; J. J. HESS, Omaha, Neb., Treas. **The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.**

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa. President; F. L. ATKINS, Rutherford, N. J., Vice President; E. A. WHITE, Cornell University Ithaca, N. Y., Secretary; HARRY O. MAY, Summit N. J., Treasurer.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at New York, September 27 29, 1920. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK, 205 Elwood Av., Newark, N. J., Sec'y.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition, Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I. Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Reading, Pa., June, 1920. LEE R. BONNEWITZ, Van Wert, O., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

SOCIETY OF AMERICAN FLORISTS.

National Publicity For Flowers.

Mothers' Day.

The trade throughout the country was much surprised, judging from the correspondence reaching our promotion bureau, over a despatch, dated from Washington, D. C., and emanating from the Mothers' Day International Association, of which Miss Anna Jarvis is the head, to the effect that flags should be used rather than flowers on Mothers' day, owing to the high prices charged by florists for flowers on the occasion. Charges were made that the florists were profiteering. One of the New York papers went further, quoting an interview with a misinformed prelate, at which it was declared that so many carnations had already been bought up as to make it impossible to purchase them except at exorbitant prices, one dollar per flower being the amount named. The Mothers' Day International Association also sent propaganda to newspapers individually, of which the following received from a prominent metropolitan newspaper in Massachusetts is a copy:

"City Editor:

"One of our slogans this year is, "Do not buy flowers for Mothers' day, but help us to stop florists' Mothers' day profiteering.

"Will you help us to stop this graft? Obligingly,

"MOTHERS DAY INTERNATIONAL ASSN."

In addition to all this, the following letter was received at the secretary's office:

'Philadelphia, May 1, 1920.

"John Young, Secretary,
and S. A. F. & O. H.,
New York.

"Gentlemen:

"This is a notice to the Society of American Florists and all concerned, that you are infringing on the trade marks and copyrights of the Mothers' Day International Association, Inc., and Anna Jarvis, both of Philadelphia, through the use and sale of florists' supplies and printed matter bearing the words, "Mothers' Day" and the white carnation, etc. It is also notice to each and all of you to at once discontinue these infringements or we shall proceed against you to the full limit.

"You have been effecting sales through misrepresentations to the public as to our emblem, and through infringements, and now in addition to the profiteering of years past, you have entered upon a new line of trade for the purpose of further profiteering, and free advertising.

"It is not believed that florists generally understand facts as they exist against Mothers' day, through the propaganda of some persons at the head of your society. We do not believe many florists have contributed to the S. A. F., money to be used to misrepresent facts regarding Mothers' day, or to annoy the Mothers' Day Association and interfere with the welfare of its work, or for litigation, or for other expenses for which their money has been spent in some ways. It is our purpose to investigate if contributions to your bureau were for these purposes, and for infringements upon moral and legal trade rights which are recognized as dishonorable in all lines of business.

"To us it seems a small matter for your society to have proceeded against Mothers' day welfare in the way it has through some of its representatives, in order to sell a parcel of posterettes and posters, and similar stuff through infringements. We asked you to have a better understanding, but you refused.

"It is hoped that any other movement, considering the use of flowers, will profit by our unfortunate experience, annoyance and expense. We shall certainly not hesitate to protect any we can.

"Trusting we may have a prompt assurance of your discontinuance of your infringements, we are,

"Respectfully,
"ANNA JARVIS (Signed), and
MOTHERS DAY INTERNATIONAL ASSN., INC."

The secretary then wrote the following letter to the Associated Press, addressing it to their general office in New York:

"May 6th, 1920.

"The Associated Press,
51 Chambers Street,
New York.

"Referring to the item in the enclosed clipping, which evidently is from a press report sent out from Washington, also in the more extended form copied in the advertisement also enclosed, I take the liberty, in behalf of the florists of this country, of declaring the charges to be without foundation, and the statements as absolutely untrue and injurious to those engaged in the florists' industry.

"I am also enclosing a copy of a letter, purporting to be issued by Miss Jarvis and the Mothers' Day International Association, which may be considered as bearing on the case. A copy of the poster complained of is enclosed in addition.

"First of all, Miss Jarvis is justly recognized as the founder of Mothers' Day, or at least, as one who has revived an old English custom, recorded by Chambers as a practice of going to see parents, and especially the female one, on the mid-Sunday of Lent, taking for them some little present, such as a cake or a trinket.' A youth engaged in this amiable act of duty, was said to 'go a-mothering, and the day itself came to be called 'Mothering Sunday.'

"Public Resolution No. 25, 63rd Congress, is a joint resolution designating the second Sunday in May as Mothers' day, and for other purposes. Governors of states and mayors of cities have, by proclamations, endorsed the action of Congress, and the day is now very generally obseved by the Ameican public as one on which homage is to be paid to mothers living, and honor accorded to the memory of mothers dead.

"So much for Miss Jarvis' claim of proprietorship in Mothers' day. As a little inside history, it may be mentioned that Miss Jarvis solicited the aid of different florists' organizations at the outset of her efforts to create interest in the day. As a result, the Society of American Florists gave her a check for $100.00 to be used in any way she saw fit in the promotion of her ideas. The society further collected subscriptions from individual florists throughout the country, amounting altogether to $1,000, which sum was also turned over to her.

"As to the charge that florists have been profiteering, I would say that this is baseless. One dollar apiece for carnations is absurd. If such a price ever was received, it certainly was not at a florists' establishment. At a charity fair, perhaps, $5 apiece might willingly be paid. White carnations are never sufficient for the demand on Mothers' day, for the reason that florists who grow them must, necessarily, take the remaining 364 days in the year into consideration, days on which white flowers are in very small demand. Miss Jarvis never could seem to understand this, and her misunderstanding was the cause of an abatement in the support given her by the florists. With the exception of white carnations, governed by the law of supply and demand, just as other commodities are, flowers for Mothers' day are just as reasonable in price as on other days at the same season, and there is not the slightest justification for Miss Jarvis' message, the publication of which she has foisted on the evidently unsuspecting press.

"If you can help to contradict the statement complained of, your assistance will be highly appreciated by our society.

(Signed) "JOHN YOUNG, Sec'y."

The Associated Press very courteously took action in the matter, as will be seen by their letter in reply:

"John Young,
Society of American Florists,
New York City.

"Dear Mr. Young:

"I enclose a copy of an Associated Press despatch from Washington today which gives a denial by W. F. Gude of the statement of Miss Anna Jarvis, concerning which you wrote under date of May 6. This meets the point raised in your letter.

(Signed) "HAROLD MARTIN, Sup't."

The despatch referred to was as follows:

"Washington, May 7.—Acting for the Society of American Florists, W. F. Gude, its Washington representative, has issued a denial of the statement by Miss Anna Jarvis, president of the Mothers' Day Association, that florists profiteered in white carnations, the symbol of observance of Mothers' day, last year. Miss Jarvis had called on observers of the day this year to abandon the carnation and display American flags. All members of the society, throughout the country, Mr. Gude said, have been urged to sell white carnations at the usual market rate on Mothers' day, Sunday, May 9."

As to the charges of infringement of copyrights, and so forth, they may safely be ignored. Mothers' day is a public day ,and so declared by Congress, therefore our publicity committee do not feel that they need have any further concern in the matter.

FURTHER HELP NEEDED.

The publicity campaign is swinging along, and our slogan, "Say It With Flowers," is daily becoming stronger in its effect on the public. Arrangements have been completed whereby a series of advertisements will appear in the national magazines during June, July, August and September, to keep the slogan before as many people as possible in a continuous manner. The copy to be used is very attractive, and should achieve the result aimed for. Among the magazines selected are the following: Literary Digest, Collier's Weekly, Outlook, Independent, Life, Judge, Scientific American, Leslie's and Argosy.

The committee is still very much hampered in their work through the want of proper financial support. It is regrettable that so much they would like to do, is impossible because the necessary amount of money is not forthcoming. They are obliged to work on the installment plan, which impairs maximum results. Mothers' day was productive of a splendid business, much of which undoubtedly was due to splendid campaign work. Would it not be a good idea, Mr. Non-subscriber, to show a little appreciation of what has been accomplished for you and the trade by sending in that long-delayed subscription to the fund that makes the benefit we all enjoy possible?

JOHN YOUNG, Sec'y.

43 West 18th street, New York.

Cleveland Trade Exhibition.

We reproduce herewith plan of the floor space which will be occupied by the trade exhibition at the thirty-sixth annual meeting of the Society of American Florists to be held in the Ninth Garage, Cleveland, O., August 17-19, 1920.

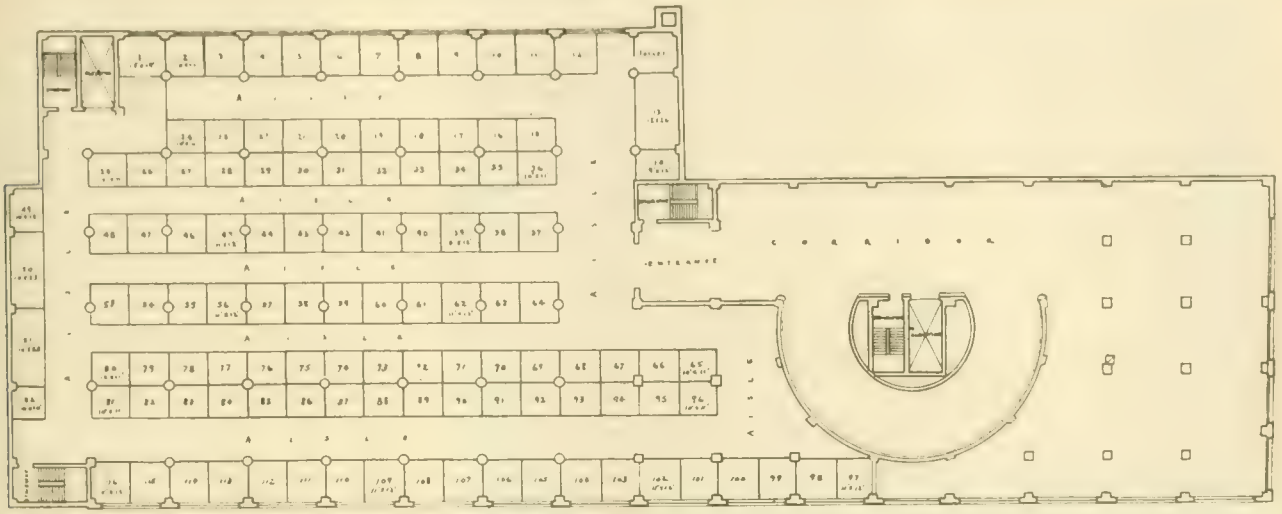
The cost for space will be 60 cents per square foot, which does not include tables, platforms, decorations or signs. The selling of goods by persons or firms not having engaged space will be prohibited unless such person or firm shall have secured a permit or license from the secretary, the same to cost not less than $35.

Exhibition classes are arranged as follows: A.—Plants, spaces No. 65-72 and 89-96, inclusive. B.—Cut blooms, spaces No. 37-42 and 59-64. C.—Boilers and heating apparatus, spaces No. 1-5 and 49-52. D.—Greenhouse structures, spaces No. 43-48, 53-58 and 77-84. E.—Florists' supplies, spaces No. 6-14, 98-106, 15-20, and 31-36. F.—Bulbs, seeds and garden requisites, spaces No. 73-76, 85-88, and 107-112. G.—Miscellaneous, spaces No. 113-116 and 21-30.

First come, first served, and the secretary of the trade exhibition reserves the right to allot space in other sections, if the designated section is sold on receipt of order for space.

The advisory committee consists of F. C. W. Brown, Herman P. Knoble and Carl Hagenberger. All communications regarding the trade exhibition should be addressed to John Young, secretary, 43 West 18th street, New York.

AT THE OLD FLORIDA LIGHTHOUSE, MIAMI.
J. C. Vaughan, Peter Reinberg, N. J. Wietor, Chicago, and A. N. Kinsman, Austin, Minn.



FLOOR PLAN, TRADE EXHIBITION OF THE SOCIETY OF AMERICAN FLORISTS, THIRTY-SIXTH ANNUAL CONVENTION.
Ninth Garage, Cleveland, O., August 17-19, 1920.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

The scarcity of flowers, due to the cool weather of the past week, and the great demand of Mothers' day, which brought the inevitable higher range of prices, shows how alert one has to be to manage his affairs successfully in such emergencies. At these troubled times, one has to be able to look ahead, size up the situation, and act quickly. The man who plans well, is not generally caught napping. It is the last-minute buyers that have to pay and bear the disappointments.

Write down a little account of your Mothers' day business, with its details as to its successes and shortcomings; what you did and how you could have done better. File it away. It will be found very useful when laying out next year's campaign.

The bedding plant season is now wide open. A small line of such stock should be carried in every store. In the residential district, particularly, there will be a good demand for all kinds of flowering and foliage garden plants. These can be handled at a very good profit, but must be pushed and turned quickly. A post card, with a list of the popular plants, all priced, each and per dozen, will cost but a trifle to get up, which if mailed each week during the season to the store's list, and the prospects of the neighborhood, will help wonderfully.

Window boxes, vases, and hanging baskets are good stock, seasonable and salable. They should be well filled, kept in condition, well displayed and energetically pushed.

Thousands of books and other articles would never see the light of day but for the persistent salesman sent out by the publishers and manufacturers to introduce them. Even with all their beauty, and their great advantages in decoration of the house and its surroundings, plants have to be shown, and all their possibilities brought out and enlarged upon before many persons become interested. A pair of window or porch boxes or hanging baskets, going into service at one house, will often influence the sale of others to the neighbors, so that breaking the ice is all that is needed sometimes to get an entire neighborhood interested.

Push the Memorial day preparations. All the spare time utilized for this purpose now, greatly relieves the stress of the last few days. Well made magnolia and oak leaf wreaths, with a tri-color ribbon and small flag decoration are a finished and salable article. Their movement is greatly enhanced, however, by their proper display. Show them in the window for a week or two, not just the day before. Many will then see and be reminded of the grave of that almost forgotten hero or soldier friend whom they knew as a boy.

As many will soon be leaving the city, get busy with all the over-due accounts. A nicely written letter, calling attention to the account being on a cash price basis, and only charged for convenience, and that they are due when bills are rendered monthly, will in most cases, be sufficient. Taking a handful around on a dull day, is the old-fashioned way, and while some may be collected, it is much better to let Uncle Sam carry your message. He is sure to get a hearing when the party may not be at home to you. It is always best to send such letters in plain envelopes, as with the firm name on the outside, it is known to be a bill, and is often put aside without being opened.

Always plan tomorrow's window decoration the day before. The various accessories and the plants or flowers are then sure to be on hand for an early arrangement. Several nicely finished tables of various heights and sizes, together with some velveteens in different shades, are a great help in showing off arranged baskets, corsages and vases of cut flowers. Adopt several sizes of show cards as standard, which your show card man can then letter up in a hurry as required. These cards are sure to be read and put life into any kind of display.

The trailing tradescantia is coming in again. These have sold well the past winter in three-inch pots for the filling of fern dishes, and for sale individually. The grower-retailer will find a bed of the numerous varieties on the floor, under the edge of a bench, a source of profit, as so many cuttings may be taken, and a half-dozen, placed in a three-inch pot, will make a showy plant in a couple of weeks. They also make a good plant in wire hanging baskets for the porch decoration, as the cuttings placed in the moss and soil, soon root and gain length.

Do not forget the national publicity campaign. Invest as you would like to benefit, then back it up with good stock, displayed to draw custom. If the entire trade will each give their mite, it will greatly increase the work of the committee. Send your little investment to Secretary John Young, 43 West 18th street, New York. Do it today.

Business Leaks.

There is nothing that so saps the life and profits of the business as the small neglected leaks, that, like the defective spigot, appear insignificant, but continued waste from which grows to be a serious matter.

The most expensive items of stock in the store are the cut flowers. It is in the care of this perishable material that neglect and waste is often allowed to creep in. Rough handling in the unpacking, placing in or removing from jars, often causes bruises or snapping of buds. If all stems do not reach the water, through shallow filling of vases, or careless arrangement of flowers, there is loss. If the ice gets too low in the box, the stock heats over night and is rendered almost unsalable. The way to check such leaks is to mark down the cost of every flower that is lost in this way and has to be thrown out. Many will think it too insignificant to be worth while, but if they keep a true record for just one week, the result will be not only surprising, but the means of starting a reform at once.

Allowing standard supply stocks to run low is costly, as to have to telegraph, when with time to spare, a letter would answer as well, is expensive. Frequently when a wire frame is wanted, or it may be cycas leaves, lettering, etc., and they can be obtained from the local supply house, there is the man's or boy's time and carfare that could have been saved by a little forethought.

Careless routing or timing in delivery of packages is another source of leak, calling for considerable expense in carfare and messenger's time, which are then necessary.

Letters mailed on time in ordering various plants, flowers or supplies are as effective and much cheaper than telegrams, messengers or phone calls. A hand to mouth policy in buying supplies is costly. Wherever possible, get goods so as to obtain quantity prices, a dozen or more of a size, rather

than one. Figure up how many wire frames, cycas and wheat sheaves, magnolia leaves, wax or wrapping paper, letters, etc., were used in three months. Get the best price on such an order, and compare with totals of the small lots bought daily as required. The saving will surprise you.

There is great importance in the close collection of accounts. Never let a bill get old. The more it is delayed, the less chance there is in getting it. Hundreds of dollars are lost by reason of such carelessness. A $5 account is equal to the net profit on a $20 order. In fact, no matter how small the bills, do not let them get away. You not only lose the money, but also the customer.

Handle cut flower and larger packing boxes with care. They are easily soiled. For all funeral deliveries, keep a set of used boxes, which are to be brought back and kept for the same service. A set of stronger boxes for this purpose, will pay for themselves in no time.

There is great economy in making up chiffon and ribbon bows for designs and corsages. To guess at the amount required, and cut it from the bolt in a hurry, is very wasteful. The made-up bows, kept in a box, are ready for instant use, and contain a measured and proper amount.

The proper care of all kinds of greens, galax leaves, etc., will conserve much of this material. Such stock must be kept out of drafts and not allowed to lie around, or more bunches opened up than are necessary. Adiantum should always be kept wrapped in paper; it adds days to its life.

One of the greatest leaks in business is the overlooking or neglect to make a charge for everything that is sold. Frequently the store is crowded, a waiting, hurried customer demands attention before there is time to enter the charge of the sale just made, or there is an immediate call to the phone, which prevents, for the minute, the proper entry. One has to be on their guard constantly, not only for themselves in this respect, but also for their employes. The charge slips should be gone over carefully at the close of each day's business to discover or correct discrepancies of this or errors of any kind. Such inspection, with everything fresh in mind, will be of great assistance in correct posting, and frequently adds to the volume of the day's business.

Much can be saved in the quick turnover of stock. When certain lines of baskets, flower bowls, fern dishes or novelties of any kind do not seem to take or find favor, after a time, they should be given special attention by intensive selling methods. Much can be done to make an article attractive in showing its proper use and decorative possibilities. Do not condemn and put to one side or throw into the junk heap an article because people do not immediately appreciate it. The fault is probably with yourself. One man will say: "I would not take it as a gift" His supply man's answer is: "Well, you do not know how to sell it. Brown buys two and three dozen at a time, and is soon back for more." Avoid a junk pile or unsalable stock in dark corners. Holiday goods that are kept over for another year, should be properly boxed and given safe storage.

If a basket needs a new foot or handle, or has a leaky container, or can be made like new with a coat of gilt or paint, it should immediately be given the repairs required, and is then ready for the front shelves.

These are just a few of the many leaks that do not get into the various expense columns of the overhead, but eat tremendously into the profits in the course of the year.

Joy's Mothers' Day Publicity.

The Joy Floral Co., Nashville, Tenn., in stimulating Mothers' day business and at the same time counteracting the effect of the propaganda directed against flowers as messages of sentiment for that occasion used an attractive advertisement, two columns by 10 inches in the local papers of that city, May 8. The Nashville Tennesseean, one of the leading newspapers of the south on that day, in a front-page article calling attention to the general observance of the day, said: "Flowers will be worn in spite of the movement fostered in the east to have flags instead of flowers worn."

Penn's Advertising Slides as Club Aids.

Free, to all Florists' Clubs.

We are loaning, gratis, our collection of lantern slides, taken from newspaper ads, which are of special interest to florists, and give a general idea of our retail advertising. This makes an unusually interesting lecture, if the club will request any of the advertising clubs of their respective cities, to send a member who will criticize the copy as it appears. A great deal of constructive good is usually the outcome. The following clubs have already used them: Buffalo Florists' Club, Philadelphia Florists' Club and Baltimore Florists' Club.

Better results may be obtained from this slide exhibit by consulting Robert Kift, secretary of the Philadelphia Florists' Club, 4044 Haverford avenue, Philadelphia, Pa., who found them most instructive, and he will be glad to assist any secretary who may want to use them.

As retail florist advertising is one of the chief topics in clubs, nowadays, this makes a timely subject, and their use may be had gratis.

HENRY PENN.

124 Tremont, Street, Boston, Mass.

NEW PHILADELPHIA, O.—Calvin Hartline has purchased the range of the Newcomerstown Floral Co.

LOS ANGELES, CALIF.—The Dostal-Walters Flower Shop was recently opened at 627 South Hill street.

SWEET PEA EARLY PINK BEAUTY.

See Issue of May 8, Page 842.

PLANT NOTES.

Winter-Flowering Geraniums.

With all growers having a greenhouse and doing a retail business there is in the fall a good demand for pot geraniums for house culture. Plants lifted from the open ground and potted in the fall are not very satisfactory, for the plants recover from the later transplanting slowly and go out of bloom and often do not flower again until spring. It is better to grow plants for this purpose in pots through the summer, and these, with good culture, will bloom all winter long if in a sunny position. Cuttings taken at this time will make nice stock for this purpose, or small plants left over after the spring sales can be used. The plants should be potted firmly, so that they will make a short, stocky growth, and kept well pinched back throughout the summer, that as many branches may be procured as is possible. All buds should be picked off as soon as formed, allowing no blooms until the plants are firmly established in blooming pots, in which they should be planted the last of August. A 6-inch pot makes the best size for house culture, and the plant can be easily grown so that it will fill this size nicely. A frame outside is the most convenient and best place for growing them through the summer.

Cinerarias.

The sowing of cinerarias is better done in June than later. Many postpone this until July, but during the extremely hot days of that month it is often difficult to obtain good germination, and the seed pans or boxes will have to be watched carefully or they will become dry and the young seedlings burn off. The soil should be well shaded until the young seedlings show themselves, when the shade should be made lighter. As soon as the plants have one or two well defined leaves they should be potted in small pots and given a nice, dry position near the glass, which should be shaded, but care should be taken that the young stock does not get drawn. Always bear in mind that the one thing in growing cinerarias to be on the watch for is the aphis. These insects quickly infest these plants and rapidly suck the life out of them. Constant fumigation will keep them in check, but if not attended to regularly it will be time and money thrown away to attempt their culture. Cineraria hybrida is the variety most grown, and these are obtainable in some elegant strains with large high-colored flowers. The Cineraria stellata is a much larger and more rapid growing plant which is very showy but is not so well adapted for house culture when in flower.

Ardisias.

One of the most popular berried plants for Christmas is the ardisia, but it is not grown as generally as it should be, the production being left to a few plant growers, for it is of very easy culture, the only drawback being that it is of very slow growth. When the seeds of the old plants are thoroughly ripe, they should be sown. They germinate slowly, and should be sown about an inch apart, in rows the same distance apart, and they can be left in the seed box until early summer and potted in 2½ or 3 inch pots and grown in a warm, lightly shaded location. They should be potted in good fibrous loam and kept in a moist, close house, that all the growth possible may be obtained at this time, for the plant naturally checks in winter. In early spring these young plants will flower and produce a crop of berries for the next winter. The plants that have been grown for three years or more have generally passed the ornamental stage, for they lose their leaves and have a "leggy" appearance. When they reach this stage the tops can be rooted and fine plants obtained. This can best be done at this time of the year by cutting into the stem and wrapping the cut with wet moss firmly tied around. Keep the plants in a warm, close atmosphere and the moss continually damp, and in four or five weeks new roots will grow in the moss, when the tops can be cut off and potted, still keeping the plant in the same temperature until new growths start. This operation will not in any way interfere with the plants blooming, for they frequently set an abundance of buds while the top is making new roots. The brown scale is the greatest enemy of ardisias, even in the young stage, and they must be removed at once when found, for they sap the growth of the plant. The older plants should be frequently sponged with a strong nicotine solution.

SWEET PEA EARLY GYPSY MAID.
See Issue of May 8, Page 842.

Small Ferns.

The fern spores that were sown in late winter should now be in condition to transplant into flats. It will be difficult to separate the plants yet into individual specimens, but little clumps can be lifted with a toothpick and planted in flats about an inch apart. The flats or boxes should not be deep; about an inch and a half of soil is sufficient. The soil should be composed of two parts of live loam and one part leaf mold, with a generous sprinkling of sand, and sifted through a fine sieve. The flats should be placed in a moist house that is well shaded and the walks kept well wet down all through the hot weather. If a nice, warm, moist temperature is maintained the plants themselves will not require much watering, only light springlings, and they will very rapidly root into the new soil and send forth their fronds. If the grower has not grown his own ferns, it is a good time now to place an order for them with the fern specialists, for they can be purchased at very low prices and they are very easily grown on, and where there are many fern dishes to be filled in the fall the difference in cost

of the young plants lifted from the flats in midsummer and those purchased out of small pots in the fall is considerable. A thousand or more of this small stock does not take up much space and will be disposed of before the bench room is needed in the winter.

Peonies.

The work on these plants is not by any means finished when the blooms are cut, for they must be taken care of to insure a good crop for another year. Where the plants are grown in rows the constant traveling has packed the soil down hard, and the ground should be given a good cultivation in order to lighten it up. The weeds should be kept down all summer and not allowed to rob the soil of its richness. If the plants were severely cut in harvesting the bloom, so that there is not much foliage left on them, it is well to spread a mulch of strawy manure on the surface. This is often the case with the officinalis varieties, which do not make the heavy growth of the later varieties, and, as it is natural for the roots of the peonies to have the shade of the heavy foliage of the plants during the summer, the cutting of the stems and foliage of these varieties robs the roots of this, and a mulch that will protect the ground from the hot summer sun is very beneficial and will also reduce the labor of weeding. Any old blooms left on the plant should be cut and thrown away. Plants that have become broken down by high winds or heavy rains should be tied up in shape.

Solanums.

These little Christmas plants should not be allowed to stand around in the hot greenhouses, badly pot bound and drying up every day, for they will grow hard, and it cannot be expected to obtain a good plant under these conditions. They will stand lots of abuse and do fairly well, and that is the reason, probably, that they are so often neglected during the busy days. But it is much better to plant them out in the field than to carry them along in this condition. They can easily be handled in this manner, lifting them early in the fall. They will need to be kept pinched back into shape—any strong leading shoots should be cut back when they are soft. They can be planted fairly close together, and will need frequent cultivation. If there is no suitable outside location where they can be planted out, they can be plunged in a frame and potted up as it becomes necessary, but outside treatment of some kind is far preferable to the greenhouse, which is too warm, unless shaded, and they make better growth and bloom more freely in the bright sunlight.

Primulas.

The young primulas that were sown early should now be in 3-inch pots and be given as cool and airy a location as possible. To get the best growth on these plants, they should never be subjected to great heat, for the species are naturally cool growing plants on the edges of the woodland, in their native state. Outside in a frame with a lath covering is the best place that they can be grown, the pots sunk in the soil even with the rim. In potting these plants they should be placed in the soil deep enough for them to stand firmly; they will not stand deep potting, but many growers do not pot them deeply enough, and they frequently get turned over sideways during watering. They must be watered carefully, and preferably with a can with a fine rose. The later sowings will have to be carried on in the houses until they are large enough to be placed outside. They will have to be shaded, but do not shade them heavily enough to cause them to get drawn.

CHRYSANTHEMUMS

Seasonable Suggestions

The principal work connected with the chrysanthemums during the month of April and early May is to get together and work along a sufficient number of the young plants for the coming season's plantings and needs. Preliminary to this, a plan of the intended planting should be worked out, and then, arrange for the required number of plants, either by propagation or purchase. According to all reports, there is a very heavy demand for young chrysanthemum plants this year, so that it will be a wise policy to make sure of your needs without further delay before the stock is exhausted, and when making up the selection, do not confine it to the cheapest and most common kinds, but try out some of the newer and more valuable offerings.

Paul Richmond in Utah.
Formerly of Chicago, Now with the Miller Floral Co., Salt Lake City.

To be successful with the very early varieties, they should be planted in their permanent bench quarters by May 20-31. These, therefore, should be the first on the list to be taken care of. One important thing in connection with the early varieties is not to allow them to become hard and woody in the early stages of their growth or they will bud up quickly without having made sufficient growth. They should receive close attention to their needs, and grown cool, to enable them to keep up their active growth while they remain in the pots, then, when planted in the bench, they will go right ahead.

The propagating bed is necessarily a very important factor in working up the stock, and at this time needs more careful watching than earlier in the season on account of the weather conditions not permitting as steady bottom heat to be used as was the case three or four weeks ago, consequently, the sand does not keep as warm or remain as sweet as previously. This makes it very important to use fresh sand only, and pay particular attention to the spraying and shading of the cuttings, so that they do not wilt to any great extent. Give free ventilation, and avoid a close, stuffy atmosphere at any time during day and night.

As the cuttings become rooted, pot them up before the roots have a chance to lengthen out and become wiry. Use a live, fresh sandy loam soil, and pot firmly. Our plan is to wash the roots clean as they are taken from the sand by dipping them in a pail of clear water. This lessens any danger of disease being taken from the cutting bed sand, and freshens the roots so that they take hold of the soil quickly. After potting, the young plants should receive a good watering, kept a little close, and shaded from the direct sunlight. As they become established in the soil, give them more ventilation, and pay particular attention to the watering at the roots, and syringing. Chrysanthemums require liberal waterings to keep them in active growth, but it can very easily be overdone, and the best results are obtained with the plants when the soil at their roots is not kept extremely wet, but allowed to dry out to a moderate degree between each watering.

The earlier propagated stock, now in the advanced stage of their growth, should be repotted as their condition demands. Do not allow them to suffer for the want of attention in this respect, but encourage them to remain strong and sturdy, by looking closely after their needs. At this season of the year, the greenhouse benches are generally crowded to their limit, and all hands are very busy with the spring work, but even taking these facts into consideration, the grower has to look ahead and not neglect any of his stock that is expected to produce results next fall and winter.

Well advanced plants, intended for bush specimens, should be kept closely pinched back to encourage them to make new growths. They should also be repotted when ready, and given ample room to develop themselves.

Do not neglect the regular fumigating to rid the plants of insects. In a short while, the weather conditions will not be so favorable for this work, and spraying will have to be resorted to, but just now, while the weather continues cool, it is good policy to keep up the regular fumigating about once every two weeks.

C. W. JOHNSON.

American Rose Society.

An executive committee meeting of the American Rose Society was held at the City Club, New York, April 22, 1920. The secretary's and treasurer's reports were accepted as read.

The secretary was instructed to send a letter of appreciation to Captain George Thomas for his assistance in making the 1920 American Rose Annual attractive by a donation of three colored plates of roses originated by him. It was voted that the society should publish an annual report to its members, giving the proceedings of the society for the year, with a list of its members, and other information covering the affiliation of local rose societies, rules governing amateur exhibitions, and the purposes for which the society's medals would be awarded.

It was voted that the secretary be authorized to inform the English and French rose societies that the executive committee of the American Rose Society has approved withholding registration of American varieties until assured that the same name has not been registered abroad.

The president appointed the following honorary vice-presidents for the

year 1920-1921: E. G. Hill, Richmond, Ind.; John Cook, Baltimore, Md.; Captain George C. Thomas, Chestnut Hill, Pa., and Charles E. F. Gersdorff, Rosslyn, Va.

It was voted that a new scale be adopted for judging displays of cut roses as follows: Artistic arrangement, 40; quality of bloom, 40; variety, 20.

The Washington rose show garden committee made a report of progress through the chairman of the committee, J. Horace McFarland. Frederick Law Olmsted has offered to produce a plan for such a garden, providing the American Rose Society would assume the responsibility for its development. It was voted that the report be accepted, and that a project for the development of the garden be referred back to the committee.

It was voted that the American Rose Society's gold medal be sent to the Portland Rose Society, to be awarded at its June meeting in compliance with the rules of the American Rose Society.

It was also voted that the president be requested to send a letter of condolence to Benjamin Hammond on the death of Mrs. Hammond.

Dr. A. C. Beal, chairman of the rose test garden committee, made a report of various pilgrimages to be held during the spring of 1920. These are announced as follows: Washington, D. C., June 3; Hartford, Conn., June 24; Ithaca, N. Y., June 25; Portland, Ore., June 25, and Minneapolis, Minn., July 3. It was voted that the society should hold a general meeting at Washington at the time of the garden exhibition. It was voted that the president should present the Hubbard gold medal to E. G. Hill at the June meeting in Washington, D. C.

A letter was read from Secretary Young stating that there would be a meeting of the national flower show committee held in Cleveland during the month of June, at which time all questions regarding the conduct of the next national flower show will be discussed and decided upon. President Pyle stated that he expected at the meeting to represent the American Rose Society.

The secretary reported the total expenses of the society in connection with maintaining a booth at the New York flower show, March 15-21, 1920, to be $151.25, and that 420 members availed themselves of free entrance to the show, at an expense to the society of $168.00.

The secretary made the following membership report of the society on April 21: Regular members, 1520; life members, 68; affiliated members, 430, and honorary members, 10. Total, 2028. E. A. WHITE, Sec'y.

San Francisco.

BUSINESS SHOWS IMPROVED TONE.

There was a much better tone to business last week than for some time past, with a steady demand for nearly all classes of stock. We have seldom seen such fine rose blooms in the market. Ophelia, Hadley, Columbia and the different varieties of red roses are now at their best. Most of the American Beauty stock is badly mildewed and only brings $1.50 per dozen. With the exception of Laddie, there is little demand for carnations except for funeral sprays. A fine lot of tulips from outdoors is still arriving and clean up nicely. Red peonies have made their appearance and meet with much favor. Sweet peas still continue to be the most popular spring flowers. Good prices are the rule this season. Gardenias are in limited supply and there are just enough cattleyas to supply the demand. Lily of the valley is a little more plentiful. In decorative stock, pink and red hawthorn is in favor. Some finely grown campanulas in pots are being shown by the leading stores. Pot plant trade is quiet with the exception of Boston ferns, which are selling well.

NOTES.

Following the oft suggested lines of increased production, the executive committee of the Nurserymen's Bud Selection Association, met in San Jose last week, with the California Prune and Apricot Growers' Association. The object was to seek the development of prune and apricot trees which will produce larger fruit of quality, at least as good as the fruit produced at present.

The many friends of Charles Willis Ward of the Cottage Gardens Nurseries, Eureka, will regret to hear that he is very sick, and according to his physician, no hopes are held out for his recovery. He is suffering from heart failure and asthma. Mr. Ward was always very popular with the trade here, and it is with the deepest regret that his illness is received.

M. H. Ebel, of Sacramento, is a visitor this week, looking over the market for Memorial day. This is one of the biggest days of the year at his store, shipping as he does, great quantities of flowers to Nevada. He says spring trade in Sacramento is quite good.

C. Eadlee Lilly, of Santa Cruz, says the gladioli crop at that place is in fine shape this year and of the best quality. Shipments of cut blooms will start forward early in June.

Avensino Bros. are specializing on peonies at present, and are receiving some elegant stock. They also note a growing demand for lily of the valley.

It is said that the closing of the flower stores of this city on Sundays will become general before the summer months set in.

JAMES T. LYNCH.

Washington, D. C., Florists' Club.

Resolutions condemning the spreading of reports that florists of the country had taken advantage of Mothers' day to profiteer in the sale of flowers were adopted unanimously by the Florists' Club of Washington at its monthly meeting, May 4. Newspaper reports from New York and Washington, stating that florists charged as high as $1 each for white carnations last year were read and discussed, together with the appeal sent out by Miss Anna Jarvis, president of the Mothers' Day International Association, urging that instead of flowers, the day this year be observed by the display of American flags. Members of the club declared that the high limit on white carnations last year was $3 per dozen, and it was not expected that this price would be exceeded this year, basing that opinion on the expected wholesale prices, which it was estimated would range from $12 to $15 per hundred.

Members of the club severely censured persons who might be responsible for the assertion that $1 each had been charged for carnations, declaring that such statements were ridiculous and that it would be impossible to dispose of such flowers at that price.

Following the discussion of the subject, the following resolution, offered by William F. Gude, was adopted:

"Whereas, it has come to the attention of the Florists' Club of Washington, D. C., that there have been a number of misstatements appearing in the public press of the country to the effect that carnations were sold in the city of Washington on Mothers' day last year at as high as $1 each, and

"Whereas, such statements are not based on fact and are totally devoid of truth; therefore,

"Be it resolved, that we, the members of the Florists' Club of Washington, D. C., decry these erroneous statements, believing them to have come as a result of a misunderstanding on the part of the sponsors thereof, and do go on record as protesting against the same."

An entertaining description of Bermuda was the feature of the evening, an interesting talk on the island being delivered by William F. Gude, who has just returned from a trip to that famous resort.

Appreciation of the work performed by Z. D. Blackistone during his two years as president of the organization was expressed by the members of the club through the gift of a handsome cut glass water set.

J. Harper Hetherington, recently elected president, announced the appointment of the following to serve as an entertainment committee during 1920: George C. Shaffer, David J. Grillbortzer, Otto Bauer, Clarence L. Linz, Harry B. Lewis, Adolph E. Gude and George C. Dalgleish. A meeting of this committee is to be held in the near future for the purpose of electing a chairman, at which it is probable the question of an annual outing will also be discussed. B. F. L.

New York Florists' Club.

The New York Florists' Club met in its hall in the Engineering building, on the night of May 10, President Henshaw in the chair. The transportation committee for the trip to the convention of the Society of American Florists at Cleveland, O., August 17-19, reported through Thos. B. DeForest, that arrangements had been perfected to make the trip over the Delaware, Lackawanna and Western R. R.—"Phoebe Snow's" road.

A. T. De La Mare read appropriate resolutions on the death of Mrs. Benjamin Hammond, which were adopted.

The leading feature of the evening was the illustrated lecture on the iris, by Arthur Herrington, the well known all around horticulturist, and superintendent of flower shows. The lecture was interesting and instructive, the stereoptican finely illustrating the great variety and beauty of the irises.

Richard Vincent, Jr., addressed the club in behalf of the American Dahlia Society and its exhibition to be held in the roof conservatory of the Hotel Pennsylvania, this city, September 27-29. Secretary E. C. Vick, of the dahlia society, also spoke, giving important details of arrangements for the show, which will involve considerable expense for such a young society. The treasurer of the society, Wm. J. Rathgeber, was present, and spoke on the best methods of popularizing the dahlia. He joined the previous speakers in asking for the cordial support of the club members.

T. A. Weston, a newly elected member, was introduced and made a short but clever talk. Near the close of the meeting, Mr. Adams, a visitor, gave an amusing exhibition of sleight-of-hand.

The exhibition committee had nothing to offer, but hope to do better at the June meeting, which will be the last before the vacation of July and August. Max Schling exhibited specimen blooms of an unlisted white rose, said to be called the Easter Bride, in southern Europe.

The following were admitted to membership in the club: Samuel J. Clark, Mt. Vernon, N. Y.; W. S. Murtfeldt, Newburgh, N. Y.; Alonzo J. Bryan, Washington, N. J.; A. C. Palm, Portchester, N. Y.; T. A. Weston, New York; T. E. King, Irvington-on-Hudson, N. Y.; Wm. A. Finger, Jr., Hicksville, N. Y.; J. P. Mossmann, Hackensack, N. J.

Chas. H. Totty, for the flower show committee, reported that a meeting of the committee had been held in the afternoon, and stated that efforts were being made to provide new and special features for the next show.

A. F. F.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

Society of American Florists....885
—Mothers' day....885
—Cleveland trade exhibition....886
At an old Florida lighthouse (illus.)....886
The retail trade....887
—Next week in the flower shop....887
—Business leaks....887
—Penn's advertising slides as club aids....888
—Joy's Mothers' day publicity....888
Sweet pea Early Irish Beauty (illus.)....888
Sweet pea Early Gypsy Maid (illus.)....889
Plant notes....889
—Winter-flowering geraniums....889
—Primulas....889
—Peonies....889
—Ardisias....889
—Small ferns....889
—Cinerarias....889
Chrysanthemums....890
—Seasonable suggestions....890
Paul Richmond in Utah (illus.)....890
American Rose Society....890
San Francisco....891
Washington, D. C., Florists' Club....891
New York Florists' Club....891
Mothers' day....892
Fake insecticides....892
"Ship by Truck" essay contest....892
United States botanic garden....892
Fertilizers....892
Iris garden at Bronx park....892
Chicago....896
Chicago Florists' Club....902
Buffalo....902
Milwaukee....903
Toledo....904
Cincinnati....904
Pittsburgh....905
Seattle....906
St. Louis....906
Philadelphia....908
New York....910
The seed trade....918
—Cold weather delays Iowa corn....918
—Field Seed Co. to increase capital....918
—Onion sets....918
—Anti-trust act....919
—National garden bureau....919
Market gardeners....922
—Vegetable markets....922
The nursery trade....924
Albany....929
Columbus....929
Nashville....930
Evansville....930

COAL for next winter should be put in as early as possible.

FLOWERS and food continue in strong demand in most European countries, at high prices.

PORTO RICO is coming to the front as a source of arecas, kentias and dracaenas for the American market.

THE stand of the Society of American Florists' in the Mothers' day controversy, as set forth by Secretary John Young on the first and following pages of this issue, is highly commendable.

SECRETARY A. F. J. BAUR, of the American Carnation Society, has favored us with a copy of the report of the twenty-ninth annual meeting of that organization, held at Chicago, January 21-22, 1920.

THE liberal newspaper publicity given the opposition to the use of flowers for Mothers' day seems to have had the effect of stimulating rather than decreasing the demand. As stated in our issue of May 8, the baseless cry of profiteering will not materially affect the sale of flowers and plants at a fair profit.

Mothers' Day.

From reports received regarding Mothers' day business, which from all indications exceeded last year's totals by about 25 per cent, the flower buying public evidently were disinclined to accept seriously the charge, unfounded and unsupported, of the Mother's Day International Association that profiteering on the part of the florists was to be the order of the day, and while some of this propaganda found its way into the columns of the daily press in some cities, it apparently passed unnoticed. Customers in the flower shops found prices on both cut flowers and plants very moderate, showing little, if any, advance over those of a year ago, notwithstanding higher production costs. Carnations, as usual, were far below the demand, especially white sorts, but nevertheless, purchasers seemed well satisfied with the high quality of blooms offered at $2.50 and $3 per dozen, more than that being asked in very rare cases. In some instances, where prices seemed out of proportion, the retailers did not handle carnations, and found that other stock of good quality was just as acceptable. The well-directed publicity of the Society of American Florists was evident in both local and Florists' Telegraph Delivery business, and to even a greater extent where a co-operative spirit was manifested locally. Nearly all reports thus far received are to the effect that everything available moved freely to a quick cleanup. "Say it With Flowers" undoubtedly expressed the sentiment of the day to a greater extent than ever before.

Fake Insecticides.

In a recent communication from a prominent firm of Indiana florists, our attention is called to an insect destroyer which requires no spraying, the method of treatment being to inject the powder into the trees, where, to quote the circular telling of its many virtues, "It Works in Sap, Like Iron in Blood," one treatment lasting five years. Our correspondent, who received a dozen of these circulars, with a letter asking him to sell the goods, forwarded one of them to Frank N. Wallace, state entomologist, Indianapolis. His reply was as follows:

April 19, 1920.

"In reply to yours of April 13, will say that the "Royal Insect Destroyer" is a fake, pure and simple. The sad part about some of these things is that, once in a while, the men that get them up, really believe in them, but nevertheless they are fakes. You would be wasting your time to do anything with this, and if you attempted to sell it, I am sure you would only have trouble with your customers. May I keep the circular as I should like to look them up? I am in hopes that the government can get after such people through the interstate commerce laws."

"Ship by Truck" Essay Contest.

High school students of the country will be given opportunity to compete for a four-year university scholarship to be awarded for the best essay submitted in connection with "Ship by Truck—Good Roads" week, May 17-22. According to plans approved by P. P. Claxton, commissioner of the federal bureau of education, contestants to be eligible for the national prize must have won one of the prizes to be awarded by various organizations and individuals in their respective communities. High school students may submit a 500-word essay, which must be entitled "Ship by Truck and Good Roads." The national prize is known as the H. S. Firestone University Scholarship, and will be given in any college or university selected by the winner. School superintendents are being acquainted with the terms of the contest, which will close May 22.

United States Botanic Garden.

In its rotogravure section, May 2, the Washington Star devoted a full page to illustrations of a number of the principal features of interest of the United States botanic gardens in that city, with an excellent portrait of George W. Hess, director. There are splendid views of the Bartholdi fountain purchased by Congress at the close of the Centennial exposition in Philadelphia, Pa.; a section of the rotunda of the main conservatory, showing an acacia tree planted by President Grant; a picture of one of the large beds of flowers, with the capitol in the distance, and fine illustrations of the European hornbeam, planted by President Lincoln; an oak from the tomb of Confucius, planted in 1865 and a specimen plant of the rattan palm.

Fertilizers.

ED. AMERICAN FLORIST:

The reply to your correspondent under this head, issue of May 8, page 846, is very effectively made by C. W. Johnson. We would, however, like to correct his impression with reference to the main uses for these concentrated manures, which he states are dressing of lawns and gardens, in other words, for outdoor application. While this demand takes a large tonnage of our output, there are tremendous quantities of both pulverized sheep and cattle manures used by the florists and vegetable growers for under glass soil preparation, mulching, etc. This is especially true of the pulverized and shredded cattle manure.

THE PULVERIZED MANURE CO.

Soul of Business.

"The building of character is the soul of this organization," says a card from Marshall Field & Co., Chicago, "because the ideal of service is possible only with those who recognize their social responsibility to the community. The mature minds that guide the destinies of this institution today are but the ripened fruit of youthful zeal and enterprise planted in some secluded corner in years not far ago. In the alchemy of this store there is a ceaseless refinement that yields from its crucible the precious metals fittest in the welding of service. Here in the ranks today are the generals of tomorrow."

Iris Garden for Bronx Park.

The American Iris Society and the New York botanical gardens began work May 10 laying out the paths and grading the ground for the iris garden in Bronx park, New York, where thousands of varieties of the flower will be grown, according to Prof. H. A. Gleason, acting director of the New York botanical gardens.

The American Iris Society will carefully study the 2,500 varieties of iris in cultivation with a view to determining the nature of their various diseases and finding remedies.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, date and place of meetings.]

Boston, Mass., May 18, 8 p. m.—Gardeners' and Florists' Club of Boston at Horticultural hall. Wm. N. Craig, secretary, Faulkner Farm, Brookline.

Grand Rapids, Mich., May 17.—Grand Rapids' Florists' and Gardeners' Club at office of member. Edward Freyling, secretary, 1057 Wealthy avenue, Grand Rapids.

Lancaster, Pa., May 21, 7:30 p. m.—Lancaster County Florists' Association at Chamber of Commerce building. A. M. Herr, secretary, Lancaster.

Orange, N. J., May 17, 8 p. m.—New Jersey Floricultural Society at J. O. W. A. M. hall. G. W. Stranger, secretary, Orange.

Philadelphia, Pa., May 18, 3:30 p. m.—Pennsylvania Horticultural Society at New Century Club. David Rust, secretary, 606 Finance building, Philadelphia.

Portland, Ore., May 18, 8 p. m.—Portland Floral Society at Masonic temple. F. A. Van Kirk, secretary, 64 East 50th street, Portland.

Tarrytown, N. Y., May 19, 8 p. m.—Tarrytown Horticultural Society at Corporation building. H. W. Neubrand, secretary, Tarrytown.

Toronto, Ont., May 18, 8 p. m.—Gardeners' and Florists' Association at St. George's hall. Alex. Simpson, secretary, 87 Grosvenor street, Toronto.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

November 3-5, New York.—Annual exhibition of the American Institute of the City of New York of chrysanthemums, roses, carnations, fruits, etc. Wm. A. Eagleson, secretary board of managers, 322 West 23rd street, New York.

November, Washington, D. C.—Annual exhibition of the Chrysanthemum Society of America. Chas. W. Johnson, secretary, Morgan Park, Chicago.

September 27-29, New York.—Annual exhibition of the American Dahlia Society. Edward C. Vick, secretary, 205 Elwood avenue, Newark, N. J.

August, Cleveland, O.—Annual exhibition of the American Gladiolus Society. Prof. A. C. Beal, secretary, Ithaca, N. Y.

July 10-11, Boston, Mass.—Annual exhibition of the American Sweet Pea Society. Wm. Gray, secretary, Newport, R. I.

June, Reading, Pa.—Annual exhibition of the American Peony Society. A. P. Saunders, secretary, Clinton, N. Y.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Grower and propagator of roses, carnations and chrysanthemums wants position; single man. State wages. Address
Key 481, care American Florist

Situation Wanted—As gardener and florist on private place by May 1. Life experience in all branches. Age 46; married; no children. Strong, in good health; German-American; present place three years but would like a change; good references. Write, please state wages and particulars.
Gardener,
2101 Grand Ave. Cedar Rapids, Ia.

Situation Wanted. — By first-class florist as foreman and grower; 26 years experience, 14 in America; foreman about four years. First in cut flowers and pot plants. Address
Key 476, care American Florist.

HELP WANTED — All-around man and landscape gardener. **Johnson & Chronis,** 4701 Lake Park Ave., Chicago.

Help Wanted—In western New York, at once, a reliable married man; one who understands the growing of general line of cut flowers and pot plants. Please state experience and wages with house and garden. Address
Key 482, care American Florist

For Sale—Greenhouses, 7000 square feet of glass; two stores; located at the entrance of the largest cemetery in Chicago. Address W. Burmeister, 1767 Cemetery Drive, Chicago.

For Sale—Greenhouse in good town about 80 miles west of Boise. It must be sold; only greenhouse in this town. **A. Gonderman,** 7th Street and 18th Avenue south, Nampa, Idaho.

For Sale—Greenhouses, 14,000 feet of glass; store and residence. A modern plant; cement walls, large cement service shed, boiler room, coal shed and heated garage. Located in a live college town of about 25,000; 85 miles northwest of Chicago; the only large greenhouses in the city. Possession can be taken at once. Reason for selling: retiring from business. Can be bought with or without residence or store. Terms easy. Would be willing to rent for one year to the right party with option to buy; a good chance for a young live florist that means business. Address
Key 477, care American Florist.

HELP WANTED.

Gardener, single, for summer home, Mackinac Island. Vegetable and flower garden. Good reference required.
Apply

J. L. Cochran
Room 609 40 No. Dearborn St.
CHICAGO

HELP WANTED

An all around storeman for west side retail establishment in Chicago. Splendid opportunity for the right man (Polish prefered) to make permanent connection at an attractive salary. For further particulars address
Key 484, care American Florist.

Grower Wanted

Experienced man for carnations and chrysanthemums. Must be able to produce and take charge. Good steady position and good wages. Address
Key 483, care American Florist.

FOR SALE

Greenhouse establishment consisting of 7,000 feet of glass, 7-room cottage adjoining, excellent hot water heating system, gas and city water; established retail trade; 1 acre land, located in Elmhurst, Ill.; old age reason for selling. $3,000 cash, balance on terms.
Fred Rabe, Sr., Elmhurst, Ill.

FOR SALE.

Four greenhouses (27x125); 5 acres of land; 4-room house; city water and gas; located within Chicago limits. For particulars apply
Key 475, care American Florist.

FOR SALE

Carnation range near Chicago at a sacrifice if taken at once. Place in good condition with house on premises. Write for further particulars or call and inspect same. Any reasonable offer will be accepted. Address
Key 485, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.35; per 1000, $6.25. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Sell Surplus Plants

Before They Spoil By Overcrowding

ADVERTISE THEM NOW

American Florist Co.
440 South Dearborn Street, CHICAGO

MEMORIAL DAY

NEXT

Order Your Prepared Foliages, Wreaths and Supplies Early.

MAGNOLIA LEAVES

NON-MOULDY. FLEXIBLE. UNIFORM SIZE.
Colors: Green, Brown, Purple.

Per carton	$ 1.60
10 carton lots	per carton, 1.50
25 lb. cartons	per carton, 6.00
100 lb. cases	20.00

CYCAS LEAVES

PLIABLE. NON-CURLING. QUALITY LEAVES
at practically the same prices as inferior imitations.

Per 100	Per 100	Per 100
8 to 12....$3.80	20 to 24...$ 6.75	32 to 36...$12.50
12 to 16..... 4.50	24 to 28... 8.50	36 to 40... 13.50
16 to 20..... 5.50	28 to 32... 10.00	40 to 44... 17.00

MAGNOLIA WREATHS

Made on mossed wire frames of freshly prepared leaves by expert designers.

Overall.	Per doz.	Overall.	Per doz.
18 inch	$12.00	24 inch	$24.00
20 inch	14.50	28 inch	30.00
22 inch	19.00		

RUSTIC WREATHS

Made up of special assortment of Magnolia leaves, prepared Evergreen, Astral Ferns, Cycas, Pine Cones, etc. A grave wreath that sell at sight.

Overall.	Per doz.
18 inch	$21.00
22 inch	26.00
28 inch	30.00

THE OVE GNATT CO., Inc.

Preservers of Natural Foliages

La Porte, Ind.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorators' Novelties.

PRICES OF

Paper White Grandiflora

on application, subject (as to quantities only) to harvest results.

If your bookings are not yet priced, favor us with a **letter** or **wire.**

Vaughan's Seed Store

NEW YORK CHICAGO

MEMORIAL DAY NUMBER

The coming Memorial Day will meet with general observance surpassing any previous year. The supreme sacrifice of those who sleep on Honor's field in France revives the memories of our soldiers of other wars whose graves will be decorated with flowers this year as never before.

Prepare in full measure for what is assured to be a record-breaking business. Let the trade know what you have to offer for this unusual demand by advertising in the

MEMORIAL DAY NUMBER

——of——

THE AMERICAN FLORIST

which will be issued

MAY 20th

The early ad gets the most attention from publisher, printer and reader.

Send us yours now.

AMERICAN FLORIST COMPANY

440 So. Dearborn St., Chicago

Memorial Day

Large Crop of Roses. Buy Direct from the Grower.

We Are Rose Specialists and Are Cutting from 245,000 Rose Plants.

We guarantee our flowers to be perfectly fresh, up to grade, and even in quality. No pickled stock for us. We bring our flowers in from the greenhouse as fast as cut and know they are fresh.

Subject to Change Without Notice **MEMORIAL DAY PRICE LIST**— IN EFFECT MAY 25

OPHELIA, HOOSIER, WHITE KILLARNEY and SUNBURST.

Extra long	per 100,	$12.00 to $16.00
Medium	per 100,	10.00
Good short	per 100,	8.00
Seconds	per 100,	5.00

RUSSELL and COLUMBIA.

Fancy, extra long	per 100,	$25.00
Long	per 100,	20.00
Medium	per 100,	16.00
Short	per 100,	10.00 to 12.00

ASSORTED ROSES, OUR SELECTION, including some **RUSSELL** and **COLUMBIA.**
Lots of 200 or more.....per 100, $10.00 to $12.00

Big supplies of miscellaneous flowers are now coming into this market and we will procure the best at lowest market prices.

NEW FANCY FERNS.....Market Price

ADIANTUM	per 100, $2.00	ASP. SPRAYS	per 100, $4.00
GALAX, bronze	per 1000, 2.00	SPRENGERI	per 100, 4.00

All seasonable flowers not grown by us will be procured for our customers. A trial order solicited.
In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

NOTICE:—We close at 5 o'clock week days. Closed all day Sundays.

Chicago.

MOTHERS' DAY DEMAND BREAKS RECORDS.

The demand for stock for Mothers' day was exceptionally heavy and exceeded all expectations, with the market cleaning up completely in all lines at an early hour each day at the advertised quotations, and even higher. The call from out-of-town points was extra strong, and it was impossible to fill anywhere near all the local orders. Carnations were in heavy demand, with fancy stock selling as high as $15 to $18 per 100, and medium flowers at $10 to $12, with very few obtainable at these figures. American Beauty roses had a splendid call, and so did Premier, Columbia and Mrs. Chas. Russell. Ophelia, Sunburst, Montrose, Mrs. George Shawyer, Milady, Richmond, Hoosier Beauty, Killarney, White Killarney, Killarney Brilliant, My Maryland, Champ Weiland and Mrs. Aaron Ward cleaned up early, and there was a strong call for Cecile Brunner, Elgar, Baby Doll and Nesbit. The rose offerings, like the carnation supply, cleaned up completely at high prices with short and medium stemmed stock having the preference. Orchids commanded good prices and so did lily of the valley and gardenias. Peonies were to be had in limited supply and moved fast at $15 per 100. Sweet peas were in heavy supply and moved nicely at good prices, but considerable pushing was needed to keep the tables clean, although there was no surplus when the eleventh hour demand was over. Snapdragons were quite a factor in the market and brought good prices. Calendulas, daisies, mignonette, poppies, lilac, tulips, jonquils, narcissi, lupines, candytuft, stocks, pansies and other miscellaneous seasonable flowers were all disposed of quickly at high figures. Notwithstanding the many articles in the daily papers that the florists were profiteers, the demand was heavier than the supply, which may be attributed to a large extent to the advertising by the Allied Florists' Association and the national campaign of the Society of American Florists. Stock was in fairly large supply, but the call was so great that it was impossible to take care of it properly. The market was cleaned up completely in practically every line when the stores closed for the week and everyone will agree that the demand for Mothers' day will exceed or already has in some instances exceeded that of Christmas or Easter.

MOTHERS' DAY IN THE RETAIL STORES.

The demand this year exceeded all expectations with the total sales for May 7-8 running ahead of those of the two big days preceding last Easter. The sales for the week were not quite as large as those of Easter but taking everything into consideration it was remarkably brisk, notwithstanding the fact that there was an organized effort to kill the demand by calling the florists "profiteers," etc. The heavy local advertising offset the whining stand of the would-be opposition, and when the last shot was fired, the trade was victorious with not a bit of stock left to sell. The demand was particularly strong for carnations and very heavy for roses. Peonies moved quickly and miscellaneous stock such as snapdragons, tulips, jonquils, narcissi, daisies,

SPHAGNUM MOSS
For Florists.
For Nurserymen.

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph Street **NEW YORK, 43 Barclay Street**
VAUGHAN'S SEED STORE

Fancy Handle Baskets

(With metal liners included.)

These baskets are all in desirable colors of pretty shades and especially appropriate for the florist's use. Prices vary from 90c to $2.00 each. We recommend ordering sample assortment for about $10.00.

Get our list of other supplies (it's free.)

Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

TONNER

WHOLESALE
Cut Flowers—Supplies
30 East Randolph Street, CHICAGO
Telephone Central 6284

As the Oldest and Largest of

Peony Distributors,
Our Prestige

Lends Authority to Prediction.

No one wholesale house will approach our distribution volume in Peonies, yet the visible supply is far below normal, and even our supply, reduced but still enormous, may be absorbed before your order is booked unless it is placed soon.

PEONIES

The extreme cold wave last month, covering Peony growing section, blasted buds which were well advanced and, therefore, undoubtedly shortened the Peony crop.

The National Publicity Campaign has also undoubtedly increased the general demand for Peonies among other flowers.

An unusually heavy demand is coupled with a shortened supply.

We Advise Early Action.
National Recognition as "The Peony House of America."

KENNICOTT BROS CO.

174 North Wabash Avenue
CHICAGO

EXTRA HEAVY SUPPLY

ROSES--CARNATIONS

All Leading Varieties

Place your orders with us and you will get the best stock obtainable for the least money

Effective May 10.—CURRENT PRICE LIST—Subject to Change Without Notice.

PREMIER	Per 100
Select	$20.00
Fancy	15.00
Medium	12.00
Short	10.00

RUSSELL	Per 100
Select	$20.00
Fancy	15.00
Medium	12.00
Short	10.00

COLUMBIA	Per 100
Select	$20.00
Fancy	15.00
Medium	12.60
Short	10.00

OPHELIA	Per 100
Select	$10.00
Fancy	8.00
Medium	6.00
Short	5.00

SUNBURST	Per 100
Select	$10.00
Fancy	8.00
Medium	6.00
Short	5.00

White—KILLARNEY—Pink	Per 100
Medium	$8.00
Short	$4.00 to 6.00

ROSES, Our Selection $6.00

CARNATIONS	Per 100
Fancy, assorted colors	$4.00 to 6.00
Splits	2.00

MISCELLANEOUS

Calla Lilies, per doz.	$ 2.00
Ferns, per 1000	5.00
Galax, per 1000	2.00
Sprengeri, per bunch	.50

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 CHICAGO

mignonette, lupines, stocks, candytuft, lilac, sweet peas, etc., cleaned up early. The heaviest demand was principally for medium priced stock but the buyer took what he could get in most instances rather than take a chance of not getting anything at all. Plants were in short supply and what few were offered cleaned up quickly at high prices. Tulips, jonquils, gladioli, geraniums, daisies, calceolarias, hydrangeas, rambler roses, a few azaleas and a limited supply of lily of the valley in pots were the principal offerings in this line. The weather was ideal and the only complaint to be heard on all sides was in regard to the great scarcity of stock, it being necessary to stand in line at times at some of the wholesale houses to get what one needed.

NOTES.

Poehlmann Bros. Co.'s cut flower department was entirely redecorated this week, following the biggest Mothers' day trade on record. John Poehlmann is confident that the Memorial day business will be exceptionally heavy this year because it falls on Sunday.

O. Johnson, formerly with the Batavia Greenhouse Co., is now in business for himself selling investment securities. His headquarters are in rooms 610-612, 181 Quincy street.

The Joseph Foerster Co. had a splendid Mothers' day business which cleaned up all the stock it had to offer, including the shipments that arrived at the eleventh hour.

Bassett & Washburn had such a heavy call for stock for Mothers' day that it was impossible to fill anywhere near the demand. Their shipping trade was particularly large.

Kennicott Bros. Co. is handling a large quantity of choice adiantum which is good property now. This firm's Mothers' day trade was a record breaker.

Cape Jasmine

—FOR—

MEMORIAL DAY

We are large growers and shippers of Jasmine. Gardenias are our specialty. We are now ready to ship your order, large or small. as our young bushes have the finest buds in years. We have a large, supply to draw from, so don't be afraid to place your orders where they will receive prompt and careful attention. When we accept your orders you may depend on receiving them. The season will last till June 20. Regular orders solicited.

	100	1000
Class X, 12 to 18 inch stems	$3.00	$25 00
Class A, 8 to 12 inch stems	2.25	18 00
Class B, under 8 inch stems	1.50	12.00

500 at 1000 rates. Terms: Cash or C. O. D.

NYTEX FLORAL COMPANY, Alvin, Texas

Reference: Farmers' State Bank.

H. Van Gelder says that the total sales for Mothers' day at the store of Percy Jones, Inc., were most satisfactory and much better than he expected.

John Michelsen says that the E. C. Amling Co.'s sales for Mothers' day were the best ever and compared most favorably with those of last Easter

Bert Cole, of the E. C. Amling Co., is seriously ill with pneumonia. His many friends are hoping for a speedy and permanent recovery .

Robert Northam says that the demand for roses was never so heavy at George Reinberg's store as it was for Mothers' day this year.

Matt Mann gave Zech & Mann's regular force a lift for Mothers' day which was by far the best that this firm ever experienced.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

We are now Booking Advance Orders for

Memorial Day

Place your Order today and avoid disappointment.

Peonies (assorted colors)

	Per 1000
Good stock	$ 80.00
Select stock	100.00
Fancy stock (best in market)	120.00

Carnations (assorted colors)

Good stock	$60.00 per 1000
Fancy stock	80.00 per 1000

Roses (assorted colors)

Any length you want ..... $80.00 per 1000 and up

DON'T misunderstand the above quotations. They are not current prices, but are for advance orders for Memorial Day shipment, May 25 to 28. After we have booked a certain amount of business at these prices we shall GO UP with the market.

All other stock will be billed at market prices on day of shipment.

Quality and Quantity Reign Supreme Here

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 CHICAGO

Roses and Carnations

All leading varieties. Order what you need from us.

Buy Direct from the Grower — CURRENT PRICE LIST — Subject to Change Without Notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	8.00 to 10.00
COLUMBIA	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	8.00 to 10.00
PREMIER	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	8.00 to 10.00
MILADY	
Specials	$15.00 to $20.00
Select	$10.00 to 12.00
Medium	8.00
Short	6.00

	Per 100
Champ Weiland, Killarney, Killarney Brilliant, White Killarney, My Maryland	
Specials	$20.00
Select	$12.00 to 15.00
Medium	10.00
Short	8.00
SUNBURST, OPHELIA	
Specials	$20.00
Select	$12.00 to 15.00
Medium	10.00
Short	8.00
ROSES, OUR SELECTION	5.00
CARNATIONS	
Good and Fancy	$ 4.00 to $ 6.00
Sweet Peas	$ 1.50 to $ 3.00
Adiantum	2.00
Asparagus, per bunch	50c
Ferns, per 1,000	$5.00
Galax, bronze and green, 1,000	$2.00
Leucothoe Sprays	1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

The directors of the Allied Florists' Association met Tuesday afternon, May 11, when it was decided to appropriate a sum to decorate a suitable float for the parade to be held, Friday afternoon, celebrating the opening of the Michigan boulevard link. All florists were invited to participate in the parade but all delivery trucks must be decorated. Over 400 industries will be represented and never before was such a golden opportunity available to parade the "Say it With Flowers" slogan before so many people. The association is co-operating with the Tribune fund to decorate the graves of our dead soldiers in France. Placards bearing the words, "Cover Them With Flowers" and money containers are being placed in every retail store, through all the wholesale houses where those who have not already obtained same can do so at once.

Ronsley had the order for the Zukor-Roth wedding last week, which amounted to nearly $2,000 and included the bridal bouquet of orchids and lily of the valley, 10 bridesmaids bouquets and a number of corsages for members of both families. The bridal bouquet alone cost $300. Mr. Zukor is a moving picture man and is president of the Famous Players-Lasky Corporation.

A. T. Pyfer & Co. disposed of a large quantity of stock for Mothers' day which was much greater than in the past. Carnations were in especially heavy demand at this house, but everything sold up early at high prices.

A. L. Vaughan & Co. have no kick coming in regard to their Mothers' day business which was the best ever. The out-of-town demand was exceptionally heavy and the city trade was exceedingly brisk.

Paul Klingsporn, manager of the Chicago Flower Growers' Association, is enthusiastic over the remarkable demand for Mothers' day when the total sales at this house were exceptionally heavy.

Erne & Company enjoyed a splendid Mothers' day business with an early cleanup in stock each day. Mr. Erne anticipated a heavy demand but was surprised at the quick disposal of stock.

Wietor Bros. had a heavy cut of roses and carnations for Mothers' day but sold the stock as fast as it reached the store. N. J. Wietor says the total sales for the week made a new record.

Peter Reinberg found it impossible to fill anywhere near the demand for Mothers' day according to Herbert Hansen, although the regular customers were all well taken care of.

The A. L. Randall Co. moved a good supply of peonies in addition to a complete line of all other seasonable stock for Mothers' day which was the largest ever at this establishment.

The Weiland-Risch Co. had a few gladioli to offer in addition to its regular line for Mothers' day which cleaned up quickly like everything else.

The E. F. Winterson Co. is having a good call for green thread which it attributes to the special offer it is making on this item this month.

The John Kruchten Co. cleaned up everything it had to offer for Mothers' day at an early hour, including a large supply of fancy sweet peas.

The J. A. Budlong Co. never enjoyed such a brisk business for Mothers' day as this year and such a complete early cleanup.

Tonner's are pleased with their Mothers' day trade and cleaned up completely in all lines.

Hilmer V. Swenson is the proud father of a baby girl who arrived May 11.

Memorial Day

Send Your Orders Now

MEMORIAL DAY PRICES

In Effect May 24th, 1920.

PEONIES:	Per 100	
Select fresh stock not out of storage		
Long fancy	$10.00	$12.00
Choice	8.00	
Shorts	5.00	6.00
ROSES:		
PREMIER, COLUMBIA, RUSSELL AND MILADY		
Long fancy	25.00	
Choice medium	15.00	
Good short	8.00	12.00
(Specials billed accordingly)		
OPHELIA, SUNBURST, HEARST, MARYLAND AND WHITE KILLARNEY		
Long fancy	15.00	
Choice medium	10.00	
Good short	6.00	8.00
CARNATIONS:		
Select fancy	8.00	
Choice	5.00	6.00
SWEET PEAS:		
Fancy Spencers	2.00	3.00
(1000 lots, $15.00—$25.00)		
YELLOW DAISIES:		
Select large flowers	3.00	
Choice	1.00	2.00
	Per dozen	
CALLAS AND EASTER LILIES	$ 2.00	$ 4.00
SNAPDRAGONS, long fancy	1.00	2.00
STOCKS, choice double	1.50	2.00
PANSIES, per dozen bunches	1.50	2.00
ASPARAGUS PLUMOSUS, per bunch	.35	.50
ASPARAGUS SPRENGERI, per bunch	.25	.50
FERNS, per 1,000	5.00	
GALAX, per 1,000	2.00	

(Subject to Market Changes)

A. T. Pyfer & Company

OUR MOTTO: "Nothing is too much trouble to please a customer."

164 North Wabash Ave., CHICAGO

L. D. Phone Central 3373

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave., Chicago

Heavy Supply

PEONIES---ROSES
CARNATIONS
FOR MEMORIAL DAY

in addition to a complete line of all other seasonable Cut Flowers suitable for this occasion. Many years of experience in filling out-of-town orders has convinced the most discriminating buyer that this house knows best how to fill his order.

Play Safe. Order Here. Get Fresh Stock.

Mention the American Florist when writing

MEMORIAL DAY.

The demand for this occasion promises to be exceedingly heavy compared to former years. Arrange for your supply of Cut Flowers with us today. We will be strong on Peonies, Roses, Carnations, Lilies, Etc. Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

ROSES
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MINIATURE ROSES
Cecile Brunner

CARNATIONS

MISCELLANEOUS
Valley Cattleyas
Lilies Sweet Peas
Calendulas
White and Yellow Daisies
Snapdragons
Stocks Candytuft

GREENS
Plumosus Sprengeri
Galax, bronze. Galax, green
Ferns
Adiantum Smilax
Boxwood

Mrs. Marie Augusta Blome, wife of William Blome, fond mother of William, Emil, Paul, Arthur and Ida Schmidt, died this week. The funeral was held from the late home at 3928 North Irving avenue with services last Wednesday at 2 o'clock at Rosehill chapel. The family have the sympathy of the entire trade in their great loss.

Phil Foley, Jr., was arrested Monday evening, May 10, for speeding in River Forest. He was in a hurry to get the crew home from Maywood, where the Foley Greenhouse Manufacturing Co. is building a new range for Hans Jepsen.

Allie Zech received a telegram last week from H. J. W. Richmond, Sullivan, Ind., reporting the death of his son, who was killed in an automobile accident. The funeral was held Mothers' day.

Miss Bess Wonderleigh, of the Chicago Carnation Co., Joliet, drove here in her new car, May 12. She had considerable tire trouble but managed to reach this city all right.

Geo. V. Wienhoeber had some unusually well grown hydrangeas in his window the past week. His Mothers' day trade was the best he ever experienced.

H. F. Pahud, of the Pahud Floral Co., Indianapolis, Ind., spent several days here last week buying stock for Mothers' day. He reports a brisk season.

Vaughan's new retail stores at 10 and 12 West Randolph street, did a normal business the opening week beginning May 10.

A. Vanderpoel is now located in his new store and greenhouse at 4022 Colorado avenue.

Visitors: Chas. Graham, Cleveland, O.; C. Russell, of the Jones-Russell Co., Cleveland, O.; John M. Carey, Detroit, Mich.; A. Barber, of the Park Flower Shop, Cleveland, O.; L. Pennock, of Pennock Bros., Philadelphia, Pa.; Ed. Amerpohl, Janesville, Wis.; W. Kenyon, South Bend, Ind.; Martin Reukauf of H. Bayersdorfer & Co., Philadelphia, Pa.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Hotel Randolph, May 6, with a good attendance. President Waters in the chair. Eric Paselk, Morton Grove, and L. A. Woodward, 208 South La Salle street, were elected to membership, and E. D. Burton, 900 Masonic Temple, H. E. Larson, 431 South Dearborn street, R. P. Bohlander, Hillside, Frank Psenicka, Grosse Point, and Aram Mestjian, Wilmette, were nominated for membership.

The feature of the evening was a second presentation, by request, of the American Greenhouse Mfg. Co.'s moving pictures, entitled, "Wonderland Under Glass," with an interesting address by E. D. Burton, the company's sales manager. The films for the moving pictures, Mr. Burton said, were produced at a cost of $3,500.00, showing greenhouses in the process of manufacture and construction. Many additions are contemplated, covering greenhouse operations, plant diseases, methods of culture, etc. These pictures have proved very helpful in the making of sales, as they bring the greenhouses direct to the prospective purchaser instead of, as formerly, taking the purchaser to the actual greenhouse establishment.

Owing to the inability of Hilmer V. Swenson to attend, his assistant, H. E. Larson, displayed the Society of American Florists' moving picture, entitled, "Her Birthday." Mr. Larson, referring to the publicity service of the national society, pointed out the desirability of retailers using the dealers' helps in promoting their business. Advertising materials, such as billboards, posters, folders, posterettes, stereopticon slides, etc., embodying selling suggestions, have been specially prepared for florists' use, also short moving picture films. The films and slides may be rented as needed.

Chairman James Morton, and Ralph B. Howe, of the garden committee, reported an extensive distribution of garden booklets among school superintendents and others interested in the garden movement. Members desiring these booklets for local distribution should address James Morton, 66-72 East Randolph street.

An invitation was received from the Allied Florists' Association to attend an important meeting at the Hotel Randolph, May 13, at 8 p. m., and the invitation was accepted.

Chairman Guy W. French, of the good-of-the-club committee, announced that on account of the waiters' strike, the May party had to be postponed.

Buffalo, N. Y.

MOTHER'S DAY SHOWS LARGE GAIN.

With fair and cool weather for Mothers' day, business was fully 25 per cent greater than last year, notwithstanding the propaganda to replace flowers with flags. Carnations were of very good quality, especially white and Ward. Enchantress was not so good. Roses, snapdragons, stocks, sweet peas and jonquils were plentiful. Plants were much in demand but were very scarce.

NOTES.

S. A. Anderson's building on Main street is being torn down and all that will be left is a temporary roof over the flower shop. When completed in August, this firm will have a fine home.

Miss Minnie Wilson, who has been assistant bookkeeper at S. A. Anderson's, has resigned to take a much needed rest.

Mrs. E. Douglas Savage and children have gone to England for a visit. Douglas is now keeping "batchelor's hall."

John Flebelkorn, of W. J. Palmers staff, has his "Shiver Lay" car painted all ready for the summer.

The Colonial Flower Shop is now located in its new quarters.

BISON.

Place your orders with us for

Memorial Day

and insure your supply

BEST QUALITY TO BE HAD IN

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Ward, Welland, Brilliant,
Double White and Pink Killarney, Sunburst, Hearst, Nesbit and Brunner.
NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

Choice stock of Valley, Sweet Peas, Callas, Daisies, Easter Lilies, Stocks, Calendulas, Peonies, Lupines, Pansies and all other Seasonable Stock.

Don't Forget Us on GREENS, as We Have Mexican Ivy, Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.
WE ARE CLOSED ALL DAY SUNDAY.

Milwaukee, Wis.

MOTHERS' DAY CLEANS MARKET.

"Every Knock is a Boost," was never more truly proved than for Mothers' day for, with some agitation against wearing high priced flowers, and the possibility of profiteering, no one in our business ever experienced such a craze for flowers, either cut or in pots, as the past Saturday and Sunday. Weather conditions for the growers were just the opposite of that which prevailed the week before Easter. After a seige of cold days and still cooler nights, it began to warm up about May 4, and from then on, continued to increase until Sunday, May 9, when it reached the 78° official mark in the shade. These favorable codditions brought on an avalanche of roses, carnations, sweet peas, lilies, etc., but the demand was so great that by Saturday night, our three wholesalers had to close for want of supply. There were some good snapdragons which cleaned up at sight at from $2 to $3 per dozen. While shipping orders which went out before Friday, were nearly all filled complete, those that came in late had to be cut, while some could not be touched at all. As some of the consumers realized that a pot with one or more flowering plants was a better investment, these too had their inning; after the meager supply of hydrangeas, roses and other leftovers from Easter were gone. Many thousands of geraniums, daisies, and in fact anything with a flower, was eagerly grabbed up, regardless of price or size. While wholesale prices throughout were not exorbitant, it is a shame and disgrace to our profession when we hear that just a few took advantage of the situation and charged a retail price way out of proportion to what they paid for the stock. While the general public is willing to pay more for everything, because, earning more, that they have the money is no excuse for anyone in the florist business to profiteer and thereby heap shame and disgrace, not only on themselves, but the innocent likewise. Something ought to be done to bring the guilty parties to time.

NOTES.

The regular florists' club meeting held May 6, was fairly well attended but a good many regulars, being busy with preparation for the past holiday, were prevented from hearing the illustrated talk on "Alaska," by one of the public museum officials, which proved to be highly interesting and instructive. Tom Skinner, local, Harry Penstein, local, and Arnold Brueggemann, of North Milwaukee, were elected to membership.

A few of the downtown live-wire retailers, assisted by our three wholesal-

MEMORIAL DAY

MAKE IT BIG

The demand will be greater than ever this year and you will have your share of the trade if you only go after it. Book all the orders you can—you will be able to secure what stock you need from us.

Our Growers will be in LARGE CROP with all kinds of Flowers, including the Leading ROSES and CARNATIONS.

PEONY HEADQUARTERS AGAIN

Our supply will be exceedingly heavy owing to the arrangements we have made with the **Largest** and **Best Growers** shipping to this market. This house is recognized as the leading dealer in this item.

It is generally understood that if you cannot get what you need from Randall it is not obtainable in the Chicago Market.

Write For Our Special Memorial Day Price List.

A. L. RANDALL CO.

Wholesale Cut Flowers and Florists' Supplies

Wabash Ave. and Lake St., - - CHICAGO, ILL.

Mention the American Florist when writing

ers, transformed the otherwise large empty show window of the Western Union Telegraph Co., on Wisconsin street, to one, which at sight, made a strong plea for the Florists' Telegraph Delivery in an artistic and instructive manner, and made an instantaneous hit.

With four exceptions last month was the coldest April in the records of the local office of the weather bureau, which go back to 1871. The average temperature for the month was 39.4.

Temperature dropped to 45 by May 10, 6 p. m. E. O.

Toledo.

MOTHERS' DAY BREAKS RECORD.

Favored by magnificent weather, and pushed along by a last-minute, rapid-fire co-operative publicity campaign Mothers' day business here smashed all records and almost every florist cleaned up completely. Never has the writer seen such a variety of excellent flowering plants for this day, and the advertising, directed principally to plants, created a great demand. Cut flowers sent in from local growers were excellent stock, and there was scarcely any increase in prices. Stirred by the unfavorable publicity featured on the front page of one of the leading daily papers, in which a boycott on flowers was urged by the Mothers' Day International Association, both growers and retailers here made a determined effort to keep prices on a reasonable level. They succeeded admirably, and the public was never offered such splendid stock at such modest prices. Many retailers curtailed their orders on carnations, and refused to raise prices on those sold. This method is the only cure for the situation. Everyone in the trade ought to realize that Mothers' day is one day, which because of its beautiful sentiment, should preclude any price advance. In the line of plants, there were excellent quantities of hydrangeas retailing at $1 to $10; Darwin tulips, at $2 to $6; hyacinths, $1 and up; begonias, $1.50 to $3; daisies, $1.50 to $3; Martha Washington geraniums, $1.25 to $2; also a fine display of genistas and primroses. Carnations, of course, were scarce, and retailed for $3. Roses were of excellent quality, plentiful, and ranged in price from $2 to $6. Sweet peas were unusualy plentiful for this time, and of excellent quality. They were in great demand at from $1 to $2 per bunch. Darwin tulips retailed for $2 and $3. Snapdragons brought $3 and $4. Daffodills were plentiful at $1 per dozen. Numerous telegraph orders were received from all parts of this country and Canada, and many were sent out.

NOTES.

Miss Helen Patten had a splendid interview in one of the daily papers, in which she stated that the public could help keep prices down by not insisting on carnations, and refuted the charge made that florists were profiteering. She had a fine supply of plants and cut flowers and sold out completely by Sunday noon.

Feniger, who has an excellent location on Adams street, filled the sidewalk in front of his store with daisies for Mothers' day, and they sold like hot-cakes. He also had a wonderful display of hydrangeas and other plants. He reports the biggest business ever done.

Schramm Brothers advertised heavily, using the S. A. F. material and smashed all records for business. They did not handle carnations, but sold lots of plants at reasonable prices.

A. C. K.

Cincinnati, O.

FINE MOTHERS' DAY BUSINESS.

Mothers' day has passed into history as one of the best ever. The newspaper criticisms, published in the daily press throughout the country, in an effort to destroy the sale of flowers on this day was checkmated promptly in practically every city. Locally, it was well handled, and eventually the publicity worked to the advantage of the trade. While the market sold out on nearly everything, the prices appeared entirely too high for this late holiday. Roses of all kinds were in big supply, and not nearly enough good stock to go around. Red roses are not plentiful and find ready buyers and the same may be said of White Killarney. Premier is the best at present, with Butterfly and Columbia about even in suply and demand. Miscellaneous stock, snapdragons, yellow and white daisies, baby primroses, forget-me-nots, mignonette, etc., moved well but will be long items from now on.

NOTES.

C. E. Critchell continues to lead in choice red roses. Miscellaneous items are all of good quality here.

The Avondale Floral Co. sold out everything in plants in bloom. Cut flowers went well, too.

T. W. Hardesty, Julius Baer and Robert Kelly say business was away ahead of last year.

H. W. Sheppard sold out everything but the register. F. T. D. business was unusually heavy.

Edward Forter says business was fine. Much more stock could not have been handled.

Frank Voltz is cutting some extra fine pink snapdragons.

J. H. Hill paid us a visit a few days ago. K.

Gould's Celebrated Select Peonies

Are now and will be obtainable all through the month of May, at the

A. L. RANDALL CO.

CHICAGO

Place your orders for Peonies for Memorial Day with Randall now. You won't find any better stock anywhere, because we positively produce the best.

☛ **Write to Randall's for Special Memorial Day Prices.**

GOULD COMPANY, Onargo, Ill.

FOR MEMORIAL DAY

We Offer a Splendid Assortment of Our Memorial Day Specialties.

METAL WREATHS

Do you know that we manufacture them in our own factories in New York and in Philadelphia? Try an assortment at $25.00 or $50.00—sure to please you.

IMMORTELLES

Red, white and blue immortelles for Memorial Day design work. Large stock, splendid quality.

Magnolia Leaves, in cartons and in bulk, all colors; **Adiantum Fronds, Ruscus, Beech Sprays, Oak Sprays, Wax Flowers, Cycas Leaves, Wax Designs.**

H. BAYERSDORFER & CO., 1129-1133 Arch St., Philadelphia, Pa.

Branch Factory: 709 First Ave., New York City. **Telephone: Vanderbilt 4976.**

Pittsburgh.

MOTHERS' DAY MAKES GOOD SHOWING.

Mothers' day business was much larger than in any previous year, but there did not seem to be the same vim of other special days of the year. There was no advertising done by the local florists; in fact, only the free advertising the newspapers gave the trade by calling on the public to wear flags instead of flowers, but it was few flags that were worn here. The demand was larger than ever and the two main factors, carnations and roses were in short supply. With the exception of carnations and short roses, there was no increase in prices. The supply of American Beauties was small, which is just as well, as the quality was poor. The call was for Russell, Premier and Columbia in the order named, and the stock was good. The surprise of the day was the quantity of first-class snapdragons that arrived. Never before were so many handled in this market, and as the price was reasonable, they cleaned up without any trouble. Sweet peas brought another surprise. The supply was much larger than expected, and the quality was fine! The next and last big day of the season is Memorial day, which this year should be better than ever. This market depends on peonies for this day, but the season is about two weeks later than usual, and unless we have unusually warm weather, it looks as though the supply would be small.

NOTES.

E. J. McCallum, of the McCallum Company, has returned from a visit to the Detroit branch. Chas. Edgar, who represents the firm in the middle-west, and wife, are spending several days at headquarters, getting new samples. For the next few weeks, Mr. Edgar will call on the eastern trade, making Philadelphia his headquarters.

On April 30 the Pittsburgh Cut Flower Company held its regular monthly dinner for employes at Kramer's. The company has made a feature of these monthly dinners and get together meetings, and has found them of great benefit both to employer and employe.

Pete Hopman, of New Galilee, Pa., is making heavy shipments of snapdragons to the McCallum Company. His Mothers' day shipments totaled about 7,000.

The Zeiger Company has been busy with several large weddings, having worked all night preparing for one of them. M.

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Peonies. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

For Florists' Supplies, Baskets, Chiffons and Spring Novelties
PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., Pittsburgh, Pa.

Seattle, Wash.

TRADE INCLINES TO DULLNESS.

Market conditions for the past week have been rather listless. The most activity is noticed in bedding stock and pot plants. There has been a marked scarcity of pot primroses, while hawthorns and firm-stemmed hydrangeas have been hard to get. The preference seems to be for pansies, asters and geraniums, the supply of which has hardly been able to balance the demand. The first Japanese cherry blossoms are appearing and are proving great favorites with the trade, owing to their double bloom and warm color. The rose crop is not large, but the cut is increasing, and the quality is very satisfactory. Ophelia, especially, has a good color. Ward and Premier are a little short, but the arrivals of Mrs. Charles Russell are increasing. Sweet peas from the local greenhouses are very plentiful and of extraordinarily good color. They are making the best showing of the season. The quality of the California irises, has proven somewhat disappointing and deliveries are falling off, owing to their lack of popularity. The first fuschias from the southern market are attracting considerable attention and a good sale is anticipated.

NOTES.

What is said to be a new cactus is being displayed in the show windows of Rosaia Bros., this week. The plant, which is about four feet in circumference, has nearly 250 blossoms of a deep, rich red color. The plant is a production of their own greenhouses. They are also showing a fine sturdy hydrangea of an orchid-lavender shade. The blooms are fully four inches in diameter, and all double. They are furnished by Domato Bros., of San Francisco, Calif.

The Hollywod Gardens are making a window specialty of snapdragons, tastefully arranged in tall blue baskets. These flowers, which were grown at the firm's own greenhouses, are in some cases, combined with Ophelia roses with striking effect. The resulting sales have been very satisfying.

The Woodlawn Flower Shop is showing a novel display of soft flexible straw hats, arranged in shape of May baskets, and containing combinations of spring flowers. Some arranged with black tulips, attracted especial attention.

Harry Day, manager of the Orpheum Floral Co., says that there has been a good demand for double calceolarias, but he has been inconvenienced by inability to fill the orders for local grown dahlias.

Some of the narcissi shown by Fred H. Rowe, of McCoy's, are the finest of the season. They average four bright glossy blooms to the stalk, and are very strong and hardy.

Mrs. Anna F. Burns has an attractive display of early California fuchsias, which are being welcomed by the trade.

C. H. S.

LINDLEY BOXES
meet the Florists entire requirements. You have a large assortment from which to choose. Write for prices.
LINDLEY FLOWER BOX CO.
"Quality Box Makers" MARION, INDIANA

GOLDFISH 1,500,000 (Fancy and Plain)
Ready for market at rock-bottom prices. Ship anywhere in U. S. or Canada. Write for our illustrated catalogue.
Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.

FLORISTS'
Cards, Envelopes, Labels, Tags.
Add 20% to our 1920 catalogue prices.
THE JOHN HENRY CO.
LANSING, MICHIGAN

Sell More Potted Plants

You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a
Little Wonder Plant Irrigator
They keep your plants watered just right.
Wholesale price, $25.00 per 100.
If your supply house does not carry them send us their name with your order.
Sample by mail, 35c.
The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO

The Wonder Plant Irrigator
—AND—
The Wonder Basket Irrigator
Two articles no florist should be without. Write for prices.
A. F. LONGREN, DES PLAINES, ILL.

Mention the American Florist when writing

St. Louis.

The florists' club of this city, through its secretary, Frank A. Windler, has extended an invitation to every member of the Missouri State Florists' Association to arrange for the meeting of that organization in this city during the flower show period which will open May 14, and visiting florists are assured of a most cordial welcome. The meeting is scheduled to be held at the Missouri botanical gardens, the flower show to be held at the same location. Members of the state association are requested to come prepared with suggestions, as it is desired to make the occasion a real get-together movement.

CHARLESTON, W. Va.—The Capital City Floral Co. will erect a new one-story salesroom to cost $1,500.

KANSAS CITY, MO.—The Amateur Flower Growers' Association will hold its fifth spring flower show at the Muehlebach hotel, June 12. A silver vase will be offered for the best rose.

ST. LOUIS, MO.—The Garden Club of St. Louis is mailing copies of its premium list and entry blanks for the first annual exhibition of the organization to be held at the Missouri botanical garden, May 15-16.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.

CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen	Per 100
Roses, Beauty		$2.00@$ 8.00	
"	Mrs. Chas. Russel		8.00@ 35.00
"	Columbia		8.00@ 35.00
"	Premier		8.00@ 35.00
"	Roosier Beauty		6.00@ 20.00
"	Killarney Brilliant		6.00@ 20.00
"	Killarney		6.00@ 20.00
"	White Killarney		6.00@ 20.00
"	Richmond		6.00@ 20.00
"	My Maryland		6.00@ 20.00
"	Mrs. Geo. Shawyer		6.00@ 20.00
"	Milady		6.00@ 20.00
"	Mrs. Aaron Ward		6.00@ 20.00
"	Sunburst		6.00@ 20.00
"	Ophelia		6.00@ 20.00
"	Dble. W. Killarney		6.00@ 20.00
"	Champ Weiland		6.00@ 20.00
"	Cecile Brunner		2.00@ 4.00
"	George Elgar		2.00@ 4.00
"	Baby Doll		2.00@ 4.00
"	Nesbit		2.00@ 4.00
"	Our selection		8.00
Carnations		4.00@	8.00
Cattleyas	per doz.	18.00@	24.00
Snapdragons	per doz.	2.50@	3.00
Tulips		4.00@	8.00
Daisies		2.00@	4.00
Valley		8.00@	12.00
Calendulas		4.00@	6.00
Gardenias	per doz.	2.50@	3.00
Lilies	per doz.	2.50@	3.00
Peonies		6.00@	12.00
Jonquils		4.00@	8.00
Callas		1.50@	2.00
Sweet Peas	per 100	1.50@	4.00
Ferns	per 1,000		5.00
Galax	per 1,000		2.00
Leucothoe		1.00@	1.25
Plumosus Strings	each	.60@	.75
Sprengeri, Plumosus, Sprays			3.00
Mexican Ivy		.75@	1.00
Boxwood, 35c per lb., per case			9.00

ZECH & MANN

WHOLESALE FLORISTS

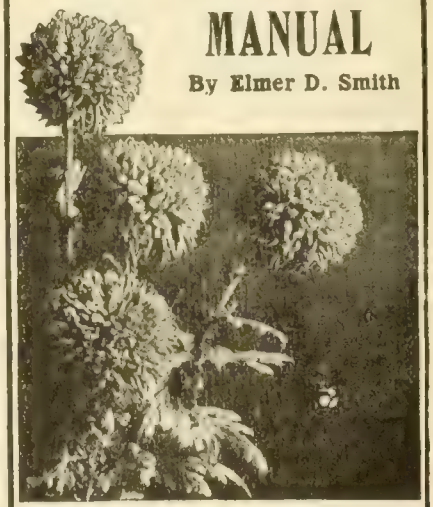
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 No. Clark Street, CHICAGO

GOOD ROSES

The demand seems to be principally for Roses of the better kind. The best varieties on the market you will find with us in quantity.

RUSSELL
PREMIER
COLUMBIA
HADLEY
SHAWYER
DOUBLE WHITE KILLARNEY

These varieties are called for more than any other. If you want good Roses at the right market price, let us fill some of your orders.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

Philadelphia.

MOTHERS DAY MAKES GOOD SHOWING.

A combination of a week of cool weather, which shortened the supply, together with an increasing Mothers' day demand, this year, the best ever, made a very satisfactory showing for all branches of the trade when the business closed Saturday night. It was a busy period, with demand and prices increasing until the climax was reached Thursday and Friday, when the full stocks of carnations arrived, and the dealers knew where they were at. Carnations were, of course, the feature. It is estimated that some 200,000 were handled for the week through this market. Prices started Monday at $8 for colored and $10 to $12 for white. Later on, the whites brought $15 and other colors $12. Finally, on Saturday, whites jumped to $20, with other colors, $15. Laddie sold for $20, but there was not much stock sold at these high figures. $15 being considered standard for good stock. As is usual at Mothers' day, the street men are willing to pay the top figures as they generally sell their stock out in single flowers as boutonnieres and get the highest prices. Some of the wholesale dealers, and a number of street men made personally conducted tours to the New York market for Mothers' day carnations, where they found the wise ones waiting for them with a limited supply at prices almost as high as the local market. In fact, quite so, when expenses were added. It is estimated that less than 25,000 flowers were obtained by at least 25 purchasers. On account of the cool weather, the quality of nearly all carnation stocks was fine, there being very little complaint about sleepy flowers. The demand for all varieties of flowers was also quickened, the impulse being felt all along the line, prices advancing fully 25 per cent over those of the week previous. The quantity stock was sweet peas, the cool weather had been favorable to them. They sold from 50 cents to $2 per hundred. There were also quantities of yellow daisies and snapdragons, the latter selling from $1 to $1.50 per dozen sprays. Outside lilac was in, and large quantities were sold on many street corners. As to prices, white carnations were taken at $15 without a word of complaint, it being considered a fair price; $18 and $20, asked by some on Saturday, was not favorably received, and only paid under protest and dire necessity. The broadcast statement of Miss Jarvis, accusing the trade of profiteering, which some of the Philadelphia papers gave first-page prominence, aside from the indignation of the craft, appeared to have no effect, as the demand here was never better, and not one person was reported as being seen wearing a miniature flag. The newspapers exploited the day considerably with fullpage illustrated essays and stories of the mothers of prominent men. There were also strong editorials. Mothers' day and its observance, in which flowers play such a prominent part is now a national holiday. As far as any control over it, Miss Jarvis no longer holds the reins. It is fully established, and it is up to the trade in every community to exploit and feature this annual flower event. Both the Press and Public Ledger gave interviews with the trade, in which the local craft strenuously denied any profiteering, giving wholesale and retail prices of white carnations which show very small profits.

May 10.—Today's reports of Mothers' day business served to confirm the earlier opinions that it was the best ever. Even a drenching rain, which lasted until 2 p. m. Saturday, and put a damper on earlier sales, only made the afternoon and later trade all the stronger, giving both the stores and streetmen a chance to make a complete cleanup. The only stocks not in demand were the higher grades of roses, callas and long snapdragons. This morning's shipments were in fair volume and found good call. Carnations opened at eight cents and held that price all day.

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, May 12. Per 100

Roses, American Beauty	25.00@	150.00
" Shawyer, Russell	10.00@	25.00
" Killarney	8.00@	20.00
" Milady	12.00@	30.00
" Radiance	16.00@	40.00
" White Killarney	6.00@	20.00
" Killarney Brilliant	16.00@	25.00
" Ward	6.00@	16.50
" Victoria	8.00@	16.00
" Hadley	6.00@	25.00
" Ophelia	8.00@	20.00
" Premier	12.50@	30.00
" Columbia	16.00@	25.00
" Maryland	8.00@	20.00
" Hoosier Beauty	15.00@	35.00
" Stanley	12.00@	20.00
Cattleyas, per doz	12.00@	18.00
Sweet Peas		4.00
Carnations	8.00@	16.00
Longiflorum Lilies	6.00@	12.00
Marguerites	4.00-6.00@	8.00
Calendulas...doz.	.75@1.00	
Callas	16.50@	25.00
Snapdragons.doz.	1.50@4.00	
Adiantum		2.00
Asparagus Strings, per doz	9.00@	12.00
Asparagus bunches, each		.50
Jonquils	4.00@	6.00
Anemones, per doz		1.50
French Iris, per spray	.35@	.50
Pansies	2.00@	3.00
Myosotis, a bunch	35@	1.00
Lily of the Valley	8.00@	12.00
Delphinium.....per doz.	4.00@	6.00

BUFFALO. May 12. Per 100

Roses, Beauty, Special	40.00@	60.00
" Fancy	25.00@	35.00
" Extra	20.00@	25.00
" 1st	6.00@	10.00
" Killarney	6.00@	15.00
" My Maryland	6.00@	15.00
" White Killarney	6.00@	15.00
" Sunburst	6.00@	15.00
" Ward	4.00@	6.00
" Columbia	10.00@	25.00
" Ophelia	8.00@	20.00
" Russell	10.00@	25.00
" Shawyer	6.00@	12.00
" Bon Silene	3.00@	4.00
" Cecile Brunner	2.00@	4.00
Cattleyas	75.00@	100.00
Dasies	1.00@	3.00
Valley	10.00@	12.00
Violets	.75@	1.00
Calla Lilies	10.00@	12.00
Japan Lilies	8.00@	10.00
Easter Lilies	15.00@	20.00
Carnations	6.00@	8.00
Mignonettes	3.00@	6.00
Snapdragons	8.00@	15.00
Sweet Peas	1.00@	3.00
Asparagus Sprengeri	.35@	.50
Ferns, per 1000		4.00
Calendulas	3.00@	6.00
Smilax, doz.		4.00
Golden Spur	3.00@	4.00
Von Sion	3.00@	4.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

Removal Notice

BERGER BROS.

are now located at

1609 Sansom St., PHILADELPHIA, PA.

with a full line of everything—the best the market affords—in Cut Flowers.

Mention the American Florist when writing

CINCINNATI, May 12. Per 100

Roses, Premier	8.00@	25.00
" Russell	8.00@	25.00
" Columbia	8.00@	25.00
" Butterfly	6.00@	25.00
" White Killarney	6.00@	20.00
" Pink Killarney	6.00@	20.00
" Sunburst	6.00@	20.00
" Mrs. Aaron Ward	6.00@	20.00
" Ophelia	6.00@	20.00
" Baby Doll		2.00
Carnations	4.00@	8.00
Calendulas	1.00@	3.00
Sweet Peas	1.00@	1.50
Ferns, per 1,000		4.00
Leucothoe, per 1,000		6.00
Galax, per 1,000		1.50
Smilax, per string	.15@	.20
Plumosus (south) per bch.		.35
Easter Lilies	8.00@	12.00
Snapdragons	6.00@	8.00
Stocks, per bunch		.50
Valley		8.00

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

White Wood Easels
Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches.....	$0.65	54 inches.....	$1.25
42 inches	.80	60 inches	1.50
48 inches	1 00	66 inches	2.00

(Special price on dozen lots.)
Get our list of other supplies (it's free.)
Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

GUST. RUSCH & CO.

Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

NOTES.

The growers' conclave, which followed the adjourned meeting of the florists' club, was very interesting. Alfred M. Campbell, who was appointed to the chair, started at once to get down to brass tacks, calling one after the other of those present to voice their views as to the advantages of a growers' associtaion. The various opinions were for the most part favorable, a number wondering why their branch of the trade have not joined together long ago. After considerable discussion, it was agreed to send five men to the growers' convention at Cleveland to represent the growers who make this city their market, the following being elected: Alfred M. Campbell, H. L. Foust, Robert A. Craig, J. K. Thompson and James Heacock. John Andre acted as secretary. The meeting adjourned to come together for a permanent organization the third Tuesday in June, the place of meeting to be announced later.

The exhibit of flowering and foliage plants made by the Robert Craig Co. at the last meeting of the florists' club was extensive and showed quality. Geranium Alice Lemon is a beautiful pink, very profuse, with large heads of bloom. Their new double white daisy, Craigii, looks like a sterling novelty. There were also well flowered miniature hydrangeas and bougainvilleas. The vases of the new white rose, Mrs. John Cook, made a good impression. Wallace R. Pierson, who grew the flowers, believes it will be a good forcing variety, they having cut seven flowers to a plant in one month.

A. B. Cartledge, Jr., is much pleased with his business at the new Susquehanna avenue store. He has installed George Faulkner as manager, whose hustling abilities, together with his long experience, make him eminently fitted for the place.

Alfred M. Campbell, John Berger and Jacob Duetscher, bucked the New York flower market the past week. Object, white carnations. The cool weather of the week, however, cut down the supply so that there was little doing.

K.

Wholesale Flower Markets

PITTSBURGH, May 12. Per 100

Roses, Beauty, spl., per doz.		9.00
" " fcy., per doz.		7.50
" " ex., per doz.		5.00
" " No. 1, per doz.		1.50
" Hadley	12.00@	30.00
" Killarney	6.00@	15.00
" Maryland	6.00@	15.00
" Sunburst	6.00@	15.00
" Mrs. Aaron Ward	5.00@	12.00
" Russell	10.00@	30.00
" Columbia	10.00@	25.00
" Ophelia	8.00@	20.00
" Hilda	6.00@	15.00
" Premier	10.00@	30.00
Lily of the Valley		10.00
Easter Lilies		15.00
Carnations		8.00
Cattleyas, each		1.50
Ferns, per 1,000		5.00
Sweet Peas	1.00@	4.00
Daisies	2.00@	4.00
Galax, per 1,000		2.00
Plumosus, per bunch		.40
Sprengeri, per bunch		.50
Smilax, per doz.		4.00
Calendulas	2.00@	6.00
Tulips	4.00@	6.00
Mignonette		5.00
Snapdragons, per doz.	1.50@	3.00
Calla Lilies, per doz.		1.50
Jonquils	4.00@	6.00

PHILADELPHIA, May 12. Per 100

Roses, Beauty, special	50.00@	60.00
" " fancy	20.00@	40.00
" Mrs. Chas. Russell	12.00@	40.00
" Killarney	4.00@	10.00
" Hadley	10.00@	35.00
" Sunburst	10.00@	15.00
" Wards	6.00@	10.00
" Ophelia	8.00@	20.00
" Columbia	10.00@	25.00
" Premier	8.00@	30.00
Cattleyas	1.00@	1.25
Mignonette	4.00@	6.00
Gardenias, doz.	.25@	.40
Carnations	6.00@	8.00
Carnation Laddie	10.00@	12.00
Snapdragons, per doz.	1.00@	1.50
Callas	10.00@	15.00
Easter Lilies	10.00@	15.00
Calendulas	2.00@	6.00
Adiantum	1.00@	1.50
Smilax		.35
Asparagus Strings	.75@	1.00
Sweet Peas	.50@	2.00
Lily of the Valley	2.00@	4.00
Asparagus bunches, 12sp.	.50@	.75

MILWAUKEE, May 12. Per 100

Roses, Kill'n'y, W. Kill'n'y	6.00@	15.00
" Ward	6.00@	15.00
" Premier	10.00@	35.00
" Ophelia	8.00@	20.00
" Columbia	10.00@	35.00
" Hoosier Beauty	8.00@	20.00
Carnations, assorted	10.00@	12.00
Cattleyas, per doz.	12.00@	18.00
Callas, per doz.	2.00@	2.50
Sweet peas	1.50@	3.00
Lilies, per doz.	1.50@	2.50
Snapdragon, per doz.	1.00@	3.00
Daisies	2.00@	4.00

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.
Mention the American Florist when writing

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
Mention the American Florist when writing

ST. LOUIS, May 12. Per 100

Roses, Hadley	6.00@	15.00
" Premier	5.00@	30.00
" Killarney	4.00@	12.50
" White Killarney	6.00@	12.50
" Hoosier Beauty	6.00@	15.00
" Russell	5.00@	40.00
" Ward	3.00@	8.00
" Sunburst	6.00@	20.00
Ferns, per 1000		5.00
Carnations	8.00@	12.50
Carnations, Laddie	15.00@	20.00
Carnations, Specials	.75@	2.00
Sweet Peas	7.50@	20.00
Calendulas		3.00
Callas	10.00@	15.00
Mignonette		6.00
Violets	.75@	1.00
Galax, per 1,000		1.50
Leucothoe, per 1,000		7.50
Boxwood, per lb.		.35
Lily of the Valley		8.00
Freesia		2.00
Jonquils	2.00@	4.00

New York.

GOOD WEATHER FAVORS MARKET.

Continued cool weather was one cause for keeping the wholesale markets in a fairly prosperous condition during the past week. In various lines, the supply of stock was somewhat reduced, and there was an increase in prices. Special American Beauty roses advanced to $60, and in some instances, $75 per 100. There was also a slight advance in good tea roses and other stocks. Carnation prices advanced from $6 and $8 per 100, May 5, to $12, $15 and $18, May 7-8. It has been stated that some of the best whites sold for $20 per 100, which may have happened in the case of a few small lots. The high prices realized for carnations may be attributed almost exclusively to out-of-town buyers. There were buyers from Philadelphia in the markets on almost every day of the past week, and outgoing shipments were heavy. The local retail trade has never received great encouragement from Mothers' day business, and most of the retailers were averse to buying heavily at such high prices. They were probably further restrained by so much unfavorable newspaper comment. Throughout May 8, there was a steady downpour of rain, which further discouraged trade.

May 10.—The weather continues springlike and business is active. Reports from all parts of the city, and from neighboring cities and towns, indicate that Mother's day business was good, but not confined to the sale of carnations. It now appears that the business of the day has got into a more rational channel; to wit, that the people are buying extensively of all kinds of flowers and also plants. That is what we have advocated. If the day is to be considered, let the lines of Christmas and Easter be followed, and educate the people to that idea. Confining the trade to carnations, creates a shortage, plays into the hands of speculators, leaves other good stock unsold, and creates general dissatisfaction.

MOTHERS' DAY IN RETAIL STORES.

After the steady downpour of rain, May 8, Mothers' day was clear and springlike. Many people were on the streets, but there was no evidence that the day was being observed by wearing carnations. In crowds totaling thousands, the writer did not see one dozen carnations. There were various observances of the day—but not by wearing carnations. In a number of retail stores visited there was considerable activity in orchids, roses, sweet peas, lilac and other flowers. Indeed, in these times of high prices, it was not to be expected that an extravagant price would be paid for carnations when many other flowers were being peddled on the streets. A number of retailers, on account of high prices, discouraged their customers from buying carnations.

NOTES.

The eighty-ninth annual exhibition of The American Institute of the City of New York will be held November 3-5, in the Engineering building, 25-33 West 39th street. Chrysanthemums will be the principal exhibits, but the show will include roses, carnations, fruits, garden vegetables, etc. For schedule of prizes address Wm. A. Eagleson, secretary, board of managers, 324 West 23rd street.

John Doganges, formerly a well-known retailer of this city, died May 5, aged 50 years. He is survived by two brothers, Thomas and N. A. Doganges, who are in the retail business at 2685 Broadway.

Manager Perry, of the Dards store, stated that they had a fairly good trade in carnations, retailing them at $2.50 per dozen.

Hession, Madison avenue and 76th street, had a sign in his window, May 8, offering carnations at $2.50 per dozen.

A. F. F.

Lilies, Sweet Peas, Roses, Carnations, Violets.

Joseph S. Fenrich, 31 and 43 W. 18th St., NEW YORK
Telephones: 420-421-422 Watkins.

FUTTERMAN BROS.

Wholesale Florists, 101 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

HENTZ & NASH INC. N.Y. WHOLESALE COMMISION FLORISTS GROWER AGENT 55 and 57 West 26th St.

Mention the American Florist when writing

S. H. RUSSIN
Importer and Manufacturer of
Baskets, Novelties and Florists' Supplies.
Opposite the New Flower Market
55 West 19th St., NEW YORK
Telephone Watkins 4443.

Mention the American Florist when writing

Traveling Wholesale Florist
INC.
31 and 43 W. 18th St., NEW YORK
Telephones 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

WHOLESALE FLORISTS A. L. Young & Co. 54 West 28th St. New York Consignments Solicited

MEMORANDA

Make a note of it on your "PAD."

"RESULTS" and "RELIABILITY" combined.
Our new location is of the best.

"The World's Largest Flower Market"

Exceptional opportunity for growers who are looking for "Results." Consign the next shipment to

GEO. J. POLYKRANAS
43 West 18th St., NEW YORK
Telephone 2264 Watkins

C. Lecakes & Co.
Wholesale Dealers in
Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Moss and Leucothoe Sprays, Our Specialties
31 and 43 W. 18th St., New York
Telephone Watkins 2315

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

Horticultural Society of New York.

EXHIBITION OF PLANTS AND FLOWERS.

This exhibition will be held in the museum building, New York botanical garden, May 22-23. No regular schedule has been prepared. A prize fund, provided by the New York botanical garden and the Horticultural Society of New York, has been placed at the disposal of the exhibition committee, which will award premiums to meritorious exhibits. An invitation is extended to all to enter whatever they may have of interest.

GEORGE V. NASH, Secy.

HOUSTON, TEX.—The Houston Floral Co. has been incorporated with a capital stock of $35,000 by Paul A. Carroll, F. R. Carroll and L. M. Carroll.

TERRE HAUTE, IND.—Davis Gardens have added plant growing to their extensive cucumber, mushroom and tomato activities, and now have 75,000 cyclamens and 30,000 Boston ferns in fine condition.

KANSAS CITY, MO.—A severe hailstorm which visited this city caused damage estimated at $2,000, May 3, at the range of T. J. Noll. The greenhouse in Swope park suffered a loss of $700 through broken glass.

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins. NEW YORK CITY

The Best Color Chart
Price: $1.00 Postpaid
AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

William Mackie
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Telephone: 759 Watkins
Mention the American Florist when writing

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
31 and 43 W. 18th St., NEW YORK
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
31 and 43 W. 18th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Prompt and careful attention to your interests. Consignments Solicited.
Mention the American Florist when writing

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
31 and 43 W. 18th St., NEW YORK
Established 1887
All consignments receive our special attention.

Wholesale Flower Markets

NEW YORK, May 12. Per 100

Roses, Beauty, Specials	30.00@	60.00
" extra and fancy	15.00@	20.00
" Hoosier Beauty	3.00@	10.00
" Hadley	4.00@	40.00
" Francis Scott Key	8.00@	40.00
" Columbia	3.00@	15.00
" Prima Donna	3.00@	10.00
" Dble Wht. Killarney	4.00@	12.00
" White Killarney	3.00@	10.00
" Aaron Ward	4.00@	12.00
" Ophelia	3.00@	15.00
" Sunburst	3.00@	12.00
" J. L. Mock	4.00@	15.00
" Mrs. Chas. Russell	4.00@	15.00
" Premier	4.00@	20.00
" Ulrich Brunner	6.00@	20.00
Cattleya Gigas		150.00
Cattleya Mossiæ	25.00@	50.00
Carnations	6.00@	8.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Asp. Plumosus, doz. bchs.	3.00@	5.00
Smilax, doz. strings	4.00@	5.00
Lilies, white	6.00@	12.00
Gardenias, per doz.	1.00@	3.00
Callas, per doz.	.75@	2.00
Sweet Peas	.50@	2.00
Lily of the Valley	1.50@	8.00
Yellow Narcissus, per doz.	.30@	.40
Mignonette, per doz.	.50@	1.25
Darwin Tulips, doz.		.50
Snapdragons, per doz.	.50@	1.00
Iris, Spanish, per doz.	3.00@	5.00
Daisies, Yellow	2.00@	5.00
Larkspur, per doz.	2.00@	3.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
31 and 43 W. 18th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
31 and 43 W. 18th St., New York

Telephones 4422 4423 Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
31 and 43 W. 18th St., NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your telegraph orders to us for delivery in Chicago and vicinity.

Member of F. T. D.

Alpha Floral Company
CHICAGO
Northwest Corner of Adams and Wabash

No order for less than $4.00 accepted for delivery. All orders for less than this amount will be absolutely refused.

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST
ELEVEN STORES
Main Store— Lewis Ave Cor. Hancock St.

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Albany, N. Y.

Danker
FLORIST

The Best Service

MEMBER

FRENCH RIVIERA and MONTE CARLO

C. Engelmann

Saffron Walden, England

MEMBER

Can take care of all your orders for above district.
Cable address for Riviera Branch: Carnation, Saint Laurent-du-Var.

SAFFRON WALDEN, ENGLAND

MEMBER

C. ENGELMANN

Can take care of all your English orders.
Cable address: Engelmann, Saffronwalden.

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St. cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRATFORD
BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in **Buffalo, Lockport Niagara Falls** and Western New York
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Rochester, N. Y.

J. B. KELLER SONS,

FLORISTS

25 Clinton Avenue N

Rochester ph. 506. Long Dist. Bell ph. 2189
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Hartford, Conn.

George G. McClunie

165 MAIN STREET

Right in the Hospital District—Hartford, Charter Oak, Williams, Insane, St. Francis and Memorial Hospitals within two blocks of Flower Shop.
Member of Florists' Telegraph Delivery.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

E. W. PEARSON

38 State St., Newburyport, Mass.

Covers All New England Points

Washington, D. C.

Louise Flower Shop

Connecticut Ave. at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

Mention the American Florist when writing

C. H. FREY

Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Mention the American Florist when writing

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraphic orders. Regular trade discount.

229 WEST THIRD STREET

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place

L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST

2221-2223 W. Madison St. CHICAGO.

All orders carefully filled under the supervision of

GEORGE ASMUS, Mgr.

Wire, Write or Phone West 822

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, Sheboygan, Wisconsin.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

A. LANGE

77-79 E. Madison St., CHICAGO

Telegraph, Mail and Telephone Orders given most prompt and careful attention and filled with the best stock in the market.

YOUR PATRONAGE SOLICITED.

Chicago

H. N. BRUNS

3040 West Madison St., Chicago

Telegraph, Telephone and Mail Orders Given Prompt and Careful Attention

---

FROM NEW YORK EXCEPT AS NOTED.

May 15.

FROM BALTIMORE, Garrelyk, Holland-American Line (Rotterdam).
Celtic, I. M. M. Lines (Liverpool).
FROM NORFOLK, Beranoff, I. M. M. Lines, (Liverpool).
FROM GALVESTON, Meltonian, I. M. M. Lines, (Liverpool).
FROM MOBILE, Antillian, I. M. M. Lines, (Liverpool).
Philadelphia, I. M. M. Lines (Southampton).
FROM BOSTON, West Hasaki, I M.. M. Lines (London).
FROM PHILADELPHIA, Wathena, I. M. M. Lines (London).
Finland, I. M. M. Lines (Antwerp).
FROM PHILADELPHIA, Nervier, I. M. M. Lines (Antwerp).
Galahad, I. M. M. Lines (Glasgow).
FROM PHILADELPHIA, Western Ally, I. M. M. Lines (Glasgow).
Vauban, Cunard (Liverpool).
Carmania, Cunard (Liverpool).
Calabria, Cunard (Genoa-Naples).
FROM BOSTON, Ikala, Cunard (Liverpool).
Madonna, Fabre Line (Marseilles).
Brazos, Porto Rico Line, (Ponce-San Juan).

May 17.

FROM NEW ORLEANS, Nortonian, I. M. M. Lines (Liverpool).
Tunisier, Belgian Line (Havre).

May 18.

Bardic, I. M. M. Lines (London).
Vauban, Cunard-Anchor Line (Liverpool).
FROM BALTIMORE, Copenhagen, Cunard (London).
FROM PHILADELPHIA, Valdura, Cunard (Antwerp).
Frednes, Caribbean Line (Kingston).

May 19.

Belgic, I. M. M. Lines (Liverpool).
FROM PHILADELPHIA, Eastern Shore, I. M. M. Lines (London).
Royal George, Cunard (Southampton, via Plymouth).

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

C. Frauenfelder FLORIST

3343 W. MADISON ST.

NEAR GARFIELD PARK

CHICAGO

Mention the American Florist when writing

Friedman

:::FLOWERS:::

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F. T. D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members Florists' Telegraph Delivery Ass'n

Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.

437-39-41 Milwaukee St

Members Florists' Telegraph Delivery Association.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1581

Member of Florists' Telegraph Delivery.

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

For St. Louis.

WIRE

Grimm & Gorly

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

FREY & FREY,

1338 O Street, LINCOLN, NEB

Wholesale and Retail

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF HEINL'S

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—H. N. Bruns, 3040 W. Madison St.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exchg. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
French Riviera, France—C. Engelmann.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Hartford, Conn.—Geo. G. McClunie.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City Mo.—A. Newell.
Kansas City Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses,
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Fl. Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
Newark, N. J.—Washington Florist.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—A. B. Cazan.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Saffron Walden, Eng.—C. Engelmann.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
South Boston, Va.—Geo. W. Norwood.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show
Yonkers, N. Y.—New York Floral Co.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST, K.C.M.O.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

Mention the American Florist when writing

WICHITA, Kansas

Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers
Personal Service

Members F. T. D. A

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York

Member of Florists' Telegraph Delivery.

DARDS

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction
Nearly 50 Years.

Let Us Fill Your Steamer Orders. Regular European Sailings Now Established.

Mention the American Florist when writing

BUNYARD, NEW YORK,

413 Madison Ave.
Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ESTABLISHED 1847

F. T. D.

Thos. F. Galvin INC.

THE NAME PROTECTS YOU

BOSTON
1 PARK STREET
799 BOYLSTON STREET

NEW YORK
561 FIFTH AVENUE

Steamers are Again Sailing on Schedule
Deliveries made on board

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

"SAY IT WITH FLOWERS"

Max Schling Flowers

Schling Service Nothing Better

785 Fifth Avenue
NEW YORK CITY

Member of Florists' Telegraph Delivery.

Astoria Florist

NEW YORK CITY

2188 Broadway, Tel. 8414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

New York.

The Aphrodite Co.

THE ARTISTIC FLORISTS
Floral Decorations for All Occasions.
2703 Broadway, Phone Academy 2479

Mention the American Florist when writing

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.

BROADWAY FLORIST

2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

New York.

A. B. CAZAN

FLOWERS OF QUALITY
2751 Broadway
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Mention the American Florist when writing

New York.

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Best Flowers
Best Service

ROSES Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Worcester, Mass.
Randall's Flower Shop

Members of Florists' Telegraph Delivery

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Newark, N. J.

Begerow's

MEMBER F.T.D.

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

LITTLEFIELD, Florist
WORCESTER, MASS.

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co's
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist
Connecticut Avenue and L Street

Mention the American Florist when writing

Washington, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO
Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building,
4 South Jefferson Street. Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

Wilkes-Barre and near-by Pennsylvania Towns

Member F. T. D.
14 N. Main St. A. W. B. EVANS

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Los Angeles, Calif.

O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Mention the American Florist when writing

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.
A. Newell
FLORIST
Established over 30 years.
1122 Grand Avenue.

Mention the American Florist when writing

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Michigan — Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists,
Grand Rapids.

Mention the American Florist when writing

CHICAGO — DETROIT
Central Floral Co.
132 N. State St., CHICAGO
35 Broadway, DETROIT
Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

ROANOKE, VA.
FALLON, Florist.

Seattle-Rosaia Bros.
Finest floral studio in Northwest.
Member F.T.D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORIST
930 PROSPECT AVE., Erie Building. CLEVELAND

Mention the American Florist when writing

LOUISVILLE, KY.
THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

WASHINGTON D. C.
GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.
Gudes'
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

Salt Lake City
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark.
Telephone Market 494

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Philadelphia, Pa.
Chas. H. Grakelow
Broad St., at Cumberland
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Flowers Delivered Anywhere. Phone, 1952 Bedford
HUGO H. JAHN
—FLORIST—
710 Nostrand Avenue
Cor. Prospect Place, BROOKLYN, N. Y.
Brooklyn Representative of National Floral Corporation.

Mention the American Florist when writing

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO.
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

DUNKIRK, N. Y., has been placed under corn borer quarantine, effective May 8.

THE Continental Seed Co., Chicago, has moved its offices to 327 South La Salle street.

GUADALOUPE, CALIF.—Dr. Franklin, of the L. D. Waller Seed Co., was presented with a fine boy, May 4.

IT is said the freesia crop in southern California has not been injured as badly as in the northern section.

FOTTLER, FISKE, RAWSON Co., Boston, Mass., reports that April business was never better than was the case this year.

VISITED CHICAGO: C. C. Massie, of Northrup, King & Co., Minneapolis, Minn.; F. H. Henry, of Henry & Lee, New York.

RETAIL seedsmen of Chicago report last week the busiest of the season. A. Henderson & Co. had their high record day, May 8.

THE United States surplus property division, Washington, D. C., offers at Schenectady, N. Y., 400,000 pounds of dried beans in 100-pound sacks.

THE Sibley Warehouse, for 30 years storage headquarters at Chicago for the seed trade, will be remodeled and used for other purposes hereafter.

THE farm bureau has appealed to the public to "stop eating potatoes" until the planting season in the north is over, to avert a national potato famine.

VAUGHAN'S SEED STORE, Chicago, reports a normal business at its new retail stores, 10 and 12 West Randolph street, the opening week, beginning May 10.

W. B. HAYT, the well known southern representative of the Jerome B. Rice Seed Co., Cambridge, N. Y., is home again at Fishkill, N. Y., after a long and successful season.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, May 12, were as follows: Timothy, $9.00 to $11.00 per 100 pounds. Red clover $30.00 to $38.00.

RETAIL business, it is stated by the W. W. Barnard Co., Chicago, is running in excess of other years, with wholesale trade holding its own. Sales in general are very good considering the season.

RAILROADS east of the Mississippi, and north of the Ohio and Potomac rivers, covering what is known as the official classification territory, have agreed to ask for a 30 per cent increase in freight rates.

NEW ORLEANS, LA.—The J. Steckler Seed Co., Ltd., say that while the entire spring business was a little late, April sales have shown a gain of about 36 per cent over the same month last year, with indications of a continuance of good business during May, in which case, the decrease earlier in the season will be overcome.

NEW YORK.—A. C. Webster, formerly manager of the seed department of the Ames Plow Co., Boston, Mass., is now with Weeber & Don. Business was quite active in the seed trade district during the week ending May 8.

THE improved demand and higher prices for millet and sorghum is attributed to the backward spring which prevented the desired seeding of clovers and grasses. Buckwheat is said to be in the same class as millet and sorghum this season.

THE Rudy-Patrick Seed Co., Kansas City, Mo., referring to item in our issue of April 24, say they are not carrying stocks in Chicago for general merchandising there, and only held for shipment from that city one small lot which had been bought there.

VARIETIES of vegetables well suited for South Dakota conditions are listed in an interesting bulletin, "The Balanced Garden," which is now being distributed by the extension division of state college, Brookings. The list includes perennial and annual crops.

FLORAL PARK, N. Y.—Compared with the corresponding month last year, April showed an increase of 96 per cent in business, according to John Lewis Childs, notwithstanding the fact that March business was the best in the firm's history and the season late.

AN unusually good demand for seed potatoes was noted in eastern and southeastern markets during April, and prices advanced considerably, according to the government report of May 8. At the close of the month, jobbers were quoting about $8.00 per 100 pounds for Cobblers and Green Mountains.

ROCHESTER, N. Y.—James Vick's Sons say truckers in this section are unable to get sufficient help to handle the crops this season, which cuts down the demand in this line. This firm will have a considerable acreage in asters, and will add to its list of vegetable seeds, although the cost of production will be almost double that of former years. The work, however, is well advanced, considering the season. The retail business started late but has been very heavy the past few weeks, especially the mail orders. The help and transportation difficulties here have been much the same as those experienced elsewhere.

A. J. BROWN, of Grand Rapids, Mich., writes from San Francisco, Calif., May 7, that he expects to be home, May 16. He finds a light acreage planted in the Santa Clara and San Joaquin valleys, and is of the opinion that there will not be a large surplus of garden seed, of the varieties produced in this section, after the wholesale trade which draws its needs from this locality has been supplied.

SACRAMENTO, CALIF.—The Travellers hotel here looks like a seed trade convention headquarters, with representatives of 10 or a dozen well known seed growers in attendance. Something like 25,000 acres of garden peas are said to be planted within a radius of 20 miles. Frost damage, reported in this department last week, is now said to be 25 per cent, and confined to early varieties. Later kinds promise an excellent crop.

MINNEAPOLIS, MINN.—President C. C. Massie, of Northrup, King & Co., says that with the season fully two weeks late, prices high and a shortage of help, farmers are not buying heavily. There is, however, an excellent demand for oats, barley and corn, indicating increased acreages of coarse grain. Forage seeds are meeting with good sale. The garden seed demand is fully equal to that of April, 1919, which, however, was a very quiet month. On the whole the month's business compares well with a year ago. With continued favorable weather, active May business is anticipated.

Cold Weather Delays Iowa Corn.

Des Moines, May 5.—This year was the coldest since 1907, and as one result plowing for corn in Iowa is probably not more than one-quarter done, and there has been no corn planting as yet, according to the weekly weather and crop bulletin issued today by the United States department of agriculture.

Onion Sets.

Onion sets in the Chicago district, May 12, sold at $5.00 per bushel in bag lots. The planting of onion seed for sets progressed rapidly during the first 10 days of this month. A good rain, May 11, was helpful.

The Chicago retail stores report all kinds and colors of onion sets well cleaned out. Onion seed has sold well the past week.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA

— We are headquarters for the **BEST OF EVERYTHING** in —

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

L. D. Waller Seed Co.

Growers of Choice

Sweet Pea, Nasturtium and Flower Seeds

GUADALUPE, - CALIFORNIA

Anti-Trust Act.

New York, May 7.—The Barbers' Supply Dealers' Association of America, with headquarters in this city, and branches throughout the United States, prosecuted under the Sherman anti-trust act, was ordered dissolved today by Federal Judge Augustus N. Hand.

[Seed dealers are asking if this case parallels that of the Pacific Coast Seed Growers' Association.—ED.]

National Garden Bureau.

The National Garden Bureau of the American Seed Trade Association, is making highly satisfactory progress with its work of serving leading newspapers of the country with timely, practical and reliable reading matter on horticultural subjects, with suggestive illustrations. Members of the association have subscribed liberally to carry on this work, $2,115 having been received to date. Some 300 leading newspapers are using the service distributed over 35 states. The committee in charge of this work, consists of Leonard H. Vaughan, of Vaughan's Seed Store, Chicago, chairman; David Burpee, of W. Atlee Burpee & Co., Philadelphia, Pa., and A. M. Eldridge, of the Henry Field Seed Co., Shenandoah, Ia. The address of the bureau is 440 South Dearborn street (room 350), Chicago.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution May 1, 1920, as given by the Government Market Reporter of May 8, 1920:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$13.50	$26.00	$17.50	$48.00
Baltimore	12.50	28.00	17.00	48.00
Richmond	13.75	29.00	19.00	53.25
Buffalo	12.40	28.00	19.00	49.00
Toledo	12.55	31.00	20.00	45.85
Louisville	13.00	27.00	18.00	51.00
Chicago	12.40	27.00	15.50	46.00
Minneapolis	12.00	29.00	20.00	47.00
St. Louis	12.50	30.00	19.00	50.00
Kansas City	12.50	30.00	19.00	53.00
Denver	12.50	28.00	20.00	....
Salt Lake City	14.00	30.00	20.00	50.00
Seattle	16.00	35.00	22.00	57.00
Average for the United States same date.				
1919	$11.80	$24.75	$15.00	$47.00

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) **CHICAGO**

RADWAY BRAND

Sunshine Golf Grass Mixture

$20.00 per 100 lbs.

SUNFLOWER AND CANARY BIRD SEEDS

VETCH RAPE TIMOTHY CRIMSON

WHOLESALERS AND JOBBERS

Ask for our latest prices before purchasing.

I. L. RADWANER SEED CO.

83 Water Street, NEW YORK CITY

Mention the American Florist when writing

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

32 Broadway, New York

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:

Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

SEEDS

Flower, Vegetable and Farm.

Send your inquiries to

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Lily of the Valley Pips

Delphinium Newport Rose
Dracaena Indivisa
Salvia Zurich
Smilax Seeds
Grass Seed Mixtures of all kinds.

Send for our catalogue.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

JOHN BOS HENRYSON

Grower and Exporter,
Overveen (near Haarlem), Holland
Offers the very best and extra selected varieties of
Hyacinths, Tulips, Daffodils, Etc., Etc.,
for early shipment. Order now! Catalogue on request. State quantities required to
C. SPAANDERMAN,
care American Express Co.,
65 Broadway, NEW YORK CITY

JAMES VICK'S SONS

Growers of
Flower and Vegetable Seeds
Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

CHAS. H. TOTTY

MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty

Bolgiano's "Big Crop" Seeds

"Tested and Trusted" Over a Century.
Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.
J. BOLGIANO & SON, Baltimore, Md.

GET QUOTATIONS FROM

LANDRETH

Seeds which Succeed
Bloomsdale Farm BRISTOL, PA.

BURPEE'S SEEDS

Philadelphia
Wholesale Price List for Florists and Market Gardeners.

BULBS HOLLAND BULBS

R. A. VANDERSCHOOT

Wholesale Bulb Grower
HILLEGOM, HOLLAND
The Vanderschoots have a Record of 80 Years in Bulb Growing.
299 Broadway
BULBS NEW YORK BULBS

Mention the American Florist when writing

Van Meeuwen & Tegelaar

Wholesale Dutch Bulb Growers
1133 Broadway, NEW YORK
Nurseries at Lisse, Holland

Mention the American Florist when writing

Drevon-Tegelaar & Co.

WHOLESALE
FRENCH BULB GROWERS
1133 Broadway, NEW YORK
Nurseries at Ollioules, France

EDGAR F. HURFF

SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

THE
J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO.
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

Lawn Grass and Golf Mixtures

in bulk, $19.00 per 100 lbs.
Also make mixtures, according to special formula, of fancy recleaned grass seeds.
NEW YORK SEED CO.
83 Water St., NEW YORK CITY

Mention the American Florist when writing

TUBEROSE BULBS

FOR SALE. Size, 4 to 6 in. around, $3.00 per 100; $25.00 per 1000. F. O B. Teacheys, N. C. Cash with order.
R. L. TEACHEY, Teacheys, N. C.

Mention the American Florist when writing

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

Yokohama Nursery Co.

LTD.
Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

BULBS

LILIUM GIGANTEUM, also **HARDIES,** shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

FOR IMMEDIATE SHIPMENT.

DRACAENA CANES, Lord Wolseley, at 15c per foot.

BAMBOO STAKES

Natural and Green, in all sizes—both domestic and Japanese.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch
LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.
75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

Michell's Flower Seeds

CINERARIA

Our Grandiflora Prize Strain cannot be surpassed for size and beautiful colorings.

	½ tr. pkt.	Tr. pkt.
Grandiflora Prize. Dwarf	$0.60	$1.00
Grandiflora Prize. Medium Tall	.60	1.00

PRIMULA CHINENSIS

A superb strain, grown by a specialist.	½ tr. pkt.	Tr. pkt.
Michell's Prize Mixture. An even blending of all colors	$0.60	$1.00
Alba Magnifica. White	.60	1.00
Chiswick Red. Bright red	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens. Crimson	.60	1.00
Rosy Morn. Pink	.60	1.00

PRIMULA OBCONICA GIGANTEA

A great improvement over the old type; flowers much larger.

	Tr. pkt.		Tr. pkt.
Lilacina, pale lilac	$0.50	**Rosea,** pink	$0.50
Kermesina, deep crimson	.50	**Alba,** white	.50
		Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Catalog.

HENRY F. MICHELL CO

518 Market Street,
PHILADELPHIA, PA.

Mention the American Florist when writing

THE HOUSE OF KELWAY

Has a Reputation of 70 Years Behind It as a Guarantee

For three generations we have been growers and selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders **(delivery after 1920 harvest),** not tomorrow, but **NOW.**

Specialties: Garden Seeds and Farm Root Seeds

KELWAY & SON, Wholesale Seed Growers, Langport, England

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO — CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO — CALIFORNIA

I. N. Simon & Son

Garden Seeds

438 MARKET STREET
Philadelphia - - Pa.

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Seed Packets

FLOWER SEED SIZES TO CATALOG ENVELOPES — RETURN ENVELOPES

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Loui ville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

Prices of Indoor Fruits and Vegetables.

Chicago, May 11.—Cucumbers, 2-dozen box, $4.25 to $5.50; celery, Florida, crate, $6.00 to $6.50; leaf lettuce, per tomato box, 25 cents; radishes, per dozen bunches, $1.00 to $1.25; tomatoes, per crate, six baskets, $8.00 to $9.50.

New York, May 8.—Celery, per crate, $2.00 to $6.50; cucumbers, per basket, $2.50 to $7.00; mushrooms, 75 cents to $2.15 per three-pound basket; tomatoes, per pound, 40 to 65 cents; lettuce, per strap, $5.00 to $6.00; radishes, per 100 bunches, $3.00 to $5.00.

Seed Treatment for Potato Disease.

Common scab and black scurf can be largely eliminated by seed treatment. Soaking the tubers in a solution made by dissolving four ounces of corrosive sublimate in 30 gallons of water destroys the germs of both diseases. Or a solution of one pint of formaldehyde in 30 gallons of water may be used. This will control scab, but is not so effective for black scurf. The latter disease does not thrive during some seasons, at least in southern Ohio, according to the state university agricultural college, even when scurfed tubers are planted. However, it is safer to treat the seed. The length of treatment usually recommended is one and one-half hours with corrosive sublimate and two hours with formaldehyde. It has been found during the last two years, however, that soaking the seed for half an hour, and then covering them in a pile for an hour or an hour and a half, gives practically as good results. This has not been tried carefully in Ohio. The use of too strong a solution, or soaking for too long a time, is dangerous, since the "eyes" are likely to be killed. Treated seed potatoes should be planted in soil which has not been in potatoes for several years.

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

Chrysanthemums

THE BEST

In Novelties and Standard Kinds.
Catalogue on application.

Elmer D. Smith & Co.
ADRIAN, MICH.

Mention the American Florist when writing

Spring Plants

IN ABUNDANCE

		100	1000
2 -in.	**Ageratum,** Light or Dark	$ 2.50	$ 22.50
2¼-in.	**Calendulas,** Orange King	3.00	25.00
2¼-in.	**Centaureas,** Dusty Miller	3.00	25.00
2 -in.	**Coleus,** Red or Yellow	3.25	30.00
2¼-in.	**Fuchsias,** 12 good varieties	3.00	25.00
4 -in.	**Fuchsias,** 12 good varieties	12.50	120.00
2 -in.	**Geraniums,** Ricard, Poitevine. **Nutt, Buchner, etc.**	4.25	40.00
3½-in.	**Geraniums,** Above kinds	10.50	100.00
2¼-in.	**Helitropes,** Light or Dark Blue	4.50	40.00
4 -in.	**Heliotropes**	12.00	110.00
2½ in.	**Larkspurs,** Separate Colors	3.00	25.00
2¼-in.	**Marguerites,** White or Yellow	4.00	37.50
4 -in.	**Marguerites**	12.00	110.00
2¼-in.	**Salvias,** Scarlet Sages	5.00	45.00
3 -in.	**Salvias**	8.00	75.00
2¼-in.	**Verbenas,** Choicest mixed	2.75	25.00
2¼-in.	**Vinca,** Varieagata	5.00	45.00
4 -in.	**Vinca,** Varieagata	13.00	125.00

For prices on other stock send for Catalogue, now ready. Cabbage and Tomato plants in abundance, $5.00 per 1000.

ALONZO J. BRYAN,
Wholesale Florist
Washington, New Jersey

Rooted Cuttings

ALTERNANTHERA, yellow, per 1,000	$ 8.00
CALENDULA, Orange King, 2-in., per 100	2.50
JERUSALEM CHERRY, CLEVELAND, fine seedlings, per 100	1.00
CUPHEA, Ageratum, Guernsey and Blue Star, per 100	.90
DAISIES, Single White, 2-in	.03
DAISY, R. C., Single White, Boston yellow, per 100	1.50
SANDERS, R. C., per 100	1.50
DUSTY MILLER, Gymnocarpa, 2-in., per 100	3.00
FUCHSIAS, R. C., 6 kinds, per 100	1.50
GENISTA	1.50
GERMAN IVY, R. C., per 100	1.50
PETUNIA, Dbl., R. C., per 100	1.50
ROSY MORN, 2-in., per 100	3.00
SALVIA, 2-in., per 100	3.00
VINCA VAR., 2-in., per 100	4.00
WEEPING LANTANA, 2-in., per 100	4.00
HELIOTROPE, 2-in., per 100	3.00
HELIOTROPE, R. C., per 100	1.25
COLEUS, R. C., 10 kinds, per 100	1.25
COLEUS, R. C., 10 kinds, per 1,000	10.00
STEVIA, Dwf. R. C., per 100	1.50
SALVIA, BONFIRE, SPLENDENS, AMERICA, R. C., per 100	1.25
DRACAENA, Indivisa, nice seedlings, per 100	1.50

Cash.

BYER BROS., CHAMBERSBURG, PA.

DE GRAAFF BROS., Ltd.

(Inc. with S. A. Van Konynenburg & Co.)

NOORDWYK, HOLLAND

Tulips, Daffodils, Iris, Crocus, Etc.

Special Stock Ready Now

	Per 100
Abutilon, Daydawn	$ 6.00
Dahlias, good assortment, divided roots	12.00
Fuchsia, Mrs. E. G. Hill, 2½ inch	6.00

Gladiolus Niagara, best yellow.........$5.00 per 100; $45.00 per 1000

Gladiolus Pink Perfection, finest of all pinks, $5.00 per 100; $45.00 per 1000.

Hardy Pinks, Her Majesty, Gertrude, Essex Witch and **Laura Wilmer,** 2-in., at.........$7.00 per 100; $65.00 per 1000

Rose, Baby Rambler, for transplanting, No. 2 field grown............ 15.00

The Storrs & Harrison Co.
Painesville, Ohio

CALADIUM.

CALADIUMS

The kind with Real Sound Center Shoots.

Sizes	100	1000
5 to 7 in. circum	$ 6.50	$60.00
7 to 9 in. circum	7.50	70.00
9 to 11 in. circum	12.00	115.00
11 to 12 in. circum. (scarce)	25.00	

GLADIOLUS

We are large growers, and in addition to the following can offer many other named kinds. Write us.

	Per 1000
AMERICA, Medium size	$24.00
Mrs. Francis King, 1st	25.00
Mrs. Francis King, Medium	22.00
Mrs. Frank Pendleton, First	47.00
Rainbow Mixed	35.00
Blue Mixed	45.00
Primulinus Hybrids, Mixed	33.00
White and Light, Mixed, Firsts	22.00
Standard Mixed, First	20.00
Standard Mixed, Medium	16.00

TUBEROSES

Well Cured.

Free from Rot.

	100	1000
Dwarf Excelsior Pearl, 2nd size, 3-4 inch	$3.25	$27.50
Dwarf Excelsior Pearl, 1st size, 4-6 inch	4.00	35.00
Variegated Leaved single	3.00	25.00
Albino, early single white	3.00	25.00
Armstrong's Ever Blooming	3.00	25.00
Mexican	3.00	25.00

Write for Our "Spring Book for Florists."

CANNAS

3-Inch Pot Plants Now Ready. Ask For Prices.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

READY NOW

200,000 full transplanted **PANSIES,** in bud and bloom.

Superb strain **PANSIES,** $2.25 per 100; $20.00 per 1000; a few 1000 very large at $3.00 per 100; $25.00 per 1000. A trial order will convince you that these are the best you ever had. You need them for your particular trade. **Forget-me-nots,** $5.00 per 100.

Geraniums. Nutt, Buchner, Ricard and Poitevine, out of 4-in., $15.00 per 100.

Cash, please.

Leonard Cousins, Jr.

CONCORD JUNCTION, MASS.

Mention the American Florist when writing

Geraniums Standard Sorts, labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings. From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA.

From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Mention the American Florist when writing

When Buying **HOLLAND BULBS**

for next season **BUY THE BEST.** Order from

Segers Brothers, Ltd., WHOLESALE BULB GROWERS **Lisse, Holland**

If you are interested in

POINSETTIAS

and four and five inch

BOSTON FERNS

for immediate delivery, write

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

GERANIUMS, ROOTED CUTTINGS

Special prices good until June 7th.

S. A. Nutt and Buchner at ..... $17.50 per 1000

Poitevine and Ricard at ..... 25.00 per 1000

Equal quantities of each **Nutt, Ricard** and **Poitevine,** at $20.00 per 1000; not less than 1000 of each.

Smilax at $3.00 per 100; by parcel post, $3.25.

Albert M. Herr, LANCASTER, PA. R. F. D. No. 8.

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

THE Arnold Arboretum reports the past winter unusually severe on young stock, with extensive injuries by field mice.

HOOD RIVER, ORE.—According to August Guignard, prices of fruit trees in the northwest are due for another increase. The price is already five times what it was four years ago. Two-year apple stock has advanced from $55 to $100 per 100 and pears are $75 as compared with $40 in 1919.—C. H. S.

SEATTLE, WASH.—At a recent meeting of the Northwest Rose Society, plans were made for a rose show which will be the most pretentious ever given in this city. Officers for the ensuing year were elected as follows: Prof. Ivan W. Goodner, president; H. M. Lindley, vice-president; Mrs. Arthur A. Phinney, secretary, and Herbert L. Collier, treasurer.—C. H. S.

SECRETARY JOHN WATSON, of the American Association of Nurserymen, has just returned from Washington, D. C., where he attended the federal horticultural board's hearing in the matter of changes in the brown-tail and gypsy moth quarantine. Mr. Watson says: "The changes that caused the hearing will probably be slight in the importance of new areas to be covered, and will not affect movement of nursery stock more than present restrictions, which call for thorough inspection and certification, as stated by the chairman of the board. That is exactly what nurserymen ask, thorough, efficient inspection and the certification of such stock as is found free of pests, and leave to move freely such certified stock. The only objection of the nurserymen has been to possible quarantines against states, rather than against infested or infected stock wthin them. Recognition of the propriety of shipping clean stock and destroying unmerchantable stock is what nurserymen have always asked."

Australian Apple Embargo Lifted.

Commercial Attache Ferrin has cabled from Melbourne, May 5, 1920, to the effect that the Australian government has removed the prohibition against the importation of American apples, effective May 19, 1920. (The prohibition against the importation of apples has been in effect since July 18, 1917.)

SNOW QUEEN CANNA
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for
SWASTIKA BRAND CANNAS.
The CONARD & JONES CO. WEST GROVE PENN'A.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing

Garden Bordered With Box-Barberry.
Electros of this illustration with each order for 1000 or more if requested.

Have you seen a garden bordered with

Box-Barberry

this spring? Every plant bright and green—not a dead one. A strong contrast to the northern Buxus bordered garden, now either dead or sadly winter injured, brown and dejected looking

Mr. Siebrecht, the veteran plantsman, on seeing the garden the other day shown in accompanying illustration, exclaimed with his characteristic enthusiasm, "Magnificent. There is a fortune in it for the nurserymen."

We offer you well rooted dormant summer frame cuttings ready to set out direct into the nursery without further expense to you at

$65.00 per 1000; all sold out of larger sizes.

Many of the leading catalogue firms have already contracted with us for their supply for the ensuing season, and others are buying these *frame grown plants* for their own planting, preparing for the enormous demand which is sure to follow.

It is a safe statement that **BOX-BARBERRY** will soon be the plantsman's best seller.

The Elm City Nursery Co., Woodmont Nurseries, Inc.
New Haven, Conn. **Introducers.**
Send for Trade Bulletin.

We have on hand the largest stock of
BOXWOOD
in New England; all shapes.
Rhododendrons
Parsons' Hardy American Seedlings.
1000 BAY TREES
All sizes, pyramidal and standard shapes.
MONTROSE NURSERIES
Wakefield Center, Mass.
(Office and Salesroom) 31 Otis St., Boston, Mass.
N. F. McCARTHY & CO., Props.

Mention the American Florist when writing

Hill's Evergreens

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

Mention the American Florist when writing

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price $2.00.

American Florist Co.
440 S. Dearborn St., CHICAGO

CANNAS

2 to 3 Eye Roots

Bronze Leaved Variety

KING HUMBERT, best of all Cannas.

	Doz.	100	1000
Scarlet, bronze foliage, 4½ ft.	$0.75	$5.00	$45.00

Special price quoted for quantity.

Caladium Esculentum

	Doz.	100
5 to 7 inch	$0.75	$ 5.00
7 to 9 inch	1.00	7.00
9 to 11 inch	1.75	12.00
12 inch and up	4.00	25.00

Dielytra Spectabilis (Bleeding Heart), per doz, $4.50; per 100, $35.00.
Tritoma Pfitzeri (Red-hot Poker Plant), per doz., $3.00; per 100, $20.00.
Madeira Vines.....per 100, $2.50

A. HENDERSON & CO.
166 N. Wabash Ave., CHICAGO

Mention the American Florist when writing

Hybrid Tea Roses

6 inch. for planting out.

HYDRANGEAS, French, 6 inch, until further notice.

WM. K. HARRIS
55th St. and Springfield Ave., WEST PHILADELPHIA, PA.

Mention the American Florist when writing

Ready Reference Section.

12 CENTS, NET, PER LINE.

AGERATUMS.

Ageratum, light or dark, 2-in., $2.50 per 100; $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

ASPARAGUS.

Asparagus plumosus seedlings. $1.00 per 100, $8.00 per 1,000; 2-in., $3.50; 2½-in., $5.00; 3-in., $10.00; 4-in., $15.00 per 100. All first-class stock. HENRY SMITH, Grand Rapids, Mich.

Asparagus Sprengeri Seedlings, $1.00 per 100. Cash please. CHAS. E. COUGILL, Auburn, Ind.

Asparagus Sprengeri, 2½-in., 4 cts. each. ODOR GREENHOUSES, Iola, Kan.

ASTERS.

Asters. Transplanted Queen of Market and Crego Giant, separate colors, per 100, $1.00. ODOR GREENHOUSES, Iola, Kan.

BULBS.

Bulbs. Lilium Giganteum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

Gladiolus bulbs. Now is planting time. See list of sorts in our display adv. on another page. VAUGHAN'S SEED STORE, Chicago and New York.

Bulbs. Extra selected varieties of hyacinths, tulips, daffodils, etc., for early shipment. C. Spaanderman, 65 Broadway, New York.

Cold storage lily bulbs. Giganteum 7-9. Write for special prices. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Tulips, daffodils, iris, crocus, etc. Write for prices. De Graaff Bros., Ltd., Noordwyk, Holland.

Bulbs. Holland, of all kinds. Write for prices. R. A. Vanderschoot, 299 Broadway, New York.

CALADIUMS.

Caladiums. 5-7, $5.00 per 100; 7-9, $8.00 per 100. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

CALENDULAS.

Calendulas. Orange King, 2½-in., $3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Calendula Orange King, 2-in., $2.50 per 100. Byer Bros., Chambersburg, Pa.

CALLAS.

CALLAS-GODFREY

3-in. Ready to bloom.....$10.00 per 100
3-in. Smaller plants ..... 8.00 per 100

THE PARK FLORAL CO.
Denver Colorado

CANNAS.

Cannas. Large flowering in the "better" varieties. Fine 2 to 3 eye, plump, dormant roots, true to name. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

CANNA PLANTS, 2½ and 3½-inch pots. **King Humbert, 8 cents and 12 cents.** All the leaders ready now.
VAUGHAN'S SEED STORE, Chicago and New York.

Cannas. Three-in-pot plants, ready for immediate shipment: $1.00 per doz.; $5.00 per 100; $40.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Cannas. King Humbert, extra fine plants, out of 2½-in. pots, $8.00 per 100. THE REESER PLANT CO., Springfield, O.

CAPE JESSAMINE.

Cape Jasmine for Memorial Day. All orders receive prompt and careful attention. For sizes and prices see display advertisement elsewhere in this issue. Nytex Floral Co., Alvin, Tex.

CARNATIONS.

ROOTED CARNATION CUTTINGS

Large supply of fine, well-rooted, healthy and strong carnation cuttings in the following varieties, ready for immediate delivery:

	100	1,000
Rose Pink Enchantress	$4.50	$40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.50	40.00
C. W. Ward	4.50	40.00
Aviator	4.50	40.00
Thenanthos	4.50	40.00

PETER REINBERG
Wholesale Florist
30 E. Randolph St. Chicago

LAST CALL FOR STRONG
ROOTED CUTTINGS, FIRST CLASS STOCK

	Per 100	Per 1000
Peerless Pink	$4.00	$35.00
Winsor Cerise	4.00	35.00
Crystal White	4.50	40.00
Cottage Maid	4.50	40.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Matchless	4.00	35.00
Miss Theo	4.00	35.00

J. A. BUDLONG,
184 North Wabash Ave., Chicago

ROOTED CARNATION CUTTINGS

	100	1,000
Matchless	$4.50	$40.00
White Enchantress	4.50	40.00
Enchantress	4.50	40.00

WIETOR BROS.
L. D. Phone: Randolph 2081.
30 E. Randolph St. Chicago

Rooted Pink Enchantress carnation cuttings, $4.50 per 100; $40.00 per 1,000. JOHN RINDFLEISCH, Beloit, Wis.

CARNATIONS.

ROOTED CARNATION CUTTINGS

Enchantress Supreme, $60 per 1000; 2¼-inch stock of Matchless and Rose Pink Enchantress, $50 per 1000. Immediate delivery.

ALLAN HUMASON
30 East Randolph St., Chicago

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CENTAUREA.

Centaurea Gymnocarpa. Dusty Miller, fine 2½-in., per 100, $3.50. ODOR GREENHOUSES, Iola, Kan.

CHRYSANTHEMUMS.

"NEW POMPON ANNABEL."

A sport from Mrs. E. D. Godfrey: is a sturdier grower with exceptionally good foliage. Has long stiff stems, well branched, with an unusual number of flowers about 3½-in. across. Excellent keeper, in bench, or cut. Color, a beautiful cerise, tending toward lavender. Flowers of anemone type, with several rows of petals, and yellow center. Season of blooming, Thanksgiving to Christmas. Past season, I cut the first on Dec. 2nd and the last Jan. 10th. It is far better than parent, or any other Pompon and will bring more money.

Sold under agreement that you permit no other person to obtain stock until 1922. Prcies, 2¼-in. pots, $3.00 per dozen; $20.00 per hundred. Rooted cuttings, $15.00 per 100. Sold out to about May 15. After that will have about 5,000 a week. Can be benched as late as Aug. 15 for good crop.

GRAND VIEW GREENHOUSES,
Hopkins, Minn.

CHRYSANTHEMUMS
Standard Varieties

	100	1,000
Smith's Early Rose	$3.50	$30.00
Golden Queen	3.50	30.00
Marigold	3.50	30.00
Buckbee	3.50	30.00
Enguehardt	3.50	30.00
Seidewitz	3.50	30.00
Nagoya	3.50	30.00
W. & Y. Chadwick	5.00	.....
POMPONS		
Yellow Baby	$2.50	$20.00
Golden Climax	2.50	20.00
Buckingham	2.50	20.00
Godfrey	2.50	20.00

PETER REINBERG,
Wholesale Florist
30 East Randolph St., Chicago

CHRYSANTHEMUM POMPONS

Choice stock in 2-in. pots. Price $4.00 per 100 for the following varieties:

Western Beauty	Mensa
Golden Mensa	Peter Pan
Christmas Gold	Walda
E. Longuelotte	Vasca

BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago.

Chrysanthemums. Standard varieties for cut flowers and potted plants. R. C. at $3.00 per 100; 2¼-in. plants, $4.00. Send list of varieties required. HENRY SMITH, Grand Rapids, Mich.

Chrysanthemums. Trade list of the 200 best chrysanthemums for the asking. STAFFORD CONSERVATORIES, Stafford Springs, Conn.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

COLEUS.

Coleus. R. C., $1.50 per 100; 2¼-in. pots, **$5.00 per 100. Standard varieties. HENRY SMITH, Grand Rapids, Mich.**

CYCLAMEN.

Cyclamen. Strong, 2¼-inch for early March delivery, $10.00 per 100. Mixed; white; white with red eye. Note:—We do not guarantee these varieties absolutely true to color, but the above varieties will predominate. All very choice strains. J. E. MATTHEWSON, Sheboygan, Wis.

DAHLIAS.

15 choice tubers, no two alike, each labeled, my selection, several classes and colors, $1.00; retail value $3.00.

Surplus stock, one tuber may be worth entire cost. Seven sets (105 dahlias), $5.00.

Complete collection 30 plump dahlias, all different, labeled, true to name, $2.00.

Dozen, all different, either ball, cactus, decorative, peony or single, labeled, my selection colors, $1.00.

Standard cut-flower sorts; white, pink, yellow or red, doz., $1.00; 100, $6.00; my selection varieties.

Mixed and unlabeled dahlias, doz., 60c.; 100, $4.50.

Sand pollinated hybrid dahlia seed from best varieties, selected mixture, $1.00 packet.

Your selection any seven "dollar" collections, $5.00. Any 15 "dollar" collections, $10.00. Everything prepaid. Dahlia trade list with color key free.

ALT F. CLARK
Netcong, N. J.

FERNS.

Hardy Ferns, wholesale	100	10	Each
Aspid. Pedatum, Maidenhair	$9.00	$1.00	15c
Aspid. Goldiana, Gold. Fern	9.00	1.00	15c
Aspl. Thely, Silver Spleenw't	9.00	1.00	15c
Onoclea Sensibilis	8.00	1.00	15c
Onoclea Struthiopteris, Ostrich	10.00	1.20	15c
Osmunda Cinnamonea and Clayt.	12.00	1.40	15c

And 5 other varieties. Descriptive list mailed free. 100 Ferns, your selection, billed 100 rate. Goldiana, Ostrich and Cinnamon most popular.

LUDVIG MOSBAEK, Ferndale, Askov, Minn.

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Table ferns. Standard varieties. 2¼-in., $5.00 per 100. Adiantum Cuneatum, 2¼-in., $5.00 per 100; 3-in., $12.00 per 100; HENRY SMITH, Grand Rapids, Mich.

Boston Ferns, 5-in., 50c. Cash. L. J. ROWE, Box 244, Titusville, Pa.

FUNKIAS.

Funkias Var., strong, field-grown divisions, $5.00 per 100. Cash. B. SCHELLER, Warren, Pa.

GERANIUMS.

100,000 geraniums. Poitevine, Barney, Oberley, Castellane, 2¼-in., 4½c; Nutt, 3-in., 10c; Nutt and Castellane, 4-in., 15c; Nutt and Castellane, 4-in., extra large spread, 17½c; **Am. Beauty, Barney, H. Michell, 20c.** Cash. L. J. ROWE, Box 244, Titusville, Pa

Geraniums. Ricard, Poitevine, Nutt, Buchner, etc., 2-in., $4.25 per 100; $40.00 per 1,000; 3½-in., $10.50 per 100; $100 per 1,000. Alonzo J. Bryan, Washington, N. J.

Geraniums. S. A. Nutt, A. Ricard, La Favorite and Beaute Poitevine; out of 3¾-in. pots, shipped in paper pots at $20 per 100. C. W. PAIGE, Tivoli, N. Y.

Geraniums. Nutt, Buchner, Ricard and Poitevine, 4-in., $15.00 per 100. Leonard Cousins, Jr., Concord Junction, Mass.

GLADIOLUS.

Gladioli. One dozen Yellow Hammer, extra fine bulbs, to any address prepaid on receipt of one dollar. JACOB D. SPIEGEL. Norma, N. J.

Gladiolus. PLANTING TIME. Many sizes, leading kinds. VAUGHAN'S SEED STORE, Chicago.

MOONVINES.

Moonvines. White, good, strong plants, out of 2¼-in. pots, $5.00 per 100. THE REESER PLANT CO., Springfield, O.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, **Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One** trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

You Need Room

All surplus plant stock should be sold now.

The plants need more room this warmer weather and will soon spoil if they don't get it.

Every plant has cost you money and you can readily sell the surplus by advertising NOW.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANSIES.

200,000 Steele's Mastodon Pansies. Extra fine plants, Sept. transplanted. In bud and bloom. Good pansies are scarce so place your order now for future delivery. Extra large, well branched plants, $35.00 per 1,000; medium size, $30 per 1,000. JENSON & SONS, 9801 S. Western Ave., Chicago.

Pansies. Ready now, 200,000 full transplanted, in bud and bloom. Superb strain, $2.25 per 100; ,$20 per 1000. Leonard Cousins, Jr., Concord Junction, Mass.

PEPPERS.

Peppers. Neapolitan and Ruby King. Strong seedlings, 3 to 5 inches high, per 1,000, $3.00. ODOR GREENHOUSES, Iola, Kan.

PRIMULAS.

Primula obconica gigantea, Kermesina and Vesuvius, plenty of red. Fine, strong transplanted plants as good as 2¼-in., $4.00 per 100, postpaid; cash; immediate delivery. BRILL CELERY GARDENS, Kalamazoo, Mich.

PRIVET.

Privet. **Box-Barberry, well rooted sum**mer frame cuttings, $65.00 per 100. **The Elm City Nursery Co., Woodmont Nurseries,** Inc., New Haven, Conn.

ROSES.

ROSES
Quantity and Quality Rooted Cuttings

	100	1000
Ophelia	$ 9.00	$ 70.00
White Killarney	9.00	70.00
Sunburst	9.00	75.00
Milady	10.00	90.00
Columbia	10.00	95.00
Russell	15.00	125.00
Premier	15.00	125.00
2¼-in. ROSE PLANTS		
Ophelia	$14.00	$115.00
White Killarney	14.00	115.00
Sunburst	14.00	115.00
Milady	16.50	150.00
Columbia	16.00	140.00
Russell	22.00	200.00
Premier	21.00	180.00
BENCH PLANTS		
Pink Killarney	$12.00	$115.00
White Killarney	12.00	115.00
My Maryland	12.00	115.00
Ophelia	15.00	140.00
Milady	15.00	140.00
Russell	16.00	150.00
Champ Weiland	15.00	140.00
3-in. ROSE PLANTS Dormant All Winter. Ready now for early shipment		
Richmond	$17.00	$150.00
Sunburst	17.00	150.00
Killarney Brilliant	17.00	150.00
Pink Killarney	15.00	130.00

M. C. GUNTERBERG
Wholesale Florist
159 North State St. Chicago

BENCH PLANTS

	100	1000
Ophelia	$ 8.00	$70.00
Sunburst	10.00	90.00
White Killarney	6.00	50.00

GEORGE REINBERG
162 North Wabash Ave., Chicago.

ROSE PLANTS—2½-INCH STOCK

	100	1000
Richmond	$10.00	$ 90.00
White Killarney	10.00	90.00
Ophelia	10.00	90.00
Columbia	15.00	125.00

BENCH PLANTS

	100	1000
White Killarney	$10.00	$ 90.00
Pink Killarney	10.00	90.00
Killarney Brilliant	10.00	90.00
Ophelia	10.00	90.00
Russell	15.00	125.00

WIETOR BROS.
30 E. Randolph St. Chicago.
L. D. Phone Randolph 2081.

RUSSELL, COLUMBIA AND OPHELIA ROSE PLANTS

Strong plants in 2½-in. pots, ready to shift or plant in the bench.

	1,000
Columbia	$150.00
Russell	200.00
Ophelia	120.00

No orders for less than 250 at this price.

BASSETT & WASHBURN
178 N. Wabash Ave., Chicago.

ROSES OWN ROOT PLANTS
From 2¼-inch Pots.

A good assortment of the best varieties for forcing, bedding and lining out; ready for May and June delivery. Send us your list.

AMERICAN ROSE AND PLANT CO.
Springfield, Ohio.

BENCH ROSE PLANTS
In lots of 200 plants to the box

	1000
Ophelia	$100.00
White Killarney	100.00
Hoosier Beauty	100.00

BASSETT & WASHBURN
178 North Wabash Ave., Chicago

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

ROSES.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$36.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison N. J.

Roses. Vaughan's White Baby Rambler. The best double white grown. Strong 2½-in. plants. **Doz., $1.25; per 100, $8.00; per** 1,000, $75.00. Vaughan's Seed Store, Chicago and New York.

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

Rose Plants. Premier, 2½-in. and 3½-in. Write for prices. VAUGHAN'S SEED STORE, Chicago.

SEEDS.

Seeds. Primula Chinensis and P. Obconica Gigantea. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Specialists in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Delphinium Newport Rose, Dracaena Indivisa, Salvia Zurich, and Smilax. Also grass seed mixtures of all kinds. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices, Kelway & Son, Langport, Eng.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorssinera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds, Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedericktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. **S. D. Woodruff & Sons, 82 Dey St.,** New York.

Seed. Asparagus Plumosus Nanus, $2.75 per 1,000. Special prices for large quantities. **McHutchison & Co., 95 Chambers St.,** New York.

Seeds. Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30; 5 lbs. and over, $25 per lb. D. Landreth Seed Co., Bristol, Pa.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

SEEDS.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

SEEDS.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax. Extra good, strong, well rooted plants. 2-in., $2.50 per 100. Elmer Rawlings, Allegheny, N. Y.

SNAPDRAGONS.

Snapdragons. Silver Pink and Nelrose, 2¼-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SPHAGNUM MOSS.

Sphagnum Moss for florists and nurserymen. For spot shipments or contract. Write us. Vaughan's Seed Store, Chicago and New York.

STRAWBERRY PLANTS.

STRAWBERRY PLANTS
50,000 Progressive Everbearing, $10.00 per 1000. I. N. KRAMER & SON, Cedar Rapids, Ia.

THUNBERGII.

Thunbergia 2½-in., 4c each. ODOR GREENHOUSES, Iola, Kans.

VEGETABLE PLANTS.

Vegetable plants. Delivered to you, all charges prepaid. Cabbage, tomato, beet, lettuce and celery. 100, 65c; 1,000, $3.50; 5,000, $15.00; 10,000, $28.50. Price list free. COMMERCIAL PLANT CO., New Bohemia, Va.

New crop plants ready. Cabbage, lettuce, celery, tomato. We have all varieties; order what you want. 100 lots, 50 cts. prepaid. 1,000 lots or more, $1.50 per 1,000. Express or P. P. CODEN NURSERIES, Coden, Ala.

Rhubarb roots, strawberry variety, $30.00 per 1,000. H. CORVAL RICHMAN, Malaga, N. J.

Asparagus plants, 1 year old, 75 cts. per 100. ODOR GREENHOUSES, Iola, Kan.

VERBENAS.

Verbenas. Strong transplanted, separate colors, per 100, $1.25 prepaid. ODOR GREENHOUSES, Iola, Kan.

VINCAS.

Vinca Variegata. Fine 2½-in., per 100, $5.00. ODOR GREENHOUSES, Iola, Kan.

YUCCA.

Yucca, field-grown, one and two-year, **$5.00** and $10.00 per 100. ROBIN BONWELL, Basin, Wyo.

MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

White Wood Easel. Very desirable for mounting floral designs. For sizes and prices see display advertisement elsewhere in this issue. Geo. H. Angermueller Co., 1324 Pine St., St. Louis, Mo.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works,, Lowell, Mass.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., W. Philadelphia, Pa.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Baskets, novelties and florists' supplies. S. H. Russin, 55 W. 19th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FERTILIZERS

For results use "Master Brand" prepared concentrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

POTS AND PANS.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J. Inc., New York.
Erne & Company, Chicago.
Fenrich, Joseph H., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuhl, Geo. A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
Neidinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Rusch & Co., Gust., Milwaukee, Wis.
Siebrecht, Geo. C., New York.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

WIZARD BRAND
TRADE MARK
PULVERIZED SHEEP—PULVERIZED CATTLE
SHREDDED CATTLE
MANURE

Highly Concentrated
Convenient Dependable

Direct heat dried and sterilized bone dry —no weeds. The ideal manure for bench soil, potting soil or field dressing—for every crop under glass or out of doors.

Insist on WIZARD BRAND through your supply house or write us direct.

The Pulverized Manure Co., 32 Union Stock Yards, Chicago

Albany, N. Y.

CLUB MEETING.

Discussions as to places for holding meetings through the summer and fall took up some of the attention of the members at the May meeting of the florists' club. Invitations were received from some of the growers in this section to hold meetings at their places during the next six months, and the club decided to accept most of them. In accordance with this decision, the next meeting will be held at the establishment of Frederick Goldring, a former president of the club, at Font Grove, Slingerland, on the night of June 3. Invitations to hold meetings at Round Lake, Canajoharie and Rhinebeck were also accepted. The journey to those places can be made by automobiles. Myron Jacobson, an employe of William C. Gloeckner, was elected a member.

NOTES.

Mothers' day found the local florists with a demand for carnations beyond their ability to supply. The dark weather this spring kept the blooms from unfolding and the growers were able to ship into market only in small amounts. The trade, however, had plenty of roses, sweet peas, snapdragon and flowering plants. Some of the retailers believe it will be necessary to educate the public to buy other flowers also than carnations for Mothers' day, because of the inability to supply the demand for this one flower.

As a guest of President Nicholas Murray Butler, of Columbia University, William C. Gloeckner, retail florist, president of the Albany Unconditional Republican Club, attended the dinner given lately in New York in honor of La Fayette B. Gleason, secretary of the republican general committee of the state of New York. The dinner was held in the Hotel Commodore, and was attended by many of the prominent republican politicians of the state. Mr. Gloeckner represented the unconditional republican club at the function.

R. D.

Columbus, O.

GOOD MOTHERS' DAY BUSINESS.

Mothers' day business in this city was quite active in every way. The downtown shops reported a slight increase in the volume as compared with last season, indicating greater popularity of the event. All flowers, with the exception of carnations, were good and prices were generally reasonable. On the whole, the week was an excellent one, and dealers have cleaned up their supplies to a large extent. Most of the stores switched the demand for carnations to other flowers, such as roses, snapdragons, narcissi, jonquils and sweet peas. Plants were also especially popular for Mothers' day and many were sold. The movement which was started by the club women of the city, looking towards changing the tokens for the day, fell flat. Prices were really 50 per cent below those that prevailed during the winter, and there could be no complaint of profiteering when those

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Ea.	Doz.	100
10	20 in.	$4.50	$49.50	$375.00
20	18 in.	3.30	36.00	293.00
30	16 in.	2.35	26.00	200.00
40	14 in.	1.90	21.50	170.00
50	12 in.	$1.30	$15.00	$115.00
60	10 in.	.90	9.90	77.50
70	8 in.	.75	8.00	61.00

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, 714-716 Chestnut St., Philadelphia, Pa.

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscriptions, to cover postage, $1.00

As the H. A. is a phrely TRADE medium applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A."
LOWDHAM, NOTTS, ENGLAND.

WE ARE SPECIALISTS N
GREENHOUSE GLASS
Free From Bubbles—Uniform in Thickness.
PAINTS and PUTTY
Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.
It will pay you to get our estimates.
THE DWELLE-KAISER CO.
251 Elm St., - BUFFALO, N. Y.

Bailey's New Standard Cyclopedia of Horticulture

Six Splendid Volumes

Price, $6.00 Per Volume

Carriage paid to any part of the United States

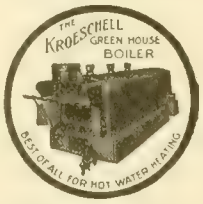
American Florist Co.
440 S. Dearborn St., CHICAGO

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

THE CUSTOMERS' INTEREST FIRST

This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all the Greenhouse Boiler business

NOT CAST IRON



NOT CAST IRON

A KROESCHELL

is the key to fuel economy.

Kroeschell Bros. Co. 452 W. Erie St. CHICAGO

THE KROESCHELL POLICY

We make every kind of boiler, but it is our policy to supply only the type of boiler best suited for the conditions. You get the highest boiler value.

NOT CAST IRON

NOT CAST IRON

levels were maintained. Carnations were very scarce and prices were high. Roses sold at from $4 to $6 per dozen, and were of excellent quality. Snapdragons were $3 to $5, while narcissi brought 75 cents to $1 per bunch. Pot plants were offered at 50 cents to $3, depending largely on the variety. Social events are getting more numerous and the same is true of weddings. Quite a few large weddings are scheduled for the latter part of May, and of course June will be a month of marriages. Funeral work has been quiet during the past week or 10 days.

J. W. L.

Nashville, Tenn.

MOTHERS' DAY SHOWS POPULARITY.

Mothers' day business was most gratifying, the florists having all they could do to keep up with the rush. Aside from the growing popularity of the occasion, the proclamation of Governor A. H. Roberts also aided in its general observance. Regardless of the fact that the Mothers' Day Association, of which Miss Anna Jarvis is the head, urged the recognition of the day with flags, the governor advocated the remembrance with flowers, as much of the fine sentiment attached to the day would be lost if the floral feature was abandoned. Flowers of all kinds were none too plentiful, and both carnations and roses were scarce. All day Saturday the shops were crowded with eager buyers until it resembled almost Easter activity and everything sold well. Plants were in high favor and fancy baskets well filled with growing plants were popular items. Prices were satisfactory to the dealers and yet no exhorbitant to the customers. Hanging baskets were also good property and moved well at prices ranging from $2.50 to $12. Ferns in pots seemed to strike the popular fancy also.

NOTES.

The Joy Floral Co. reports an unprecedented business with the store crowded throughout the day with customers. They had a fine stock and were able to take care of the trade nicely. Their cuts of roses and carnations were especially good. Thomas H. Joy has returned from a business trip to Knoxville and Chattanooga.

The McIntyre Floral Co. as usual was well to the front with a fine assortment of plant offerings, but sales were greater than could be handled. Their roses and carnations were both very fine and they were able to take care of all customers in these items.

Geny Bros. enjoyed a fine Mothers' day demand and cleaned up early in the day, with no possibility of replacements. It was the best business for this occasion in their history.

L. H. Haury & Sons, while rather short on carnations and roses had an excellent supply of plants which sold readily.

M. C. D.

In the Erection of

FOLEY GREENHOUSES

Only the Best of Material Is Used.

in designing your house, we always consider the use for which the house is intended—thereby assuring you of proper design and bench arrangement—not forgetting the importance of an efficient heating system.

THE FOLEY GREENHOUSE MFG. CO.

Designers Builders Heating Engineers

Main Office and Factory: 3100 S. Spaulding Ave., CHICAGO, ILL.

Wired Toothpicks

10,000, $2.50; 50,000, $11.00. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For Sale by Dealers.

Mention the American Florist when writing

Evansville, Ind.

Despite the propaganda of the Mothers' Day International Association, that flags should supplant flowers as an emblem for the occasion, because of reported high prices especially in the east, the customary demand for floral offerings prevailed; in fact, the demand was much greater than in any former year. Carnations were in normal supply, but fell short of requirements, according to Walter Blackman, of the Wm. Blackman Floral Co., and the price, $2.50 per dozen, much lower than quoted in many other cities.

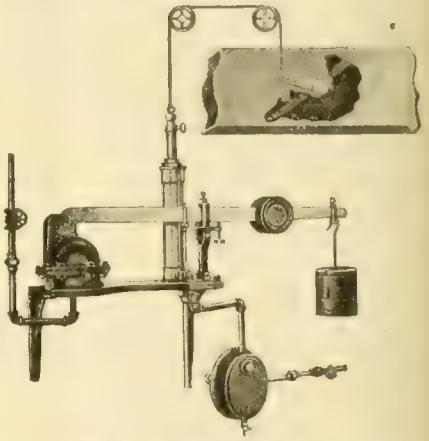
W. B. C.

Omaha, Neb.

The carnation supply for Mothers' day in this city was far short of the demand and the flower shops did a big business, with brisk sales at $4 per dozen in some cases and 30 to 40 cents for single flowers. The retailers claim that even at the high price of $4, their profit was not great, inasmuch as the wholesalers and growers had raised their quotations.

A. E. L.

DANSVILLE, N. Y.—Bernard S. Meyers, of Lancaster, N. Y., has purchased the range of M. M. Michaels, and will continue the same under the management of his son, Leo A. Meyers, as the B. S. Meyers Floral Co.



Lawrence Damper Regulator.

Watts Regulator Company

Manufacturers of

STEAM AND WATER SPECIALTIES

Established 1874. Factory: LAWRENCE, MASS.

The Regan Printing House

Large Runs of

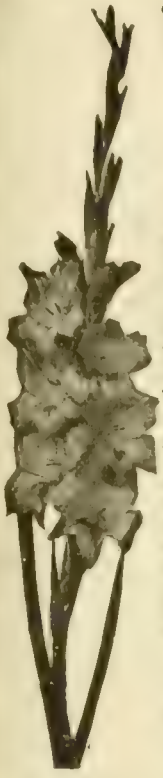
CATALOGUES

OUR SPECIALTY

WRITE FOR PRICES

523 PLYMOUTH COURT, CHICAGO

TERRE HAUTE, IND.—N. B. & C. E. Stover announce that on and after June 6, the Stover Flower Shop, after serving the public seven days a week for 45 years, will be closed on Sunday. All other florist establishments in the city will take the same action, the movement having met with the unanimous approval of the florists' club.



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.60

AMERICAN FLORIST CO.
440 S. Dearborn St.
CHICAGO.

Greenhouse Builders

When You Are Ready
To Talk Building
Say When and Where
and We'll Be There

Lord & Burnham Co.

Irvington *New York* *Philadelphia* *Chicago*
Boston *Cleveland* *Toronto* *Montreal*

Mention the American Florist when writing

Azalea Pots, Hanging Baskets, Lawn Vases, Urns. Etc.

Red Pots

Refined Clays—Skilled Labor

The Peters & Reed Pottery Co.
SO. ZANESVILLE, OHIO
"Moss Aztec" Ware
HORACE C. GRAY CO.
200 Fifth Avenue New York

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

Why?

A. H. HEWS & CO., Inc.
Cambridge, Mass.

George Keller Pottery Co.

Successor to

GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Nebraska Red Pots

ARE RECOGNIZED EVERYWHERE FOR QUALITY

Your orders always receive prompt and careful attention. Made of high grade material by skilled workmen in a modern plant. Write for prices on your requirements.

Kahler Pottery Co., Louisville, Neb.

Mention the American Florist when writing

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subscription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY
BURNLEY, ENGLAND.

Mention the American Florist when writing

Dreer's Peerless Glazing Points

For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER,
714 Chestnut Street,
Philadelphia.

Mention the American Florist when writing

John C. Moninger Co.

GREENHOUSES

Designers - Manufacturers - Builders
We sell the complete house or any part
908 Blackhawk St., CHICAGO, ILL.

Mention the American Florist when writing

SUPERIOR

RED POTS

Quality and prices right. **ASK US.**

FLORIST SPECIALTY CO.
IDAVILLE, INDIANA

Mention the American Florist when writing

Index to Advertisers.

Allen J K.....911
Alpha Floral Co.....912
American Bulb Co... I
American Greenhouse Mfg Co.....IV
Amling E C Co.....967
Anderson S A 912
Angermueller G H Co.....896 909
Aphine Mfg Co.....III
Aphrodite Co.....915
Astoria Florist 915
Avenue Floral Co...917
Baer Julius 917
Barnard W W Co...919
Barnes W J.....914
Bassett & Washburn.896
Baumer Aug 914
Baur Window Glass Co.....IV
Bayersdorfer H & Co 905 909
Begerow's.....916
Berger Bros.....908
Berning H G.....908
Blackistone Inc. . 916
Bodger J & Sons Co.920
Bolgiano J & Son...920
Bos John Henryson .920
Bramley & Son 916
Braslan Seed Growers Co.....918
Breitmeyer's J Sons 916
Brenner Edward.....911
Broadway Florist....915
Brown A J Seed Co..918
Brown Bag Filling Machine Co 921
Bruns H N 913
Bryan Alonzo J 922
Buckbee H W.....916
Budlong Co J A.....903
Bunyard.....915
Burpee W A Co.....920
Byer Bros.....922
California Florists...914
Cazan A B 915
Central Floral Co....917
Central Refrigerator & Equipment Co .907
Chicago Feed & Fertilizer Co 932
Chicago Flower Growers Assn.....899
Clark E B Seed Co..920
Clarke's Sons D.....915
Clay & Son.....932
Clipper Lawn Mower Co.....932
Coan J J.....911
Conard & Jones Co. 924
Cooke Geo H 916
Cousins Leonard Jr. 923
Cowee W J.....930
Coy H C Seed Co...921
Craig Robt Co.....922
Culp W H & Co. .. 914
Danker Fred A.....912
Dards Chas.....915
De Graaff Bros ... 922
Dietsch A & Co.....IV
Dominion Floral Co 913
Dorner F & Sons Co 923
Dreer H A.....929 931
Drevon-Tegelaar Co.920
Dunlop John H.....916
Dwelle-Kaiser Co.. 929
Eble Charles.....913
Edwards Fold'g Box.929
Elm City Nurs Co...924
Engelmann C.....912
Erne & Co.....901
Evans A W B.....916
Excell Laboratories.III
Eyres H G.....912
Fallon Florist.....917
Fenrich Jos S.....910
Fleischman 916
Florist Specialty Co.931
Foerster Co Jos 901
Foley Greenhouse Mfg Co.....930
Ford M C 911
Ford William P.....911
Fox J M & Son Inc 914
Frauenfelder C.....913
Freeman Mrs J B....916
Frey C H.....912
Frey & Frey.....914
Friedman.....913
Froment H E.....911
Futterman Bros.....910
Galvin Thos F.....915
Gasser J M Co.....912
Giblin & Co.....III
Gnatt Ove Co The...894
Godineau R & M....921
Goldstein I.....911
Gorham Printery Inc.IV
Gould Company....905
Grakelow Chas H 917
Grand Rapids Flo Co.917
Grimm & Gorly.....914
Gude Bros..... 917
Habermehl's Sons JJ 912
Hardesty & Co.....916
Harris Wm K.....924
Hart Geo B 911
Hart Henry.....915
Haven Seed Co.....921
Heinl John G & Son 914
Henderson A & Co. I 924
Henderson Lewis... 914
Henry Co The John 906
Henshaw Floral Co 911
Hentz & Nash.....910
Herr Albert M. 923
Hess & Swoboda....914
Hession.....915
Hews & Co A H. . 931
Hill D Nursery Co..924
Hogewoning & Sons.919
Hollywood Gardens.914
Holm & Olson.....914
Holton & Hunkel Co.909
Hort Advertiser.....929
Hort Trade Journal.931
Hurff Edgar F.....920
Hurst & Son.....921
Ickes-Braun Mill Co IV
Idlewild Greenhs....917
Jahn Hugo.....917
Joy Floral Co.....913
Kahler Pottery Co..931
Kaiser Jules.....893
Kasting W F Co.... I
Keller Pott'y Co Geo.931
Keller Sons J B.....912
Kelway & Son.....921
Kennicott Bros Co. 897
Kervan Co The.....911
Kessler Wm.....911
Kottmiller A.....915
Kroeschell Bros Co.930
Kruchten John.....907
Kuhl Geo A. 923
Landreth Seed Co...920
Lang Flo & Nurs Co.914
Lange A.....913
Lecakes C & Co ...910
Lindley Flower Box Co.....906
Littlefield Florist....916
Longren A F.....906
Lord & Burnham Co.931
Louise Flower Shop.912
McCallum Co 909
McClunie Geo G....912
McGill R C & Co....921
McHutchison & Co..921
Mackie William.....911
Malandre Bros 915
Matthews the Flo'st.916
Matthewson J F.....913
Meconi Paul 911
Metaire Ridge Nurs 916
Meyer John C Florist Thread Works.....906
Michigan Cut Flower Exchange.....907
Michell Henry F Co..921
Millang Jos A 910
Miller Floral Co.....917
Miller & Musser....907
Moninger J C Co .. 931
Montrose Nurseries.924
Murray Samuel 917
Neidinger Jos G Co. 909
Newell A 917
N Y Cut Flower Ex. 911
N Y Floral Co.....914
New York Seed Co..920
Niessen Leo Co.....908
Nytex Floral Co.... 898
Oriental Goldfish & Supply Co.....906
Papadem J G Co....915
Park Floral Co.....917
Peacock E R Co.....919
Pearson E W ... 912
Pedrick G R & Son..920
Penn the Florist.....916
Peters & Reed Potty 931
Philips Bros 913
Pierce F O Co..... IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....918
Pikes Peak Flo Co 917
Pillsbury I L.....III
Pittsb'rgh Cut Flo Co 9 6
Podesta & Baldocchi.916
Poehlmann Bros Co. II
Pollworth C C Co...909
Polykranas Geo J....910
Potter Floral Co.....917
Proto-Feed & Guano Co.....932
Pulverized Manure Co The.....929
Pyfer A T & Co.....900
Radwaner I L Seed Co919
Raedlein Basket Co 907
Randall A L Co.904 907
Randall's Flo Shop..916
Randolph & McClements.....912
Rawlings Elmer.....923
Ready Reference....925
Reed & Keller.....III
Regan Ptg House ...930
Reid Edw. 908
Reinberg Geo.....907
Reinberg Peter.....899
Rice Bros..... 909
Rice Jerome B Seed Co919
Robinson J C Seed Co.920
Rock Wm L Flo Co..914
Rodgers J W.....916
Rohnert Waldo.. 921
Rosaia Bros.....917
Rosery Floral Co....917
Routzahn Seed Co.. 921
Rusch G & Co.....909
Russin S H.....910
Saake O C..... 917
Salzer Seed Co J A..914
Sceery Edw.....917
Schiller the Florist 913
Schillo A Lum Co ...IV
Schlatter W & Son..932
Schling Max.....915
Schmidt Chas L.....912
Segers Bros Ltd.....923
Shaffer Geo C.....916
Sharp Partridge & Co.932
Sheppard H W.....916
Siebrecht Geo C.....911
Simon & Son I N....921
Situations & Wants.893
Skidelsky S S & Co.. I
Smith A W & Co....912
Smith & Co E D 922
Smith & Fetters Co.917
Smith Henry.....917
Storrs & Harrison...922
Stumpp G E M.....915
Teachey R L.... 920
Thorburn J M & Co..920
Tonner O A & L A..896
Totty Chas H.....920
Traendly & Schenck 911
Traveling Wholesale Florist.....910
Trepel Joseph.....912
United Cut Flo Co..911
Vanderschoot R A..920
Van Meeuven & Tegelaar 920
Vaughan A L Co....901
Vaughan's Seed Store .....I 894 896 923
Vick's Sons Jas.....920
Vincent R Jr & Sons Co..... I
Walker F Co.....917
Waller L D Seed Co.919
Watts Regulator Co 930
Weber F H.....917
Weiland & Risch...907
Weir Jas.....912
Western Seed & Irrigation Co.....919
Wietor Bros.....898
Williams Mrs E A..912
Winterson Co E F..906
Wittbold G Co.....913
Wolfskill Bros & Morris Goldenson.912
Wonder Plant Irrigator Co.....906
Woodruff S D & Sons 921
Yokohama Nurs Co.920
Young A L & Co....910
Young John & Co...911
Zech & Mann...902 907

"Master Soil Builders"

Send for prices on **Master Brand Vine and Plant Manure**—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.
4121 South La Salle Street, CHICAGO

Mention the American Florist when writing

No loss if you mend your split carnations with
Superior Carnation STAPLES
85c per 1000; 3,000 for $1.00 Postpaid
Wm. Schlatter & Son
422 Main Street SPRINGFIELD, MASS.

Before After

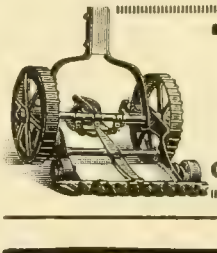
Mention the American Florist when writing

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.
809 Exchange Avenue, U. S. Yards, Chicago

Mention the American Florist when writing



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plantain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER COMPANY Dixon, Illinois

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS
MANUFACTURED BY
CLAY & SON, STRATFORD, LONDON, ENGLAND

GREENHOUSE GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST., CHICAGO, ILL.

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES
Price: $6.00 Per Volume
Carriage prepaid to any part of the United States

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

Massachu
MAY 24 19
Agricultu
Co

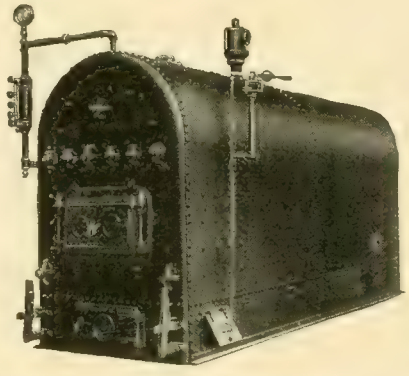
Kroeschell

HEATING

COOLING

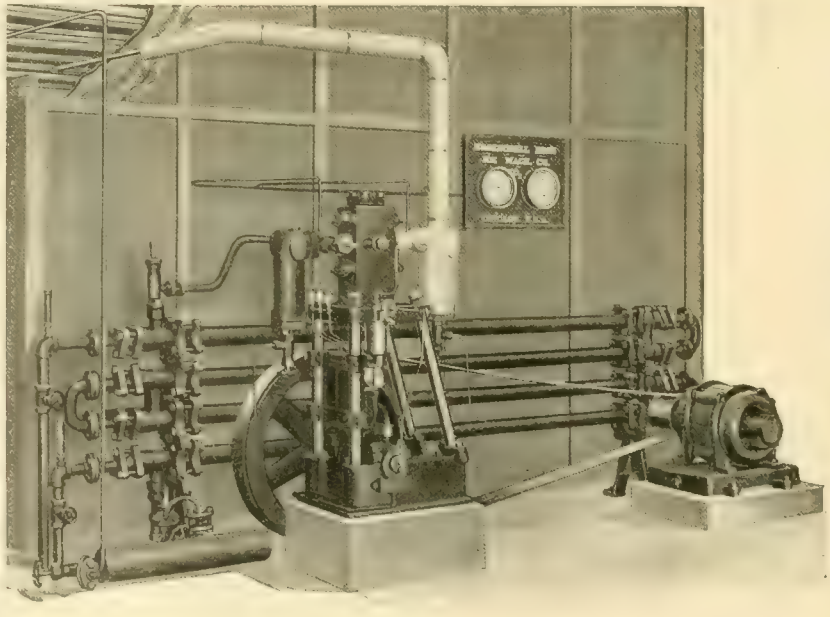
Year after Year, the KROESCHELL Hot Water Boiler has given the best of satisfaction to men who know boilers—men to whom results are the very things that count. There is a KROESCHELL for every Greenhouse plant, be it large or small.

The KROESCHELL Water Tube Steam Boiler was created to meet the demands of high pressure steam heating plants, less than 100 h. p. capacity. No masonry required—no tubes to clean.



THE KROESCHELL WATER TUBE STEAM BOILER.

Greenhouse Owners like the KROESCHELL because of its extreme simplicity and freedom from trouble. As a fuel saver, it pays its own way. The KROESCHELL will increase your heating plant efficiency 20 to 40%.



The KROESCHELL CO'S Refrigerating Apparatus provides the most complete cooling equipment on the market for the Wholesaler, Retailer and the Grower.

The high efficiency, low cost of operation, places the KROESCHELL System of Refrigeration in the foremost ranks for Florists' use.

Our Engineers will gladly study your cooling problems and make recommendations. This expert advice will save you time and money.

RECENT FLORIST INSTALLATIONS.

Zech & Mann.....Chicago, Ill.
Chicago Flower Growers' Ass'n. .....Chicago, Ill.
E. G Hill Co ....Richmond, Ind.
Jos. Hill Co.....Richmond, Ind.
Gude Bros. .....Washington, D. C.

We fabricate and install the complete equipment.

KROESCHELL BROS. CO., Offices and Works, 452 West Erie St., KROESCHELL BROS. ICE MACHINE CO., Chicago, Ill.

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas"

Vol. LIV. **CHICAGO AND NEW YORK, MAY 22, 1920.** **No. 1668**

THE AMERICAN FLORIST

ESTABLISHED 1885
Copyright 1920 by American Florist Company.
Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901.
Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treas. The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa President; F. L. ATKINS, Rutherford, N. J., Vice President; E. A. WHITE, Cornell University Ithaca, N. Y., Secretary; HARRY O. MAY, Summit N. J., Treasurer.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at New York, September 27-29, 1920. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK, 205 Elwood Av., Newark, N. J., Sec'y.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition Boston, Mass., July 10 11, 1920. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bell-vue Rd., Newport, R. I. Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Reading, Pa., June 10-11 (Provisional), 1920. LEE R BONNEWITZ, Van Wert, O., President: A. P. SAUNDERS, Clinton, N. Y., Secretary.

MEMORIAL DAY SUGGESTIONS.

A Great Business Opportunity.

May 30 is the last floral holiday of the season, and in some communities, the most important. It is an anniversary of the civil war, a day set apart in honor, of, and to keep alive, the memories of the heroes of that conflict. The date selected is at a time when flowers are most plentiful, in order that the feature of the celebration, which is the laying of flowers on the graves of those who gave their lives for their country, can be well carried out.

Memorial day presents a great business opportunity to the florist. Its possibilities have been brought out to a greater extent in the New England states than in any other community. Here the trade in all lines is taxed to the utmost during the week previous to the event. Large quantities of flowering plants and cut flowers are brought along and timed to be at their best for this occasion, as for Easter. Why this section of the country should more generally observe this custom of decorating the graves with flowers and made-up designs, and of setting out plants, filling baskets and vases with the same in the ornamentation of the lot, is hard to explain. The fact remains, however, that Memorial day is looked forward to by the trade of this section as one of their best and most profitable holidays, and every effort is put forward to be prepared to meet the demand. It is but a step from the remembrance of the soldiers of the civil war, who are now but a memory, to that of one's own loved ones, and it is the almost universal custom of decorating these graves of relatives that makes the day so important.

Earnest inquiry has developed no facts that point to any united or other action of the trade in these sections that has brought about this general use of flowers. In recent years, however, in endeavoring to systematize the work, and relieve the great strain of the last days, retailers, particularly since the introduction of the prepared magnolia and oak foliage, make up large quantities of wreaths of these leaves, which are decorated with waxed, artificial crepe paper roses, carnations, dahlias, chrysanthemums, sweet peas, etc. This stock is made up months ahead, packed in corrugated board boxes that can be sent by parcel post or express. These are extensively advertised and thousands are sold through this newspaper publicity, which has also much to do in spreading the propaganda of the day and enlarging its observance.

These artificially flowered designs are almost exclusively wreaths and sprays, the latter having for a background, cycas leaves and green ruscus. Many of the trade protested at first against the handling of such material, but as it was found acceptable to a large class of buyers, and so convenient as to time of making up, its adaptability for shipment when required and withal found very profitable, the business in these make-believes has grown to enormous proportions. All department stores put in a line of these made-up pieces for this event and sell them by the thousands.

On the whole, this material, on account of its stability for display, has increased the sale, rather than taken the place of fresh flowers. It has featured the event, thereby helping to create a better and larger observance, and a greater demand for plants and natural flowers.

This decoration of all graves, that has become the custom in these communities, and which would be of such advantage to the florist business if it became universal all over the country, is worth the best thought of the leaders of the trade everywhere. Working cooperatively, with newspaper propaganda appealing to the patriotism, particularly of the young in keeping green the memory of the fallen heroes, not only of the civil but of the more re-

cent great conflict, a renewed interest in the day could be created that would help materially in its greater observance.

It is not only the business of florists to raise flowers, but also to sell them. They must not only show them, but also show how they are to be used. They must put into the minds of people, the various ways in which they can be made profitable and enjoyable to them, of which Memorial day affords one of the best examples.

There is not a newspaper in the land but would gladly publish well prepared articles that would rouse the patriotic impulse of Memorial day. There would be no cost for this except that of the skilled writers in the preparation of the copy, while to most editorial staffs, the furnishing of interesting data would be sufficient. Every community has its fallen heroes of the last great war, the personal history of whom would make interesting reading, and help to arouse enthusiasm for this beautiful custom. It is the homage due those who gave their lives for their country for which the day was instituted and declared a holiday, and it is its proper observance, by visits to the cities of the dead, and the decorating of their graves with flowers, that should be especially featured in all such articles. This will encourage the adornment of all graves.

If the entire trade, each in its own community, would work co-operatively to bring about a more patriotic observance of the day, a great impulse could be given the movement, which in a few years, would make it the nation's greatest outdoor floral holiday.

Cemetery Florists' Memorial Day Trade.

The last week in May sees the culmination of months of preparation for the cemetery florist. Many, whose establishments are situated near a large cemetery, make a specialty of the care of lots, seeing to the sodding, cutting grass, planting flower beds, filling vases and hanging baskets, and attending to the watering of the same. It is the custom of many families on all such occasions as Christmas, Easter, Memorial day and for anniversaries throughout the year, to place flowers, loose or in designs, on the graves of their loved ones, which business is a great factor of the trade.

As soon as the weather permits in early spring, the work on the various lots is started, all pruning, care of spring bulbs, cleaning out and removal of plant vases to the greenhouses to be made ready for filling, beds dug and made-up for planting, which operation follows as soon as danger of frost is over. Great effort is put forth to have every lot finished, with beds planted, vases and baskets filled and in place before Memorial day, as that is the general visiting and official opening day of the season at all cemeteries.

In some localities, it has become the custom to decorate a large proportion of the graves, not only of all soldiers, but also of relatives and friends. It is this general decorating that gives the florists the bulk of their trade for this event, and they should not only be prepared with a good stock, but also feature the event in every possible way.

There is always a demand for flowering plants, something that can be set out, and is likely to flower all summer. Roses, geraniums and all kinds of bedding will be found salable. Low pans of geraniums and other plants that can be had in full flower, are good sellers, as they are very showy and not easily blown over. Geraniums in pans are very effective, some growers carrying them in quantity for this demand.

Small baskets holding a dozen assorted plants out of 2½-inch pots are in favor with many who wish to do their own planting. The odds and ends of the bedding stock, if placed in these baskets a week ahead, will get well filled with flowers and present a very inviting appearance.

Decorated, prepared magnolia and oak leaf wreaths are always popular. These, trimmed with artificial flowers, can be prepared a long time ahead. Many prefer that the ornamentation shall be with natural flowers, which makes a lot of work for the last day. Red, white and blue immortelles and cape flowers are good stock, as they are in demand for all soldiers' wreaths. Cycas leaves can also be used to good advantage in wreaths and sprays.

There are a great many who want a few flowers, but are not prepared to pay much for them. To meet this demand, there is nothing better than a good supply of shrubbery, together with whatever is most plentiful in the market. Peonies are, of course, the most showy flower if they happen to be in quantity for May 30. The date this year falls on Sunday, which will make it a popular visiting day at the cemeteries.

There is great advantage in being well prepared at such times, when the rush comes. Shrubbery, peonies and other cut flowers may be made up into bunches to sell at from $1.00 to $3.00. These will keep well if arranged the day or night before, and stored in a cool place, free from drafts.

A show house, or one of the largest near the entrance of the establishment, should be filled the week before with salable plants in blocks of one kind together. With this array, customers are satisfied to make their selections, whereas, if they had to go from one house to another, all over the place, much valuable time would be lost for probably less business.

Cut flower cemetery vases, either of glass, painted tin or iron, are generally in good demand, so that a quantity on hand is essential.

It is a good plan to circularize all lot owners, describing the plants, cut flowers and designs that are in stock. It is worth while emphasizing the importance of giving orders at one time for the various anniversaries of the year, which are placed in your year book, and filled as the dates arrive without further notice.

Memorial Day Window Decorations.

The old proverb, "The Lord helps them that help themselves," should be framed and hung up in every flower shop. It contains most excellent advice that is the groundwork for almost every success. What one can do themselves through their own initiative and energy is wonderful. The way to get a good Memorial day trade, is to go after it; that is, make a bid for it. There are many who now see little in the observance of the event, that if its real significance was pointed out, or brought home to them, would feel it was not only a duty, but would take pleasure in paying homage to the nation's heroes, in visiting their last resting place, and incidentally, take some flowers for those near and dear to him, who had passed away.

For a week or 10 days before the event, one of the best forms of publicity is the window display. This, if made attractive, is sure to be seen by great numbers of people, all of whom will be more or less impressed, and have their minds filled with new thoughts of the day.

There are many decorative features that will bring out the spirit of the celebration. A camp fire scene is one. On the smouldering embers of a fire is

MEMORIAL DAY WREATH.

Lavender Lilac and Ruscus (Standard Wreath of New England for This Occasion).

a pot; a section of a tent, and stacked rifles from which is suspended a drum; a copy of an old newspaper of the early sixtys, also a few song sheets of "Marching Through Georgia," "In the Prison Cell I Sit," "Rally Round the Flag Boys," etc. Place a camp stool or two next the tent. The grass can be represented with sheet moss.

The central feature of another arrangement is a bust of General Grant, placed on a flag-decked pedestal, at the base of which is a large prepared magnolia or oak leaved wreath, decorated with red, white and blue immortelles and palm leaves, or the magnolias with sago palms and a purple or tricolor bow. A collection of decorated magnolia or oak wreaths, marked, "Memorial day, May 30," will be suggestive.

One of the prominent flowers at this time is the peony, and a window of these will be sure to attract attention. A spray, or a vase basket or two, filled with these flowers, and tied with tricolor ribbon, should prove attractive. A special lot of magnolia wreaths decorated with waxed flowers, a number of them together with a special price card, is good business for some locations.

Low pans, filled with growing geraniums in flower, are always good sellers, as are baby rambler roses in pots.

Memorial Day in Illinois.

GOVERNOR LOWDEN'S PROCLAMATION.

Springfield, Ill., May 13.—The following Memorial day proclamation has been issued by Governor Lowden:

"Again with hearts united we approach our national Memorial day. It has become the great occasion among our people for the expression of patriotic sentiment. The glowing pages of glorious history are again read. Over the grave of every American veteran flies the flag. The appearance in uniform of soldiers of three wars of the republic stirs the youth to increased love of country and stimulates their imagination to deeds of heroism and valor. The tender recollections of the honored dead inspire renewed devotion to the high ideals for which in the sunny south, in the islands of the sea, or on Flanders field they gave their all.

"In many homes there are lonely hearts because of the costly sacrifices made in the great war from which we have recently emerged. In that war our people were united as never before in our history. Everything which tended to separate them into groups on account of race, religion, residence or rank was forgotten in the common desire to serve best the interests of the country.

"Now again we find ourselves distracted by conflicting motives. The great wave of war-bred patriotism seems to have broken upon the rocks of selfishness. But this clash of opinion and interests must and will give way. The clear note of national spirit will soon be heard again above the present discordant sound. Memorial day brings to the mind and heart of the people renewed recognition of a common heritage and a common obligation. Respect for its dead exalts a nation above selfish ambition and strife.

"Memorial day of 1920 might well be notable in our annals if it were possible to recapture that spirit of united loyalty and patriotism which characterized the world war.

"I urge that on the coming Memorial day the citizens of Illinois with gratitude for the past and with faith in the future, renew their devotion to American ideals as with fragrant flowers they remember our patriotic dead.

"FRANK O. LOWDEN."

MEMORIAL DAY WREATH.
Oak Leaves, Sweet Peas, Flags and Ribbon.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

The next seven days will culminate in the last holiday of the season, Memorial day, and if the proper featuring, publicity and energy have been put into the preparatory work, the facilities of the store will be taxed to handle the business. Whether the volume of trade is large or small, depends almost entirely on the management of the store. If, in its decorative effects, it looks inviting, with an up-to-date stock well and attractively displayed, it is sure to win customers and bring them into the establishment. So many retailers are averse to stepping out of the beaten path, or doing anything radical. If they manage to make ends meet in the course of a year, they are satisfied, taking comfort in the thought, "It might have been worse." The fact, that with a little more energy and hustle, they might have been safely anchored a step higher, does not appeal to them. To be satisfied with things as they are, is a bad condition to get into, as it relegates one to the tail-end of the procession.

Be ready, and stock up for Memorial day with everything necessary, in full supply. Do not wait for customers to come. Force, in a way, the business on them. It can be done by dozens of different methods. Work every prospect, large and small, to the limit. Do not let a few failures deter you. Success is assured to those who work hard enough for it.

Mothers' day results amply repaid all whose enthusiasm inspired greater business energy. Miss Jarvis' cry of "profiteers," had little or no effect. Prepare now for next year. Make a collection of all the newspaper clippings, many of which were splendidly written. Committees in every community should have such material prepared in advance, so as to bring the event well before the public at least a week previous to the anniversary.

Conduct special sales of flowering plants at this time. Marguerites are now at their best; they are fine for window boxes or will flower for a long time out of doors. Hydrangeas are also showy, hardy plants that are general favorites. Many growers bring on a lot grown cold that are about due. Carry and display a large stock; 50, together, will attract attention, where half a dozen would not get a look.

Porch plants, such as ferns, pandanus, rubbers, dracænas, etc., are also good stock. As far as possible, they should be shown in suitable jardineres or pot covers. Well filled lawn vases will find favor with those who have a place for them.

The commencements will soon be due. There is a lot of business here that can be secured with properly directed energy.

June wedding arrangements are well under way. The securing of a number of these events on succeeding days when decorative material, flowering plants, etc., may be used several times, adds considerable to the profit.

Dogwood is now in and beautiful decorative effects may be made in the store with well flowered branches which have been thoroughly saturated with water.

Get the summer addresses of customers who spend this season out of town. These prove valuable at times, when for some reason, it is desirable to reach them quickly.

While it is a little early to talk vacations, it is well to plan ahead. All in the trade who can make it convenient, should arrange to attend the S. A. F. convention at Cleveland, O., August 17-19. This will, without doubt, be the largest and most important meeting of the national society ever held. The retail trade of Cleveland is very well organized and up to date in every respect. The city is central to almost the entire trade of the country. Every person in the trade, who has not as yet become a member, should join at once. Send $5.00 to John Young, secretary, 43 West 18th street, New York, and get credentials entitling to full privileges. The trade exhibition will be the best ever.

Keep a close watch on the costs or operating expenses of the store. There are many savings that can be effected, if each major item, such as delivery, telephone, purchasing, making-up, labor, decorating of store and window, advertising, etc., is carefully gone into. A constant looking ahead is sure to save time and energy and result in greater efficiency at less cost.

Commencement Flowers.

Class days, with graduation exercises, which accompany the closing of the school year, will soon be in season. There is considerable business for the florists connected with these events which can, by up-to-date publicity methods, be secured. It is now none too soon to lay plans for soliciting as much of this commencement work as possible. There should be secured a list of all the scholars and their home addresses, attending the various schools and academies in or about the town or community. Nearly all institutions publish such a list. This, when obtained, will furnish the address of the parents, which, when properly canvassed by mail, will be found very fertile territory.

Many orders for flowers will be received if the custom is given the proper presentation, as relatives would frequently like to send flowers if they knew their orders would receive prompt and careful attention. Suggestions for this purpose include baskets of cut flowers artistically arranged, boxes of flowers nicely tied up with decorations on the outside to make a good impression as a gift box, and foliage and flowering plants, featured to make them especially attractive. It should also be brought out that orders can be delivered through the F. T. D. service, either by mail or telegraph, to any point in the United States, however distant, with the aid of its 1,500 members.

Class day exercises are important, as on this occasion it has become the custom for each girl graduate to carry a bouquet of flowers. These range in price from $1.50 to $5, and sometimes higher, and in number, as in the high school commencements, often run into the hundreds.

It is necessary in securing these orders to do a little diplomatic work in getting acquainted with the various class presidents or leaders among the scholars as it is generally through them that the contract is received. At times, the flowers take the form of corsages, which when the number is large, is quite an important order, and well worth going after. There are also, both on class day, and at the time of the graduation exercises, more or less decorative work with plants, green and flag festooning that is well worth while. These orders all go somewhere, and the man who is first on the job, with good suggestions, frequently adding materially to the work of previous occasions, has great advantages in securing the order.

For all such occasions, particularly on commencement day, it is very important to see that address tags and cards are securely attached to the various packages. All baskets and bouquets, other than those enclosed in boxes, should be wrapped in whole sheets of 24x36 wax paper. This can enclose the flowers without undue strain, and fastened in the folds with metal clips, which are better than pins or string, make a neat looking package. The colors of the flowers show through, and they are protected from the drafts which often wilt the flowers, and they then present a sorry spectacle.

Receipts should be taken for every package from some one in charge. These are very easily secured by checking up a list sent along with them and signed by the proper party. If at any time, the graduate to whom the flowers were addressed, did not receive them, the question as to their being sent, is then proved from the receipted list.

Progressive Ideas.

One of the greatest forces in business is initiative, or originality. Everyone is interested in things that they see for the first time, or methods that are new to them, particularly if the article has merit, or the plan of procedure is practical, and proves to be economical and a time saver as well. Novelty will oftimes sell an object of art or fancy that has little else to recommend it. Even the commonplace in almost any line can be given an attractive appearance by slight additions, or putting a familiar object to new uses.

A florist filled a lot of used wheelbarrows with soil and plants, which when placed at vantage points about his grounds attracted favorable mention, and were much admired. With these movable ornaments, he was able to make frequent changes in the decorative scheme of his lawn. New ideas, particularly if they are featured, are sure to get a favorable reception, if on inspection they are shown to be meritorious. One of the most successful in connection with the artistic arranging of cut flowers, was the shallow bowl and similar receptacles with the movable, perforated flower block, an adoption of the Japanese metal holders with holes or perforations for individual flower stems. These are very practical and simple, and when filled properly, present flowers in an exceedingly artistic arrangement.

The small figure vases, the features of which are individual figures of children or young women in fancy costume, behind which is concealed a vase to hold flowers, have had a great run. They made a hit as valentines, and

GERANIUM ALICE LEMON.
Grown for Memorial Day by the Robt. Craig Co., Philadelphia, Pa

can be used in their various make-ups to fit all the anniversaries of the year. There is novelty in each new set that is sent out, and they have been found to be, and still are, great helps in the sale of cut flowers.

There is novelty in any extreme. The one-inch flower pot, which was introduced as an advertising convention novelty, to pin on a man's coat, has been taken up and used extensively for the sale of baby ferns and other small plants. One florist used them by the thousand, filled with miniature cacti in variety, for which he found a ready sale. They are also used quite extensively as a receptacle for small creations in artificial plants and flowers.

Tiny Japanese gardens, filled with dwarf evergreens and minute ornaments always attract attention, and are another evidence of what can be done to interest those who are looking for novelties.

The introduction of the vase basket in its various sizes gave a great impetus to the sale of cut flowers, as it was possible to make charming color combinations in the various duo-tones or shades in which the baskets were painted, and the flowers suitable to be arranged in them. The metal or fibre water-holding liner supplies the moisture to insure the keeping of the stock, as well as in the ordinary vase.

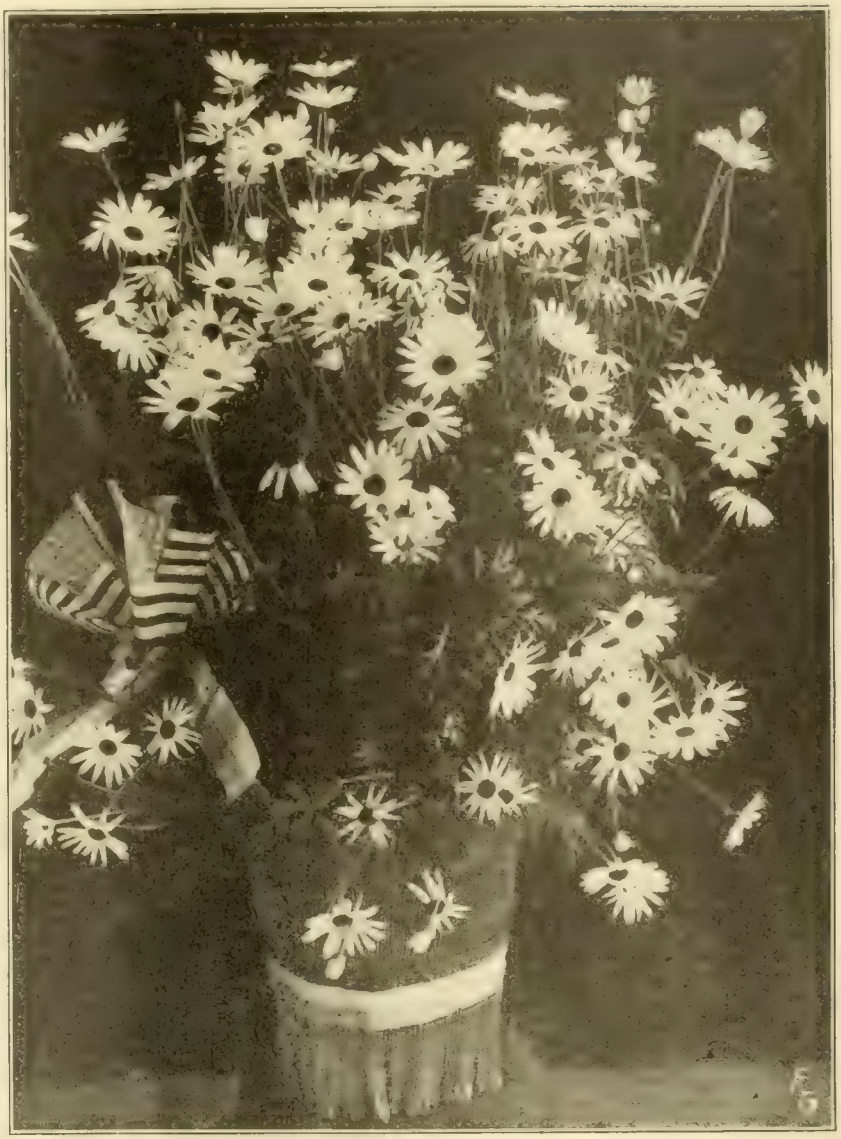
The inception of these various novelties come as bright ideas from storemen, who are all the time working out new features to interest and attract the public. They are, in a sense, an evolution, one thing bringing on or suggesting another still better. The vase basket is a substitute for the tumblers. These little baskets were first made to hold damp moss, which when lined with foil, answered the purpose. A cheap glass tumbler that just fitted, stuck in one day, gave them a great boost, and for several years they were known as tumbler baskets. The liners now used are paraffined cardboard cups which are ideal for the purpose.

The wicker American Beauty flower vase that is now so universally used, is a copy of a glass Bohemian vase that had been found very useful, but being accidentally broken, resulted in an order to the supply man to make the same in wicker, with a zinc liner that would hold water. This proved eminently practical, and some of the original vases are today, after 25 years of service, still in fair condition.

The store and intensive selling methods of the progressive retailer are undergoing evolution all the time. Stock displayed one way this week is given a touch of novelty by an entirely new setting later on, or something else is brought forward and featured to make an even greater hit. One novel window display will be followed by another, equally attractive, until people come out of their way just to have a look at the artistic creations.

A clever idea, worked out by a retailer who was featuring a box of flowers was a display in his window of cut flower boxes, in which a hole had been cut in the lid. This contained a vase in which the flowers the box was supposed to contain were nicely arranged. They looked much more numerious in the vase than if exposed in the box and kept fresh and inviting. A well-written card stated that a satisfactory box at the price was a "special, every day in the year."

The above are just a few examples of what has and can be done, while the possibilities of attractive featuring in the future presentation of plants and cut flowers is unlimited.



MARGUERITES AT THEIR BEST, MEMORIAL DAY.

Allied Florists' Association of Illinois.

The regular meeting of the Allied Florists' Association of Illinois, held at the Randolph Hotel on the evening of May 13, with an attendance of about 60, representing the various branches of the trade, was one of the best since the organization was formed, and those present derived much benefit from it. All of the directors of the association were in attendance, and after the session had been called to order, and the minutes of the previous meeting approved, a report from the officers was called for by the chairman. The financial statement of Treasurer W. J. Smyth was very encouraging. Secretary H. V. Swenson told of the progress made by the association, and of the great amount of work that had been done during its brief existence. The total membership on May 1 was 423, representing an increase of 81 since the previous meeting. The total collections during March amounted to $3,176.59, with some payments still outstanding. The advertising expense for March was $2,111.92, and the general expenses during February and March amounted to $566.90. During February, March and April, 23 advertisements appeared in Chicago papers, representing a total circulation of 8,981,658.

Reviewing the work of the associatioin and its aims, Secretary Swenson said in part: "Starting as an active organization, March 1, less than two weeks after the first meeting, it can be proudly stated that the Allied Florists' Association has accomplished something. It virtually came into active being March 1 without much preparation as to details. During the two months of its existence, it has also been necessary to organize its office and management in order that it might function properly in the future. When it is taken into consideration, that in addition to what has been done in advertising, etc., straightening out entanglements, installing systems and instructing clerical assistants, no apologies are necessary for what has been accomplished. We can say, however, that real results have already been due to our advertising. The very first space that was used, telling the public that mild weather and sunshine brought more flowers, and that they were reasonable in price, resulted in favorable comment and increased purchases. As regards the sale of roses, out of 40 or 50 reailers, there was not a single report that direct results were not apparent. In fact, the majority stated that they received many calls for the roses advertised.

"Just a word here regarding sales. Many florists have told me they considered quoting prices a mistake, as it dictated a policy that the individual might not wish to consider. It is true, we should not tell a man what his selling price should be, as overhead expenses, etc., differ in each case, but on the other hand, forget profit and loss for the moment and consider the true benefits resulting from a sale:

"First, while you make less profit per sale, you make more sales, turn your money over more quickly, and in the end, close the transaction with more money on the right side of the ledger. (In this, I have in mind the man who gets behind the sale and pushes.)

"Second, sales bring more people into the store, many who never bought before, and some of these will become regular customers. If you figure it out, and practice it, you can put 500 customers on your books, where you only had 50.

"Third, many people who respond to sales, come and buy something double in price the article advertised, but the sale price brought them in.

"Fourth, a good bargain once in a while, pleases the public. You need not fear the sale price will hurt your regular business, if you give a good reason for it, and make the public appreciate the value offered.

MOTHERS DAY.

"No one can say Mothers' day this year was not the greatest in its history. To the skeptics, we will grant that the event 'went big regardless', but we must give due credit to the advertising. Posters in all flower shop windows, heralded 'Say it With Flowers' for the occasion. More than 100,000 stamps were used, and a conservative estimate places the number of mailing folders sent out, at more than that number, and in addition, were the advertisements which appeared in the papers just before the day. Not much more could have been done without a waste of money, and it should be remembered that this united effort was engineered principally by the Allied Florists' Association.

"I want you to know how the association put forth its best efforts for Mothers' day, and give you proof of the importance of having an organization supporting you. The Mothers' Day International Association, founded by Miss Anna Jarvis, and of which she is the head, has been perfecting its organization since a year ago to fight the florists. She has succeeded in forming a powerful association, backed by prominent men and women, and with the moral support of national leaders and officials. She has succeeded in securing the recognition of civic bodies and women's clubs. Without any warning, a week previous to Mothers' day, this organization, through a press bureau, endeavored to secure publication of its write-ups in papers all over the country, especially in the large cities. Some of these were printed in Chicago papers before we were aware of the matter, but the Allied Florists' Association immediately got in touch with the press. In the Chicago Post, we had one of the articles eliminated after it had appeared in only the first editions. We worked on this matter steadily for three days, and assure you it was no easy task, for the papers were loaded with this propaganda, with shrewdly written letters and communications in support. Several of the newspapers sent reporters to investigate the market and publish the facts accordingly. Nevertheless, they listened to our statements, and their reason for doing so, was the fact that we were organized, a recognized association, a good customer, a power—not a mere individual whom they could easily ignore. As a result, very little of the unfavorable propaganda appeared. Instead, we succeeded in having published, articles in favor of our industry. I understand that in other cities, the press was filled with propaganda detrimental to the florist trade. The civic and women's clubs and other organizations supported Miss Jarvis. But in these cities, the trade was not organized. This little experience is just one of the many reasons why we should be united. When we meet problems, such as these, we are helpless as individuals, but powerful as an organized body.

Yours truly
Charles Thorley

"Allow me to touch on just a few more activities of our association. We are now co-operating with the Chicago Tribune in raising funds for the decoration of graves of our soldiers in France. All this gives publicity to the florist, centers interest in Memorial day, and will stimulate business generally. It is a question whether a connection of such great value could have been made unless we were a recognized body.

"May 14 the Allied Florists' Association will be represented in a great parade of industries to celebrate the opening of the boulevard link. We expect to be a strong contender for the first prize, to be awarded the finest float. There will also be a number of individual florists in the parede, and we urge all who can do so, to take part. Through all these different means, we secure publicity. I believe we can frankly say, however, that it is only incidental to what we can accomplish in the future. With an organization such as we have, we can keep in touch with events and grasp opportunities as they present themselves. Could you do this as an individual?

DIRECTORS SERVICES INVALUABLE.

"The directors are devoting valuable time each week to the interests of the association. They have met weekly, and sometimes semi-weekly, since the inception of this organization, and at practically all these sessions, every director was present. Every transaction is carefully discussed and cautiously acted upon. The disbursement of your money is controlled, first, by unanimous vote of the board of directors, and bills carefully approved by a finance committee of three members, and further sanctioned by the president, secretary and treasurer."

Following the reports of the officers, the meeting was open for suggestions by the members. One of these was to the effect that minute-men, selected from local florists, appear before the audiences in moving picture theatres throughout the city in the interest of the Memorial day flower fund. This met with favor and was freely discussed. Finally, it was decided that the secretary present these suggestions to the Tribune, and offer the services of the florists, with the idea of working together to make the fund most successful.

MAJOR O'KEEFE ADDRESSES MEETING.

The speaker of the evening was Major P. F. O'Keefe, of the O'Keefe Advertising Agency, Boston, Mass., and those present listened with interest to one of the best addresses they had heard for some time. Major O'Keefe's summary of what the advertising campaign of the Society of American Florists had accomplished in benefiting the florists in general throughout the country, brought to many a clearer vision of the true value of advertising, and the national publicity in particular. He clearly outlined how the slogan, "Say it With Flowers," had become firmly established in the public mind. His talk was so convincing and admirably delivered that it is to be regretted that all the members of the association were not present to hear him. After having given Major O'Keefe a rising vote of thanks, the chair opened the discussion as to what percentage of the local fund should be contributed to the national movement, and it was finally recommended that this matter be referred to the board of directors to arrange the details and report at the next meeting of the association.

WOBURN, MASS. — The Mishawum Flower Co. has finished one house, 60x325 feet, which will be planted with cucumbers. Another house of the same size will be built in the spring.

ALLIED FLORISTS' ASSOCIATION GOLD MEDAL FLOAT IN BOULEVARD LINK PARADE, CHICAGO, MAY 14.
From Photo by Underwood & Underwood, Chicago.

Charles Thorley.

Writing in the New York Evening Post of May 14, Herbert Reed says in part:

"That Gov. Smith will sign the Walker measure legitimatizing professional boxing in this state, under certain well designed restrictions, seems to be assured."

He also states that Charles Thorley, the well known florist, will be appointed by the governor as head of the boxing commission. He continues as follows: "The one sure appointment, Charles Thorley, is well known in this city as the best type of all-round sportsman. Mr. Thorley is a typical New York product. A good many years before he became prominent in the New York Athletic Club, he had worked his way up from the newsboy stage, and was something of a figure in real estate. It was not so long ago that, in a Vesey Street auction room, he bid in the Russell Sage mansion. There is a good yarn about that, by the way.

"Mr. Thorley went about his bidding with the aid and counsel of Mike Dreicer, and when Dreicer told the clerk that the purchase had been made in the name of Charlie Thorley, a man, somewhat bent, and fairly well along in years, approached Thorley and shook his hand.

"Aren't you Charlie Thorley?" he asked. "Yes," said Thorley. "Well," said the stranger, "you don't remember me, probably, but I used to sell newspapers with Charlie Thorley just outside this door on Vesey Street."

"Remember," he added, "we used to carry baskets of fruit from Washington Market to the street car line and pick up the nickels."

"And Thorley did remember."

Our acquaintance with Mr. Thorley has been altogether along the lines of the florist business, but it is safe to predict that boxing will be carried on according to the law if he heads the commission. We may add that his store, the former Sage mansion, is now the attraction of Fifth avenue. The front, from the entrance to the roof, is practically a mass of foliage plants in boxes.

A. F. F.

Chicago Boulevard Link Parade.

The opening of the great, new, double-decked bridge connecting the north and south boulevard systems of Chicago, May 14, with the accompanying parade, afforded the local florists a fine opportunity to display their ability in the decoration of floats, automobiles, trucks, etc., for such occasions. The trade grasped the opportunity, and made a splendid showing. The float of the Allied Florists' Association, which was awarded the gold medal, was strikingly handsome. The dimensions of the float were 8x32 feet, and some 30 florists assisted in the decorating work. The wholesalers contributed about 100,000 flowers, half of which were used in the decoration of the float, and the other half distributed to spectators.

Fleischman's exhibit was a good second, receiving the silver medal, and others of the trade who had decorated machines in line, included Everette R. Peacock Co., C. Frauenfelder, John Mangel, Central Floral Co. and Miss Anna Grace Sawyer.

It is estimated some 300,000 persons saw the parade, with 10,000 machines in line.

National Flower Growers' Association.

PROPOSED CONSTITUTION AND BY-LAWS.

The following is a copy of the proposed constitution and by-laws of the National Flower Growers' Association, being sent out by J. F. Ammann, secretary of the organization, to florists' clubs throughout the country with the request that they be referred to a committee of growers, whose duty it shall be to select delegates to represent their respective communities at the convention of the Society of American Florists at Cleveland, O., August 17-19, 1920, when this or a similar constitution will be adopted and a permanent organization perfected.

CONSTITUTION.

Article I.

This organization shall be known as The National Flower Growers' Association.

Article II.

The objects of the association are the advancement of commercial floriculture under glass; devising ways and means for the best and most economical way of producing and marketing stock; discouraging unfair competition and encouraging co-operation; to more perfectly combat insects and diseases; to bring about uniform working conditions for labor, uniform grading of flowers and plants; to procure uniformity and certainty in the customs and usages in the trade; to educate floriculturists to better business methods; to devise and carry out ways and means of bettering selling conditions and eliminating the present cause of waste in marketing flowers; to secure a uniform basis of credit and collection of accounts; and to promote the interests of commercial floriculturists.

Article III.

The business of this association shall be conducted by a board of directors.

Article IV.

This association may adopt a code of by-laws to carry out the objects of the association by a two-thirds vote of the delegates present and voting at any regular meeting.

Article V.

This constitution may be amended by a two-thirds vote of the delegates present and voting at any regular meeting, provided notice of proposed amendment has been mailed by the secretary to each local at least 30 days prior to said meeting.

BY-LAWS.

Article I.—Annual Meeting

Section 1. The first annual meeting of the association shall be held at Cleveland, Ohio, in August 1920, and thereafter each annual meeting shall be held at the time and place fixed at the preceding annual meeting.

Section 2. The annual meeting shall be conducted by the president and the duly elected and certified delegates from the various local associations working under a charter issued by this association.

Section 3. Each local association shall be entitled to one delegate for every 25 members, or a fraction thereof, in good standing.

Section 4. Twenty-five delegates shall constitute a quorum.

Article II.—Notice of Annual Meetings.

Section 1. Notice shall be mailed to all delegates, local organizations and the officers of this association of the time and place of the annual meeting of this association by mailing notice thereof at least 30 days before the date of the annual meeting.

Article III.—Officers and Terms of Office.

Section 1. The officers of the association shall consist of a president, vice-president, secretary and treasurer. The president and vice-president by virtue of their offices shall also be members of the board of directors.

Section 2. The president and vice-president shall be elected at the annual meeting by a majority vote of the duly elected delegates present and shall serve for one year or until their successors are chosen.

Section 3. The secretary and treasurer shall be elected by the board of directors.

Section 4. The salaries of the secretary and treasurer and the amounts of the bonds to be furnished by each shall be fixed by the board of directors.

Article IV.—Election of Directors.

Section 1. The number of directors of this association shall be 15, consisting of the president, vice-president, and 13 additional directors, who shall be elected at the first meeting of the association; the five directors receiving the largest number of votes shall serve for three years, the four directors receiving the next largest number of votes shall serve for two years and the four directors receiving the smallest number of votes shall serve for one year. At each annual meeting thereafter except the third, four directors shall be elected for a full term of three years. At each third annual meeting five directors shall be elected for a three-year term.

Section 2. Eight directors shall constitute a quorum at any meeting of the board of directors.

Section 3. The compensation of the directors shall be Five Dollars ($5.00) for each day's attendance at directors' meetings and for each day consumed in traveling to and from the meeting place, and 10 cents (10 cents) per mile one way from place of residence to meeting place.

Article V.—Presiding Officer's Voting Power.

Section 1. The presiding officer at any meeting of this association or the board of directors shall only vote if the question of the removal of an office is not involved; he may vote in case of a tie, except that of his own office by the board of directors.

Article VI.—Directors' Meetings.

Section 1. The annual meeting of the board of directors shall be held within five days prior to the annual meeting of the association, and the board shall meet at such other times as may be designated by the president.

Section 2. The directors shall at each annual meeting elect a secretary and treasurer of this association. It shall be optional with the board of directors to select the secretary or treasurer from within or without its own membership. No director shall be eligible to vote upon a question involving his election or his removal from office.

Section 3. The directors shall at their annual meeting receive the reports of the treasurer and the secretary, together with the accountant's audit, and report upon the same when submitted by the president and shall order same to be made a part of the regular proceedings.

Section 4. The president shall call a meeting of the board of directors at the written request of any five directors.

Section 5. All notices calling a meeting of the board of directors, except the notices for the annual meeting of the board of directors, shall state the nature of the business to be brought before the board.

Section 6. All moneys of the association shall be deposited in the name of the association by the treasurer in a trust company or bank to be selected by the board of directors, and shall be drawn upon only by the checks signed by the president and treasurer.

Article VII.—Duties of Officers.

Section 1. The president shall preside at all meetings of the association, shall appoint all committees, unless otherwise provided, shall with the treasurer sign all checks for the withdrawal of funds of the association and shall perform such other duties as his charge may require of him.

Section 2. The vice-president, in the absence of the president, shall preside and perform the duties pertaining to the office of president.

Section 3. The treasurer shall deposit the funds of the association in a bank or trust company designated by the board of directors, and shall, with the president, sign all checks for the withdrawal of funds; he shall deliver to his successor in office all moneys, books and property of the association in his possesion and perform such other duties as may be required of him by the board of directors.

Section 4. The secretary shall keep a record of the proceedings of the association. He shall notify all directors of all regular and special meetings of the board of directors by mailing a notice addressed to each director not later than 10 days before the meeting date; and he shall perform such other and further duties as may be required of him by the board of directors.

Article VIII.—Dues.

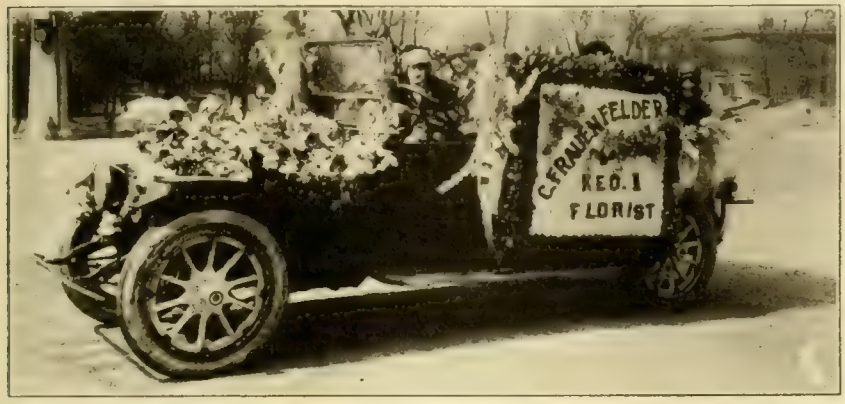
Section 1. As annual dues, an amount equal to 50 cents for each one thousand square feet under glass owned and controlled by members of local organizations shall be forwarded to the secretary of this association by the secretary of each local organization in quarterly installments—on March 1, June 1, September 1 and December 1—and shall be deposited in the treasury of this association.

Article IX.—Local Associations.

Section 1. Membership shall consist of units called local associations working under a charter to be granted by this association through its board of directors. Commercial floriculturists

PEACOCK'S EXHIBIT IN THE BOULEVARD LINK PARADE, CHICAGO, MAY 14.

desiring to organize a local association may apply to the board of directors of this association for a charter. They shall furnish to the board of directors such information as may be required by the board as to number of members, number of square feet under glass operated or controlled by each, etc. The board of directors shall take into consideration the number of floriculturists in the section represented by the applicants and shall fix and determine the number of members requisite to form a local organization in each particular locality, and shall designate the territory over which the said local organization shall have jurisdiction.



FRAUENFELDER'S EXHIBIT IN THE BOULEVARD LINK PARADE, CHICAGO, MAY 14.

Article X.—By-Laws of Locals.

Section 1. Any constitution and by-laws of local organizations or amendments thereof, before becoming effective must be submitted to and be approved by the board of directors of this association.

Section 2. At any time when the requisite number of commercial floriculturists in any particular locality shall apply for a charter for a local organization, and when the constitution and the by-laws of such proposed organization shall have been approved by the board of directors of this association, the said board of directors may, in its discretion, grant a charter to such local organization.

Section 3. The annual dues of members of the local organizations shall be not less than One Dollar for each thousand square feet under glass owned or controlled by them, with Ten Dollars as a minimum, and shall be paid to the treasury of the local organization quarterly as follows: January 1, April 1, July 1 and October 1. Such dues shall always be paid in advance, the first quarterly dues to be submitted with application for membership as an initiation fee. Any local organization may increase the amount of its dues, but in no event shall dues be less than herein provided.
substitution.

Section 5. In the event of the failure of any local organization to remit dues to this organization as is herein provided the charter of the said local organization shall stand suspended. Any charter so suspended may be reinstated by the majority vote of the board of directors, upon payment of all sums due this association.

Section 6. Any local organization may adopt any by-laws desirable for the conditions existing in its own locality but the same must first be approved by the board of directors of this association, which shall in no event conflict with any provisions herein contained.

Section 7. It shall be the duty of each local organization to have an annual invoice made of the amount of square feet of ground under glass that each member owns. Also, the number and kind of plants grown on the premises. This is to be done once each year between the dates of October 1 and December 31. One copy of such invoice shall be mailed to the office of the national association not later than January 15 following such invoice and one copy is to be kept on file in the

Section 4. Failure to pay dues on the part of any individual within 30 days from date of first notice shall mean office of the local secretary.

Section 8. The secretary of each local organization shall notify the secretary of this association immediately of the election or substitution of any delegate or delegates representing such local organization. Such delegates shall be the duly authorized representatives of the various local organizations which have elected them until the secretary of this association receives notice that they are no longer delegates.

Section 9. Any portion or the whole hereof may be amended or substituted at the will of the association at any annual meeting, but all amendments and substitutions must be made in writing and a copy thereof shall be mailed to each officer of this association and to the secretary of each local organization 30 days before the annual meeting. It shall require a two-thirds vote of the delegates present and voting to adopt any such amendment or suspension.

Fakes.

The savings division of the treasury department says: "If there is a sucker born every minute, there also is a scheme to capture him hatched at least every half hour. Confidence men and unscrupulous promoters are producing new ones daily to take the place of the gold brick, the green goods, the Spanish prisoner, the dying engineer and oil and mining stocks guaranteed to yield 1,000 per cent profit."

A city man received a glowing circular from a "development company" in Chicago offering 10 acres in Florida as a "peanut unit." The price was $2,500. The literature—a high brand of fiction—which accompanied the offer—informed him his 10 acres would produce 1,000 bushels of peanuts at a crop, and one crop would pay for the land. The department of agriculture informed him that the average return from 10 acres of peanuts would be but little more than $300, that he could buy 100 acres in the same country for the price asked for 10, and that "to pay $2,500 for this land would stamp you as a sucker of the rankest class." He did not buy.

FLEISCHMAN'S SILVER MEDAL EXHIBIT IN THE BOULEVARD LINK PARADE CHICAGO, MAY 14.

Cyclamen Culture.

The illustration herewith shows cyclamens as grown by Peter Grosse, who appears in the picture at the establishment of W. S. Kircher, Defiance, O.

Cyclamens, Mr. Grosse says, by the middle of May should be in three and four-inch pots which will make it possible to give them one more shift before warm weather sets in, as the plants are better for not being handled more than necessary during the hot months. Another shift should be given about June 15, being careful that the bulbs are well covered, and at no time exposed to the sun, otherwise they will become hardened, the growth curtailed and the leaves stunted. A temperature of 60 degrees will be none too high where the plants are given plenty of room. If crowded, however, the plants will become drawn. If sprayed lightly in the late afternoon, it will not be necessary to shade the glass to any extent. The water will be absorbed through the night, and will enable the plants to withstand the heat of the following day. During the last week in August and the early part of September, make the final shift to the flowering pots, with just the top of the bulb showing. It will then grow about one-half inch above the soil and ripen nicely.

The worst enemy of cyclamens is the green fly, which causes the leaves to curl and offer a hiding place for thrips and red spider. Spraying every two weeks with nico-fume will keep the plants clean, and if tobacco dust is mixed with the potting soil, it will prevent insects gaining a hold, and at the same time answer for leaf mold.

The cyclamens under Mr. Grosse's care are among the best in this section. Twelve thousand of them from three-inch pots, disposed of recently, brought a good price. Out of a stock of 70,000 plants, there are now on hand 30,000 which are receiving careful attention and will soon be in fine condition.

Mr. Grosse saves his own seed and expects to have 500,000 this year.

National Publicity for Flowers.

FAITH IN THE CAMPAIGN WORK.

M. W. Farr, Reading, Mass., writes: "Enclosed find $10 for one year's contribution to the advertising fund. I think this is a great thing for all florists, and all should contribute, as it will doubtless be returned many times over."

If all the florists would but have the same faith in our work Mr. Farr has, we could reach our goal. Too many florists are predisposed to argue with themselves in a parsimonious way. "Business is good," they say, "why should we pay to keep it so, when there are others who gladly contribute? They must help us, if they help themselves, therefore, we need not worry." This is not the true American feeling. Such a thought is evidence of disloyalty—disloyalty to the industry which makes a good living possible.

The publicity campaign was inaugurated to benefit the whole trade, not any particular part of it. The splendid results from it have proved this. That the demand for flowers has increased through it, is no longer questioned. Not a day passes but the secretary does not receive at least one letter asking how flowers can be delivered at some distant point, and every such letter is traceable to our national advertising. This is only a small instance of the good accomplished, but large enough to assure us that the advertisements are being read. We know for a certainty that our slogan is working as we desired it should. Ask any florist whose daily business includes much of the transient variety, how many of his customers refer to it. Look around you and notice how often paragraphers in the public press refer to it. Even the stage has taken it up. A once popular whiskey slogan had similar publicity sufficient to insure an enormous sale of the product, but its publicity cost millions where ours is costing mere thousands. Again, if our campaign had done nothing more than stimulate florists to direct a little publicity for themselves our efforts and expense would not have been wasted.

Then, why should a man hold aloof from the movement from a parsimonious standpoint? He is, to quote an old saying, "skinning a flint for a half-penny, and spoiling a sixpenny knife over it." Just so long as he holds out, will the full measure of benefit from the campaign be delayed. Now do not be a skinflint because it is easy to be one. If our noble army of subscribers had been skinflints, the florist business would not be what is is today, prosperous, and to be made more so when our fund increases.

What our committee needs now is more money to work with. We are faced, at this time, with the problem of providing for our fall advertising, which includes Thanksgiving and the Christmas holiday advertising, contracts for which must be placed months ahead of the dates of issue. There is also much advertising for ordinary, everyday business to be provided. It was surely noticed how well floral gifts showed up in the Christmas trade of last year. Help to make it twice as good this year—it can be done through judicious advertising.

Why not give your support now, when the committee so greatly needs it? Send your check to the secretary right away—and do not worry as to the amount; whatever you give will be gratefully appreciated.

JOHN YOUNG, Sec'y.
43 West 18th street, New York.

PITTSBURG, KANS.—J. C. Steinhauser, of the Steinhauser Florist & Nursery Co., is planning to spend the summer in California with his family.

Edging for Shrubberies.

A correspondent of the Arboretum writes: "Can you recommend several shrubs suitable for edging planting before taller shrubs? I have used xanthorrhiza considerably, but it is almost the only shrub that I find low enough for that purpose. I want to bring some cornels down to the edge of a drive and I also want to plant in front of privets and thorns."

There are not many shrubs with deciduous leaves which can be successfully used for this purpose. The best which has been tried in the Arboretum is the fragrant sumach (Rhus canadensis, or as it was formerly called, Rhus aromatica). This widely distributed North American shrub rarely grows more than five feet tall, and when planted in good soil is often broader than tall with lower branches spreading flat on the ground, and upper branches erect spreading or drooping. In early spring before the leaves appear the branches are covered with clusters of small bright yellow flowers which in June are followed by dull red fruits which are pretty much hidden by the small compound leaves. Among the small shrubs in the Arboretum few are more brilliant at this season of the year for the leaves turn gradually to bright scarlet and orange. This rhus has been largely planted along some of the drives and this week it is a conspicuous feature of the Arboretum. The xanthorrhiza has also been largely and successfully used here. It makes a neat border plant, and it is also well suited to grow under tall shrubs or trees. The xanthorrhiza spreads rapidly by underground stems which do not grow more than from twelve to eighteen inches high; the small purple flowers which are arranged in drooping clusters, appear as the leaves unfold; these are pinnate, of a cheerful green color and in the autumn turn pale yellow. Some of the North American roses might be used to edge beds of larger shrubs although most of them are too upright in habit to be really useful for this purpose. There is a dwarf form of the chokeberry (Aronia nigra) in the Arboretum collection which might be used to advantage for this purpose. Unfortunately, however, it probably cannot be found in commercial nurseries. This is true, too, of the dwarf quince of Japan (Chaenomeles japonica, sometimes called pyrus or Cydonis Maulei in European nurseries). This is a shrub with spreading branches which do not rise more than two feet above the ground.

CYCLAMENS AT W. S. KIRCHER'S, DEFIANCE, O.
Grower Peter Grosse in the Foreground.

The flowers vary on different plants from crimson to pink and to white, and are followed by small yellow, fragrant quince-like fruit. These handsome little shrubs, like the larger quinces and many related plants, attract the San Jose scale, which needs careful watching and frequent spraying. All the snowberries (Symphoricarpus) including the red-fruited S. vulgaris can be used in front of larger growing shrubs; and the trailing stems of one of the American burning bushes (Evonymus obovatus) make a good border when taller plants protect them from the direct rays of the sun. Some of the low-growing Chinese cotoneasters, like C. horizontalis with its varieties Wilsonii and perpusilla, and C. apiculata are well suited in habit to plant before larger shrubs. If used, however, with cornels or privets they might appear too exotic, and their proper place is in front of beds of the large-growing Chinese cotoneasters. Their value for this purpose can be seen on the southern slope of Bussey hill where dwarf cotoneasters have been planted before the large growing species. There are a few broad-leaved evergreens which can be successfully used here to form an edging to beds of larger evergreens. The best of them is probably Andromeda floribunda from the southern Appalachian mountains, one of the hardiest and handsomest of the broad-leaved evergreen plants which can be grown in this climate. It makes a good edging, and with abundant space a wide, symmetrical specimen. Two low hybrid rhododendrons, R. myrtifolium and R. arbutifolium (R. Wilsonii of many gardens) are useful to plant on the margins of groups of taller growing kinds; and R. carolinianum, although it blooms earlier than most rhododendrons which are hardy in this climate, might be used for the same purpose.—Arnold Arboretum Bulletin, October 17, 1919.

American Peony Society.

PLANS FOR ANNUAL EXHIBITION.

At a meeting of the directors of the American Peony Society, held at Reading, Pa., recently, a prize schedule was adopted for the spring show to be held in that city. The dates provisionally set are June 10-11. The exhibition is to be staged at the Hotel Berkshire, and all those who plan to be there should reserve their rooms at the hotel without delay. On the evening of the first day, there will be an informal dinner at the Reading chamber of commerce. For the following day, an automobile trip is planned, to give the visitors some idea of the beauty spots in that picturesque region.

Everything possible will be done to make the show a big success. Reading has exceptional cold-storage facilities, which should encourage growers at a distance to send in some fine exhibits. Those who intend shipping should communicate with B. H. Farr as to details.

The chamber of commerce has made a substantial contribution to the prize schedule, and will aid in other ways in giving everyone an enjoyable time. The Pennsylvania Horticultural Society is also aiding very generously to provide a prize schedule that is much larger than at any previous peony show. It has been especially enlarged so as to appeal to the gardening fraternity in Philadelphia and vicinity, a region famous for its fine estates and gardens.

Entries for the show are to be addressed to David Rust, secretary of the Pennsylvania Horticultural Society, 606 Finance building, South Penn square, Philadelphia, Pa., and all exhibitors are particularly urged to send in their entries not later than June 1. It is impossible to make adequate preparation for vases and table space unless something is known beforehand as to the number of entries in each class.

Among the new and interesting features of the show are two prizes for collections of Richardson and Hollis varieties, respectively. The society has published this year a special bulletin on Hollis' introductions, and some fine exhibits are looked for in this class. The Harrison memorial prize of $100, offered by L. R. Bonnewitz, the president of the society, for a new yellow peony, is still open this year, and any good blooms staged in competition for this prize, would be worth seeing.

In order to expedite the judging, two committees will divide the labor, one taking the open classes, the other the amateurs.

American Dahlia Society.

A meeting of the executive committee of the American Dahlia Society was held at the Grand Hotel, New York, May 10, 1920. A prize schedule for the fall flower show was partially prepared, to be completed by the committee and presented at the next meeting, June 14. More than half of the trade space has already been taken for the dahlia show to be held at the Hotel Pennsylvania, New York, September 27-29, and many prizes have been contributed. The indications are that the total number and value of the prizes will be more than offered at any previous show. Quite a number of orders have also been received for trade tickets, which are offered at $25 per 100, the regular admission being 50 cents.

It was finally decided that only exhibitors occupying trade space will be allowed to do business in the hall during the show, and that all competitive exhibits will be together, separate from trade exhibits, and not combined as was originally intended.

The many obstacles appearing, have been overcome, and everything now points to this being the largest and most successful show of any single flower ever held.

EDWARD C. VICK, Sec'y.

Gypsy and Brown-Tail Moth Quarantine.

The issuance, May 1, of the notice of public hearing called for May 7 for the purpose of revising the existing quarantine in New England on account of the gypsy and brown-tail moths has, through a misunderstanding of the purport of this notice, occasioned some alarm on the part of nurserymen, florists and others, who jumped at conclusions that some new and drastic quarantine was about to be placed which would seriously affect the sale for interstate movement of ornamental and other plants from the states covered in the proposed quarantine. In explanation, it may be stated that this quarantine is a mere revision of the quarantine which has been in force since 1912. It is, therefore, not a new quarantine and will impose no new restrictions on the territory which has hitherto been covered by the quarantine. This territory involves approximately the coastal half of New England and practically all of the large nursery and floral establishments of that district. The purpose of this quarantine is merely to make such changes of the exterior border line as the spread of the moths during the year have necessitated. Such changes, either in the form of extensions or reductions, have been made annually. It may be pointed out, furthermore, that this quarantine does not prohibit the movement of nursery stock, florists' stock and other products covered, but that movement of all such products is provided for under inspection and certification. Nurserymen, florists and others interested have been working under this quarantine for some eight years, and the efficiency of the inspection and certification under this quarantine has permitted the interstate trade in ornamental and florists' stock to proceed without restriction—trade which without the endorsement of such inspection and certification, would probably have been brought to an abrupt termination by drastic quarantine action on the part of surrounding states.

The only serious effect of any extension of this quarantine is to cause a greater expense of supervision and certification to the department of agriculture and the states concerned.

To avoid the necessity of these annual revisions, and the notices of public hearings which these revisions require, together with the misinterpretation of these notices which is likely to follow, it is now proposed, in connection with the revision of this year, to so word the quarantine as to make it possible to effect the additions or reductions in the quarantined territory from time to time, without the necessity of annual public hearings. In conclusion, it may be repeated that the existence of this quarantine, and the guarantee which is given by the inspection and certification of nursery and other ornamental stock, as well as other products leaving the territory, is the very condition which makes interstate movement of these products and the continuance of the enterprises concerned possible.

OBITUARY.

Mrs. Amelia T. Braun.

Mrs. Amelia T. Braun, better known in the trade as Mrs. Theodore Braun, and a retail florist of New York for the past 44 years, died at her home 149 Third avenue, that city, May 14, age 72 years. She had been in failing health for some time, and the business has been conducted by her daughter, Mrs. Elsa V. Schreebe, and her husband, L. B. Schreebe. Mrs. Braun was born in Germany, as was her husband, who died over 20 years ago. After his death, she continued the business in the same neighborhood where it is now located. She is survived by her daughter and son-in-law, two grandchildren, Mrs. George Miller and Harold Schreebe, and one great grandson, George Miller, Jr. Mrs. Miller is at present in San Antonio, Texas.

A. F. F.

Mrs. Benjamin T. Fairchild.

Mrs. Benjamin T. Fairchild, an active member of the Garden Club of America, and author of the books, "A Woman's Hardy Garden," and "An Evergreen Garden," died at her home, 247 Fifth avenue, New York, May 17.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 68 PAGES WITH COVERS

CONTENTS.

Memorial day suggestions (illus.).....933
—A great business opportunity.....933
—Cemetery florists' Memorial day trade..934
—Memorial day in Illinois.....935
Memorial day window decorations.....934
The retail trade.....935
—Next week in the flower shop.....935
—Commencement flowers 936
—Progressive ideas 936
Allied Florists' Association of Illinois...937
Charles Thorley (portrait).....939
Chicago boulevard link parade (illus.)..939
National Flower Growers' Association..939
Fakes 941
Cyclamen culture (illus.).....942
National publicity for flowers.....942
Edging for shrubberies 942
American Peony Society.....943
American Dahlia Society.....943
Gypsy and brown-tail moth quarantine...943
Obituary 943
—Mrs. Amelia T. Braun.....943
—Mrs. Benjamin T. Fairchild.....943
American Gladiolus Society.....944
American Rose Society.....944
Plant division aid examination.....944
Express receipts in duplicate required...944
Coming exhibitions 944
Club meetings next week.....944
Seattle 946
Nashville 946
San Francisco 948
Chicago 950
Milwaukee 956
Cincinnati 956
Detroit 956
Boston 958
Toronto 960
Salt Lake City.....960
Wichita 960
Columbus 962
Baltimore 964
Philadelphia 966
Providence 967
New York 968
Pittsburgh 970
Kansas City 970
The seed trade.....980
—New York seed trade.....980
—Southern Seedsmen's Association.....980
—Plant breeders' examination.....980
—Grass and clover seed prices.....980
Market gardeners 984
—Prices of indoor fruits and vegetables..984
—Vegetable markets 984
Massachusetts Horticultural Society....984
The nursery trade.....986
—Blueberry improvement 986

THE difference between a rut and a grave, is width and depth; dead ones are found in both places.

SOME communities report being short of coal now, in the last half of May; we are wondering what the conditions would be in difficult shipping weather.

H. SUZUKI, of the Yokohama Nursery Co., who returned to New York from Europe on the S. S. Mauretania, May 16, says that cut flower prices are higher in England than in the United States, lilies, for example, selling at one shilling per bloom. In Belgium, he found the horticultural trade very quiet, with bay trees going very cheap. He made extensive purchases which will be shipped to Japan by way of India.

Personal.

E. H. Wilson, of the Arnold Arboretum, Jamaica Plain, Mass., is preparing for a two-year tour of India, Ceylon, Australia and New Zealand, in search of new plants suitable for cultivation in this country.

American Gladiolus Society.

DEPARTMENT OF PLANT REGISTRATION.

The following named gladiolus has been offered for registration by Vaughan's Seed Store, Chicago. If no objection is filed with the committee before June 1, the registration becomes complete. The following is the introducer's description:

Name—Mrs. H. A. Caesar. Description: This seedling gladiolus is a cross of America with Sunbeam. Its habit of growth is more robust than America, and with same flowering season. The length of spike is about the same, but it produces more buds, frequently showing five to eight open flowers, well placed on the spike. The color is a beautiful lavender, shading to lilac, with a yellow dash in the lower petals. Admirers have called it Orchid Beauty. The spikes are uniformly straight and upright, with no crooked stems.

A. C. Beal, Chairman,
Nomenclature Committee.

American Rose Society.

NATIONAL ROSE GARDEN PILGRIMAGE.

The summer meeting of the American Rose Society will be held in Washington, D. C., June 2, 1920. All visitors are expected to register at Wm. F. Gude's store, 1214 F street, N. W., between 9 and 10 a. m. Promptly at 10 o'clock, the party will proceed by auto to the department of agriculture to pick up any others who may have registered at the department main building. The party will then proceed to the garden for an inspection, two hours being allowed for this. There will be no speeches at the garden, these being reserved for the banquet which will follow later. At 12 o'clock, the party will be taken to Twin Oaks, where as in former years an enjoyable time will be spent, two hours being allowed. The banquet will follow, and at this function certain prominent members will uphold the oratorial traditions of the society. The report of the judges will be presented at the banquet. At 4 o'clock, the party will be conducted to the site of the show garden, the same to be dedicated with appropriate speeches. Those in charge have prepared a programme well provided with entertainment, and it behooves the members of the American Rose Society to encourage those in charge of our national rose garden by attending the meeting. There is going to be a larger attendance than in any previous year in the history of the society. Are you going to attend the banner meeting and partake of the joys and pleasures of this Feast of Roses?

A. C. BEAL, Chairman,
Central Test Garden Committee.

Plant Division Aid Examination.

The United States civil service commission announces an open competitive examination for aid in the division of plants, national museum, June 23, 1920, to fill a position at $1,200 per annum, and vacancies in positions requiring similar qualifications at this or higher or lower salaries, unless it is found to the interest of the service to fill any vacancy by reinstatement, transfer or promotion.

The duties of the position will consist of general work about the herbarium, including the preparation of material and its arrangement. It is desired to secure persons who have fair knowledge of botany and who are familiar with taxonomic methods and with herbarium work in general, including collecting, preserving, mounting and labeling of plant specimens and their care. At least two years training in college or university is a prerequisite for consideration for this position. Competitors will be examined in the followng subjects, which will have the relative weights indicated: Practical questions (including translation from Latin, French or German), 50 points; thesis (to be delivered to the examiner on the day of the examination), 30; education and experience, 20.

Applicants should at once apply for Form 1312, stating the title of the examination desired to the Civil Service Commission, Washington, D. C., or the secretary of the United States civil service board, in their respective districts.

Express Receipts in Duplicate Required.

On and after July 1, the American Railway Express Co. will keep a duplicate copy of every receipt it issues, when receiving business from shippers. The duplicates will be retained by the express company for the purposes of record and reference, and will be held at the shipping office. Shippers who have been accustomed to prepare their own receipts, or who have their own forms, have been requested to make provision for supplying duplicates of such receipts to the express driver or receiving clerk who signs them. As a matter of convenience to shippers, the regular receipt forms of the express carrier will be revised to permit their use in duplicate form.

In cases where prepaid receipts are now being issued in duplicate, the extra copy being used as a record of charges paid, a third copy will be required under the new system, and in such instances, prepaid receipts will be issued in triplicate.

One of the objects of the new system is to bring about better protection for, and methods of recording the movement of express packages in transit.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

June 10-11 (Provisional), Reading, Pa.—Annual exhibition of the American Peony Society. A. P. Saunders, secretary, Clinton, N. Y.

July 10-11, Boston, Mass.—Annual exhibition of the American Sweet Pea Society. Wm. Gray, secretary, Newport, R. I.

August, Cleveland, O.—Annual exhibition of the American Gladiolus Society. Prof. A. C. Beal, secretary, Ithaca, N. Y.

September 27-29, New York.—Annual exhibition of the American Dahlia Society. Edward C. Vick, secretary, 205 Elwood avenue, Newark, N. J.

November 3-5, New York.—Annual exhibition of the American Institute of the City of New York of chrysanthemums, roses, carnations, fruits, etc. Wm. A. Eagleson, secretary board of managers, 322 West 23rd street, New York.

November, Washington, D. C.—Annual exhibition of the Chrysanthemum Society of America. Chas. W. Johnson, secretary, Morgan Park, Chicago.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, date and place of meetings.]

Buffalo, N. Y., May 25, 8:30 p. m.—Buffalo Florists' Club at General Electric building. Wm. Legg, secretary, 889 West Delavan avenue, Buffalo.

Chicago, May 26, 8 p. m.—Gardeners' and Florists' Union No. 10,615 at 180 West Washington street. Bernard Wahlsted, secretary, Chicago.

Hartford, Conn., May 28, 8 p. m.—Connecticut Horticultural Society at county building. Alfred Dixon, secretary, Wethersfield, Conn.

Newport, R. I., May 27, 8 p. m.—Newport Horticultural Society at Music hall, Thames street. Fred P. Webber, secretary, Nelville, R. I.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted — Grower and propagator of roses, carnations and chrysanthemums wants position; single man. State wages. Address
Key 481, care American Florist

Situation Wanted—As gardener and florist on private place by May 1. Life experience in all branches. Age 46; married; no children. Strong, in good health; German-American; present place three years but would like a change; good references. Write, please state wages and particulars.
Gardener,
2101 Grand Ave. Cedar Rapids, Ia.

Situation Wanted. — By first-class florist as foreman and grower; 26 years experience. 14 in America; foreman about four years. First in cut flowers and pot plants. Address
Key 476, care American Florist.

HELP WANTED — All-around man and landscape gardener. **Johnson & Chronis,** 4701 Lake Park Ave., Chicago.

Help Wanted — Two men for rose houses. Experience in cutting and watering necessary. $30.00 per week. Houses located in city limits. **Lamborn Floral Co.,** Alliance, O.

Help Wanted—In western New York, at once, a reliable married man; one who understands the growing of general line of cut flowers and pot plants. Please state experience and wages with house and garden. Address
Key 482, care American Florist

HELP WANTED

An all around storeman or woman for west side retail establishment in Chicago. Splendid opportunity for right party to make permanent connection at an attractive salary. For further particulars address
Key 484, care American Florist.

FOR SALE

I want to get into communication with a florist, financially responsible and personally capable to succeed in an excellent opportunity; one who wishes to rent and take almost immediate possession on long lease of a business almost as old as Chicago. Answer fully. Address
Key 486, care American Florist.

FOR SALE.

Here is an unusual opportunity to purchase, on very favorable terms, a modern, well-stocked greenhouse establishment, with excellent shipping facilities direct to two large nearby markets, supplying a good demand. The property includes:

Six and one-half acres of land with modern, up-to-date range of 50,000 feet of glass, residence, storage plant and barn, six tons of fertilizer, approximately 600 feet of pipe and fittings, $600 worth of glass, and the following stock all in good condition: 6,500 Columbia (1 yr.); 2,000 Columbia (2 yrs.); 1,000 White Killarney (1 yr.); 1,000 White Killarney (benched April 15); 1,000 Premier (1 yr.); 1,500 Ophelia (2 yrs.); 1,000 Sunburst (2 yrs.); 1,000 Mme. Butterfly (benched April 15); 5,000 Carnation Plants, 3-inch pots (ready for June benching); 2,000 Chrysanthemum Plants in 3-inch pots. Outside stock; 1,200 carnations and 2,500 gladioli.

Coal mines in immediate vicinity; spur track on property. This year's supply should cost not to exceed $3.55 per ton, mine run, delivered.

Price—$35,000. **Terms:** One-half cash; satisfactory arrangements can be made for balance.

GEORGE SEUBOLD, Florist,
Huntingsburg, Indiana.

For Sale—Greenhouses, 7000 square feet of glass; two stores; located at the entrance of the largest cemetery in Chicago. Address W. Burmeister, 1767 Cemetery Drive, Chicago.

For Sale—Greenhouse in good town about 80 miles west of Boise. It must be sold; only greenhouse in this town. **A. Gonderman,** 7th Street and 18th Avenue south, Nampa, Idaho.

For Sale—Greenhouses, 14,000 feet of glass; store and residence. A modern plant; cement walls, large cement service shed, boiler room, coal shed and heated garage. Located in a live college town of about 25,000; 85 miles northwest of Chicago; the only large greenhouses in the city. Possession can be taken at once. Reason for selling: retiring from business. Can be bought with or without residence or store. Terms easy. Would be willing to rent for one year to the right party with option to buy; a good chance for a young live florist that means business. Address
Key 477, care American Florist.

HELP WANTED.

Gardener, single, for summer home, Mackinac Island. Vegetable and flower garden. Good reference required.
Apply
J. L. Cochran
Room 609 40 No. Dearborn St.
CHICAGO

HELP WANTED

MAN FOR RETAIL STORE

A good man for retail business; good wages. Apply to
Marguerite Flower Shop
5301 Fifth Avenue, Brooklyn, N. Y.

Grower Wanted

Experienced man for carnations and chrysanthemums. Must be able to produce and take charge. Good steady position and good wages. Address
Key 483, care American Florist.

FOR SALE

Three modern greenhouses, running to full capacity; about 10,000 sq. ft. glass; 5-room modern bungalow; garage; a large store up town; located in best part of city; population about 6,000; doing good business; price is right if taken at once; if interested, write or come; good reasons for selling.
Alliance Floral Co., Alliance, Neb.

FOR SALE.

Four greenhouses (27x125); 5 acres of land; 4-room house; city water and gas; located within Chicago limits. For particulars apply
Key 475, care American Florist.

FOR SALE

Carnation range near Chicago at a sacrifice if taken at once. Place in good condition with house on premises. Write for further particulars or call and inspect same. Any reasonable offer will be accepted. Address
Key 485, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.35; per 1000, $8.25. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Sell Surplus Plants

Before They Spoil By Overcrowding

ADVERTISE THEM NOW

American Florist Co.
440 South Dearborn Street, CHICAGO

MEMORIAL DAY

NEXT

Order Your Prepared Foliages, Wreaths and Supplies Early.

MAGNOLIA LEAVES

NON-MOULDY. FLEXIBLE. UNIFORM SIZE.
Colors: Green, Brown, Purple.

Per carton	$ 1.60
10 carton lots	per carton, 1.50
25 lb. cartons	per carton, 6.00
100 lb. cases	20.00

CYCAS LEAVES

PLIABLE. NON-CURLING. QUALITY LEAVES at practically the same prices as inferior imitations.

Per 100	Per 100	Per 100
8 to 12....$3.80	20 to 24...$ 6.75	32 to 36..$12.50
12 to 16..... 4.50	24 to 28... 8.50	36 to 40... 13.50
16 to 20..... 5.50	28 to 32... 10.00	40 to 44... 17.00

MAGNOLIA WREATHS

Made on mossed wire frames of freshly prepared leaves by expert designers.

Overall.	Per doz.	Overall.	Per doz.
18 inch	$12.00	24 inch	$24.00
20 inch	14.50	28 inch	30.00
22 inch	19.00		

RUSTIC WREATHS

Made up of special assortment of Magnolia leaves, prepared Evergreen, Astral Ferns, Cycas, Pine Cones, etc. A grave wreath that sell at sight.

Overall.	Per doz.
18 inch	$21.00
22 inch	26.00
28 inch	30.00

THE OVE GNATT CO., Inc.

Preservers of Natural Foliages — **La Porte, Ind.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorators' Novelties.

Seattle, Wash.

MOTHERS DAY BEYOND EXPECTATIONS.

The Mothers' day business in this section was far in excess of the florists' most sanguine expectations. Needless to say, all the available carnations were cleaned up long before the holiday was over. Tulips, especially those of the Darwin variety, which are just coming in, were in great demand, so were roses and pot plants of all kinds. The supply of roses, which has been rather limited all week, is so completely cleaned up that many are having difficulty in taking care of their regular trade; however, it is expected that the supply will be increased from now on until June. Retailers here feel that the Mothers' day campaign, in addition to adding another holiday to swell the business, has opened up a new channel of trade, since it has drawn in large numbers of people, hitherto unacquainted with the appropriateness of flowers as gifts at all times. Crowds filled the stores until late Saturday night, and began again early Sunday morning, keeping the regular sales force and extra help busy until noon. So insistent was the demand that even inferior stock, which had been left till the last, was eagerly accepted by late comers. The attempt to interest the public in flowers other than carnations, met with some success, although they moved rather slowly for boutonniere trade until the supply of carnations was exhausted. The unusual number of large funerals and social functions have been enough to keep business up to the top notch, even without the holiday trade. The stores are finding it hard to get sufficient stock for their baskets and wreaths. The first of the local iris is being shown this week. The color is not yet all that could be desired. The trade in bedding stock is at its height; pansies, forget-me-nots, geraniums, and cinerarias are still the favorites. Local bluebells and lily of the valley are very popular. Tulips are offered in great profusion, some of the shades, especially the purple, being very choice. Sweet peas, in the lighter shades, continue to be plentiful and gladioli are coming on in good shape. The orchid is still selling well, owing to the activity of the social season.

NOTES.

At the opening of the new store of J. S. Graham, Inc., the retail merchants of the city expressed their good wishes with a large number of flower baskets. The features of the display were a large rustic basket filled with snapdragons, surrounded by Premier roses, the square handle being decorated with orchids and rambler roses, furnished by the Hollywood Gardens. Three baskets of bright spring flowers were furnished by the Woodlawn Flower Shop; three plant baskets of calceolarias, by Rosaia Bros., and baskets containing combinations of lilac, calceolarias, cinerarias and narcissus by McCoy's Flower Shop.

The Woodlawn Florist Shop showed a novel baby window this week. A stuffed stork, stood in a pool of water, in which were floating pansies, narcissi and other flowers of lively hue. Ribbons leading from the stork were attached to a baby buggy containing a large baby doll. A card in the window set forth the advantages of flowers as a nativity gift.

The Hollywood Gardens' store is preparing a very handsome funeral piece in the form of a casket pall. It is composed of a striking combination of Columbia roses, lily of the valley and orchids.

Mrs. Anna F. Burns reports the trade for Mothers' day, far ahead of last year, and states that even the Easter demand was outdone by the business on this occasion.

Henry Day, of the Orpheum Floral Co., reports that the supply of carnations, which came in too late for the Mothers' day trade, is cleaning up well.

Kenney's Home of Flowers is having a good trade in bedding stock this week, including marguerites, cinerarias, pansies and forget-me-nots.

C. H. S.

Nashville, Tenn.

SUPPLY MODERATE; MOVEMENT NORMAL.

Trade following Mothers' day has been fair, with supply about normal, among the offerings being roses, carnations, sweet peas and lilies. The variety has also been increased by the abundant supply of fine peonies in all colors. Irises are about done for, but the ladies of the Iris Club have made a truly wonderful display of all colors obtainable in some of the gardens surrounding this city. The cool weather of "blackberry winter" is now here and has called for some heat and temporary return to winter clothing. Bedding plants are now a factor and many are now being shipped out of the city. The market house contingent are receiving many orders and regular dealers have all they can take care of.

NOTE.

In the suit of the McIntyre Floral Co. against the Prairie Fertilizer Co., for damages resulting from accumulations of fine lime dust on glass, plants and personal property and food, the court has rendered a verdict against the fertilizer concern and has enjoined the collection of $10,000 due the company for a recent fire loss, pending the decision as to the amount of damages to which the McIntyre Floral Co. is entitled. The case has been appealed by the defendants.

M. C. D.

AT YOUR SERVICE, SIR!

Kansas City Has a New Wholesale Florist

Service **to the Retail Florist and Grower is to be the Watchword. This will include**

Cut Flowers and Florists' Supplies

Let the President tell the Story—

For the past six years I have been connected with T. J. Noll & Co., wholesale commission florists of Kansas City. The Noll interests have been bought out, and I have assumed direct charge. The successful policy which has won the approval of the trade will be continued and enlarged.

In the future, this firm will conduct the **wholesale** cut flower and supply business under the name of the KANSAS CITY CUT FLOWER COMPANY, at the same address as before.

We will serve you faithfully and efficiently; we look forward with pleasure to a happy business relationship with old customers and new accounts. Our enlarged facilities will enable us to take good care of new customers.

Yours for service,

L. R. BOHANNON.

Our supply of cut flowers is ample and the quality is fine. Excellent Sweet Peas, Snapdragon, Roses and Carnations are now here. Peonies are being booked for Decoration Day. Get our quotations on all stock.

You can secure from us, promptly and at attractive prices, all staple florists' supplies and attractive novelties. The trade has already approved our fine selection of baskets.

Make our store your headquarters when in Kansas City.

Kansas City Cut Flower Company

1108-1110 Grand Ave.

Bell Phone Grand 3143

KANSAS CITY, MO.

Home Phone Main 6487

Successors to T. J. Noll & Co., K. C., Mo.

FOR JUNE WEDDINGS

Carry a Line of Bayersdorfer Specialties.

Bridesmaids' Baskets, Staffs, Staff Baskets, Bridal Lace Bouquet Papers, Wedding Rope, Silk Bridal Scarfs, pink and white; Chiffon and Netting, all colors.

FOR SCHOOL COMMENCEMENTS, a full line of Vase Baskets in all sizes, novel shapes and colors.

Get your orders in well ahead as transportation facilities are liable to frequent embargoes.

H. BAYERSDORFER & CO., 1129-1133 Arch St., Philadelphia, Pa.

Branch Factory, 709 First Avenue, New York City. Telephone Vanderbilt 4976.

San Francisco.

GRATIFYING MOTHERS DAY BUSINESS.

Mothers' day business showed a great increase over former years. There was a heavy demand for all kinds of flowers, with carnations the leaders. Florists who are members of the Florists' Telegraph Delivery Association did a rushing business and great quantities of telegrams were handled for eastern and southern points. Assorted boxes of spring flowers were much in demand and probably made up the bulk of the business. There was a large cut of roses, all of which were sold at good prices. Sweet peas were much in demand, the colored varieties moving best. Delphiniums and snapdragons sold readily. There is a fine supply of red peonies being received and they were much sought for by buyers. The florists here made no special effort in the way of advertising to secure Mothers' day business. If they had done so, there is no doubt but what there would have been a decided increase in the amount of orders handled.

NOTES.

P. Vincent Matraia, president of the Art Floral Company, made a business trip to Los Angeles during the week. He visited with the trade at Hollywood, Los Angeles and Santa Barbara. At the latter place, he purchased a carload of kentias for his Powell street store. He says trade in the south is fine, and was surprised at the good prices received for stock in Los Angeles. He says far better prices are being received there than in this city for cut flowers.

Providing that the weather continues fair, there is every indication that there will be a large supply of cut flowers for Memorial day. Growers and wholesalers report an unusual inquiry for stock for the occasion, and already are placing large orders.

The Lynch Nursery Company, of Menlo Park, shipped large consignments of white carnations to this market and Sacramento for Mothers' day. Matchless is their standard white variety and it is finely grown at this place.

Avensino Bros. are specializing on orchids in variety at their new store on Geary street. The window displays of these flowers are always sure to draw crowds, owing to the pleasing manner in which they are arranged.

Albert O. Stein made his usual beautiful display for Mothers' day. His large store was handsomely and artistically arranged with pot plants and spring flowers. Trade here is reported as being very good.

Pelicano, Rossi & Co. did a heavy F. T. D. business on Mothers' day. Frank Pelicano is one of the oldest members of the association, having served on the board of directors for many years.

Announcement

We are now finely located in our

New Quarters, Store No. 4, NEW MARKET.

We have the facilities for handling your cut to produce the best results. We make **Daily Reports** on **All Consignments,** so **Mr. Grower,** give us a trial.

Dolansky-McDonald Co.

WM. SULLIVAN, Manager

31 to 43 West 18th St., New York

Telephone Chelsea 8282

Mrs. R. E. Darbee, on Hyde street, did a large shipping trade for Mothers' day. She expects that the shipping end of her business will continue to be strong until the season ends.

The Chas. C. Navlet Company reports a fine trade for Mothers' day at their stores in this city and Oakland. Spring plant trade is also reported as being excellent with them.

E. P. Searle & Co., cargo surveyors, at 120 Second street, are asking for bids on 207 cases of Japanese bulbs which they have stored at the above address.

J. A. Axell made large shipments of roses throughout the state and is greatly pleased over the many inquiries now being received for Memorial day.

Miss Dolores Howard, the efficient saleslady of the Art Floral Co., leaves shortly for a vacation to be spent at the beaches in southern California.

The E. W. McLellan Company is sending in a heavy cut of American Beauty roses from their greenhouses, at San Lorenzo.

Victor Ferrari, manager of Ferarri Bros. greenhouses, is supplying the market with a fine cut of cattleyas and phalænopsis.

Rosaia Bros. & Co. have a large acreage of gladioli planted this season, consisting of the best commercial varieties.

The Nels Peterson greenhouses at San Mateo supplied this market with a fine quality of carnations for Mothers' day.

JAMES T. LYNCH.

HARRISBURG, PA.—Charles L. Schmidt has removed to more commodious quarters at 23 North Second street.

PERTH AMBOY, N. J.—Frank J. Palmer, retired florist, and a resident of this city since his birth, died recently, age 60 years.

SANTA BARBARA, CALIF.—E. O. Orpet, well known in the east, where he was prominently identified with floricultural interests, has built a residence in this city.

HAMILTON, ONT.—The Canadian Retail Florists' Association will meet in this city August 10-13, in conjunction with the Canadian Horticultural Association.

DECATUR, ILL.—M. Z. Kellogg has purchased the Daut Flower Store, 871 North Water street. He will continue his greenhouse establishment on South Franklin street.

CALADIUM.

CALADIUMS

The kind with Real Sound Center Shoots.

Sizes	100	1000
5 to 7 in. circum	$ 6.50	$60.00
7 to 9 in. circum	7.50	70.00
9 to 11 in. circum	12.00	115.00
11 to 12 in. circum. (scarce)	25.00	

GLADIOLUS

We are large growers, and in addition to the following can offer many other named kinds. Write us.

	Per 1000
AMERICA, Medium size	$24.00
Mrs. Francis King, Medium	22.00
Mrs. Frank Pendleton, Second	40.00
Rainbow Mixed	35.00
Blue Mixed	45.00
Primulinus Hybrids, Mixed	33.00
White and Light, Mixed, Firsts	22.00
Standard Mixed, First	20.00
Standard Mixed, Medium	16.00

TUBEROSES

Well Cured.
Free from Rot.

	100	1000
Dwarf Excelsior Pearl, 2nd size, 3-4 inch	$3.25	$27.50
Dwarf Excelsior Pearl, 1st size, 4-6 inch	4.00	35.00
Variegated Leaved single	3.00	25.00
Albino, early single white	3.00	25.00
Armstrong's Ever Blooming	3.00	25.00
Mexican	3.00	25.00

Write for Our "Spring Book for Florists."

CANNAS

3-Inch Pot Plants Now Ready. Ask For Prices.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Phones Farragut 5891 and 5413 Everything in Cut Flowers

J. J. COAN, Inc.

WHOLESALE FLORIST

115 West 28th Street NEW YORK

For Memorial Day Trade I will have

250,000 Peonies

Order now as reports from various parts of the country indicate that Peonies will be scarce

The Usual Good Offerings in Other Lines

Callas, Sweet Peas.
All the Roses and Carnations.
Everything in Cut Flowers.

Memorial Day

Large Crop of Roses. Buy Direct from the Grower.

We Are Rose Specialists and Are Cutting from 245,000 Rose Plants.

We guarantee our flowers to be perfectly fresh, up to grade, and even in quality. No pickled stock for us. We bring our flowers in from the greenhouse as fast as cut and know they are fresh.

Subject to Change Without Notice **MEMORIAL DAY PRICE LIST**— IN EFFECT MAY 25

OPHELIA, HOOSIER, WHITE KILLARNEY and SUNBURST.

Extra long	per 100,	$12.00 to $16.00
Medium	per 100,	10.00
Good short	per 100,	8.00
Seconds	per 100,	5.00

RUSSELL and COLUMBIA.

Fancy, extra long	per 100,	$25.00
Long	per 100,	20.00
Medium	per 100,	16.00
Short	per 100,	10.00 to 12.00

ASSORTED ROSES, OUR SELECTION, including some **RUSSELL** and **COLUMBIA.**
Lots of 200 or more.....per 100, $10.00 to $12.00

Big supplies of miscellaneous flowers are now coming into this market and we will procure the best at lowest market prices.

NEW FANCY FERNS.....Market Price

ADIANTUM	per 100, $2.00	ASP. SPRAYS	per 100, $4.00
GALAX, bronze	per 1000, 2.00	SPRENGERI	per 100, 4.00

All seasonable flowers not grown by us will be procured for our customers. A trial order solicited.
In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

NOTICE:—We close at 5 o'clock week days.

Closed all day Sundays.

Chicago.

STOCK IS PLENTIFUL.

Business was good the past week, but the demand was not as heavy as might be expected, consequently stock is plentiful in almost all lines. American Beauty roses are good property and clean up at satisfactory figures right along. Premier, Columbia and Mrs. Charles Russell are reaching the market in splendid condition, and are moving nicely, although the heaviest demand in these three items is for short and medium stemmed stock. Roses in general are in large supply and are to be had in quantity lots at some of the stores at attractive prices. Carnations appear to be cleaning up at good prices each day and there is seldom any surplus in this item. A few peonies are reaching the market and are disposed of regularly at high figures. A few local grown indoor gladioli, principally Halley and Pendleton, are to be had together with a miscellaneous assortment of outdoor southern grown stock. Lilies are in large supply and callas are seen at a few of the houses in good sized quantities. Lily of the valley is in strong demand and there is a ready call for gardenias and orchids. Snapdragons of splendid quality are obtainable in quantity and are being featured extensively in many of the leading store windows. A few tulips are seen. Daisies, poppies, calendulas, stocks, narcissi, candytuft, pansies, and other miscellaneous seasonable stock is included in the offerings. Greens are scarce, especially ferns, which in almost all instances are bringing $6 per 1,000 with very little good stock obtainable at this figure. The dealers lost the greater part of their ferns in storage this season and one wholesale house was only able to get 75 bunches out of the regular size case, which, of course, is below the average. The outlook is very bright for a heavy business for Memorial day and everyone who depends upon this market for his supply for the occasion will do well to place his order immediately to avoid disappointment. Do it now.

NOTES.

L. R. Bohannon, of the Bohannon Floral Co., who has been connected for the past six years with T. J. Noll & Co., wholesale commission florists of Kansas City, Mo., has assumed direct charge since the Noll interests have been bought out and the firm will hereafter conduct the wholesale cut flower and supply business under the name of the Kansas City Cut Flower Company, at the same address as before. The

Cape Jasmine

—FOR—

MEMORIAL DAY

We are large growers and shippers of Jasmine. Gardenias are our specialty. We are now ready to ship your order, large or small. as our young bushes have the finest buds in years. We have a large, supply to draw from, so don't be afraid to place your orders where they will receive prompt and careful attention. When we accept your orders you may depend on receiving them. The season will last till June 20. Regular orders solicited.

	100	1000
Class X, 12 to 18 inch stems	$3.00	$25.00
Class A, 8 to 12 inch stems	2.25	18.00
Class B, under 8 inch stems	1.50	12.00

5(C at 1000 rates. Terms: Cash or C. O. D.

NYTEX FLORAL COMPANY, Alvin, Texas

Reference: Farmers' State Bank.

Mention the American Florist when writing

ORDER NOW FOR

Memorial Day

Roses

No one can question the fact that we have the largest and best supply of Roses in Chicago consisting of all the leading commercial varieties particularly Columbia, Premier, Russell, Ophelia, Milady and Beauties,

Carnations

Heavy supply of stock from the best Carnation Growers in this vicinity. This stock is unsurpassed for quality and will give splendid satisfaction especially for Memorial Day purposes.

Peonies

Will be in good supply with us for Memorial Day. We handle the entire cuts of many of the largest growers who ship their stock into the Chicago Market and can fill your wants to the letter.

Fine supply of Lilies, Sweet Peas and Snapdragons of choice quality.

Complete Line of All Other Seasonable Cut Flowers and Greens.

☛ **Our Prices are Always Right Considering Quality.**

E. C. Amling Co.

The Largest, Best Equipped, Most Centrally Located WHOLESALE CUT FLOWER HOUSE in Chicago.

169-75 N. Wabash Ave., L. D. Phones Central 1977-1978 **CHICAGO**

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

FOR MEMORIAL DAY

Fine Supply Roses and Carnations

MEMORIAL DAY PRICE LIST—Subject to Change Without Notice.

PREMIER	Per 100
Select	$25.00
Fancy	20.00
Medium	15.00
Short	10.00

RUSSELL	Per 100
Select	$25.00
Fancy	20.00
Medium	15.00
Short	10.00

COLUMBIA	Per 100
Select	$20.00
Fancy	15.00
Medium	12.00
Short	10.00

OPHELIA	Per 100
Select	$15.00
Fancy	12.00
Medium	10.00
Short	8.00

SUNBURST	Per 100
Select	$20.00
Fancy	15.00
Medium	12.00
Short	10.00

PINK KILLARNEY	Per 100
Fancy	$12.00
Medium	10.00
Short	8.00
ROSES, Our Selection	$ 6.00
CARNATIONS	Per 100
Fancy, assorted colors	$8.00 to 10.00

MISCELLANEOUS	
Calla Lilies, per doz	$ 2.00
Ferns, per 1000	6.00
Galax, per 1000	2.00
Sprengeri, per bunch	.50

MEMORIAL DAY.

The demand for this occasion promises to be exceedingly heavy compared to former years. Arrange for your supply of Cut Flowers with us today. We will be strong on Peonies, Roses, Carnations, Lilles, Etc. Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

new deal will not interfere with Mr. Bohannon's connection with the local retail establishment which bears his name. Mrs. Stuart of the Bohannon Floral Co. will be in charge and is capable of conducting the business, having many years of active experience in both buying and selling.

Zech & Mann are expecting a big Memorial day demand for cut flowers, judging from the way the early orders are arriving and the many inquiries that they are receiving in regard to stock for this occasion.

A. T. Pyfer says that A. T. Pyfer & Co. have already booked a large number of orders for cut flowers for Memorial day, especially for short and medium stemmed stock, which is always in heaviest demand.

Guy M. Reburn, his wife and mother-in-law, returning from a dance early May 16, were held up in their garage at 3807 Lake Park avenue and robbed of upwards of $10,000 in diamonds and cash.

The J. A. Budlong Co. is strong on roses this week and will be right in the height of its supply for Memorial day. The outlook is also bright for a good supply of carnations for this occasion.

William Kotsonis, of the White House Florist, underwent a successful operation at the Mercy hospital this week and is getting along as nicely as can be expected at this writing.

N. J. Wietor points with pride to the splendid Premier roses that Wietor Bros. are now cutting and which are in strong demand at the store.

SPHAGNUM MOSS

For Florists.
For Nurserymen.

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph Street NEW YORK, 43 Barclay Street

VAUGHAN'S SEED STORE

Mention the American Florist when writing

For Memorial Day

We will have a large and complete supply of Fancy Stock—We will be particularly strong on

CHOICE ROSES

Columbia, Russell, Cecile Brunner, Milady, Sunburst, Ophelia, Ward, White Killarney, Pink Killarney, Killarney Brilliant and Premier.

ALL THE BEST CARNATIONS

Stock fresh from the growers on the day of shipment at reasonable prices.

GOOD SUPPLY OF PEONIES

We will have plenty for all of our customers in all the desired lengths of stems and in all the seasonable varieties.

SWEET PEAS

Finest supply of choice stock in this market. Leading buyers everywhere recognize this house as Chicago Headquarters for this item.

Also Lilies, Snapdragons, Valley, Orchids, Calendulas, Daisies, Stocks, Candytuft, etc.

COMPLETE LINE OF GREENS.

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

WHOLESALE FLORISTS

30 East Randolph Street, CHICAGO

L. D. Phones { Central { 3283 / 3284

William J. Kaspar, who has been with the colors for nearly three years, with 18 months' service overseas, visited relatives and friends here this week. He is with the M. T. Co., and expects to be mustered out shortly. He has a retail store here, and is a brother of George Kaspar, who is identified with the manufacture of wooden easels.

John Poehlmann, of Poehlmann Bros. Co., celebrated his twenty-fifth birthday, May 14, when the force at the store decorated his private office with a beautifully arranged basket of the required number of roses. The mayor celebrated his birthday on the same date.

A. L. Vaughan & Co. will have a good supply of peonies and narcissi for Memorial day in addition to their regular line of cut flowers. The early demand promises to be very heavy, judging from the many inquiries received regarding stock for this occasion.

Kennicott Bros. Co. is looking forward to a big Memorial day trade, and has already booked a large number of orders for this occasion. Peonies will be one of their big items again this season as for many years past.

The Chicago Flower Growers' Association is receiving a good supply of peonies in addition to a complete line of all other seasonable stock. C. L. Scherer is making an out-of-town business trip this week.

Fred C. Meyer has acquired the business of Emil Glauber, 1720 Rosemary street, Denver, Colo., taking over the place June 1. Mr. Meyer starts for his new location this week, going by auto.

The E. C. Amling Co. is supplying its customers with choice peonies, which will be in large supply at its store for Memorial day. Fred Ottenbacher joined the force here this week.

The A. L. Randall Co. will be strong on peonies for Memorial day, notwithstanding the reported shortage of stock, and expect to take care of all of their customers on this item.

Erne & Company will have their share of flowers to offer for Memorial day, which according to all reports will be more plentiful with favorable weather the coming week.

Tonners' will have their regular supply of peonies from Evansville, Ind., this year for Memorial day, which will be fully as large, if not greater, than last season.

John Kruchten says that the John Kruchten Co. will have its usual supply of peonies this season for Memorial day but looks for an early cleanup in this item.

The Joseph Foerster Co. is featuring a fine supply of roses in all the leading varieties, particularly Mrs. Chas. Russell, Columbia and Premier.

The Alpha Floral Co. had an order for two magnolia wreaths last week to be sent to Sweden on which the delivery charges were $62.50.

Bassett & Washburn are cutting heavily in roses this week, which are moving nicely, considering the general market conditions.

T. E. Waters, manager of Poehlmann Bros. Co.'s supply department, made a business trip to Minneapolis, Minn., this week.

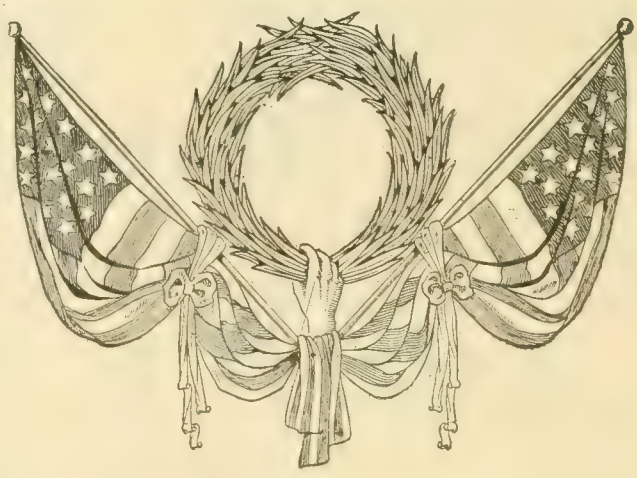
E. F. Winterson Co. continues to have a strong call for florists' thread which is moving in quantity at special prices.

Peter Reinberg is having a large number of inquiries for stock for Memorial day according to Herbert Hansen.

A. L. Vaughan had a pleasant visit this week from his nephew, Doctor Vaughan, of Monroe, La.

The city's coal supply is reported the smallest on record, due to transportation difficulties.

John Risch, of the Weiland-Risch Co., was on the sick list this week.



MEMORIAL DAY PRICES

In Effect May 24th, 1920.

PEONIES:		
Select fresh stock not out of storage:	Per 100	
Long fancy	$10.00	$12.00
Choice	8.00	
ROSES:		
PREMIER, COLUMBIA, RUSSELL AND MILADY		
Long fancy	25.00	
Choice medium	15.00	
Good short	8.00	12.00
(Specials billed accordingly)		
OPHELIA, SUNBURST, HEARST, MARYLAND AND WHITE KILLARNEY		
Long fancy	15.00	
Choice medium	10.00	
Good short	6.00	8.00
CARNATIONS:		
Select fancy	10.00	12.00
SWEET PEAS:		
Fancy Spencers	2.00	3.00
(1000 lots, $15.00—$25.00)		
YELLOW DAISIES:		
Select large flowers	3.00	
Choice	1.00	2.00
	Per dozen	
CALLAS AND EASTER LILIES	$ 2.00	$ 4.00
SNAPDRAGONS, long fancy	1.00	2.00
STOCKS, choice double	1.50	2.00
PANSIES, per dozen bunches	1.50	2.00
ASPARAGUS PLUMOSUS, per bunch	.35	.50
ASPARAGUS SPRENGERI, per bunch	.25	.50
FERNS, per 1,000	6.00	
GALAX, per 1,000	2.00	

(Subject to Market Changes)

A. T. Pyfer & Company

OUR MOTTO: "Nothing is too much trouble to please a customer."

164 North Wabash Ave., CHICAGO

L. D. Phone Central 3373

Thoroughbred

The Show Flower

for May is also the indispensable requisite for Memorial Decoration. It is at once the staple commodity and the Prevailing Fashion.

The House of Kennicott

devoting 30 years to experiments with experts in Peony Culture, learned which varieties will stand shipping and introduced the **"Bred Variety"** to the Chicago Market.

Make Your Requisition Early

the demand will be enormous, you must have yours. See that they are Right. Peonies demand intensive culture, it must be Right. They must be cut precisely Right. They must be graded, wrapped, packed Right. **Kennicott Peonies** are **Right.**

KENNICOTT BROS CO.
174 North Wabash Avenue
CHICAGO

KENNICOTT FOR PEONIES

Vaughan's new retail store has been crowded to capacity the past week.

Visitors: Archie MacDonald, Milwaukee, Wis.; Julius Dilloff, representing Wertheimer Bros., New York; J. C. Steinhauser, Pittsburg, Kans.; H. Hansen, St. Paul, Minn.

Milwaukee.

SHORT SUPPLY MOVES OUT WELL.

Due to the complete cleanup for Mothers' day, the demand for flowers on Monday and Tuesday following, was very brisk and as stock had been cut fairly close, the market was again in A-1 condition, with good prices prevailing. While business for the whole week was good, after Wednesday, prices receded. Lilies, which came in more freely, seemed to hang fire. With most in the trade locally, Mothers' day proved to be just as good, and better, than either Christmas or Easter, and we trust that our plant growers will map out their plans for the 1921 holiday accordingly.

NOTES.

Rich, Lietz, at 1433 Fond du Lac avenue, had a novel experience a short time ago. Being unable to get Pocahontas coal, he used soft fuel, which, while carefully handled, back fired, filling up his two greenhouses and dwelling with gas. While some of the plants were a complete loss, others had their foliage badly damaged.

Miss Gertrude Sommers, of the J. M. Fox & Son force, had the misfortune, while carrying two vases, to trip, some of the glass injuring her left wrist quite badly. In spite of the handicap, she was on duty for the Mothers' day rush, which wound up with a lot of funeral work for the next morning.

Local carnation growers are behind in getting out the young stock, due to the late season. We even had quite a frost May 12-13. From present indications, there will be no oversupply of outdoor cut flowers for Memorial day, as all vegetation is fully two weeks late.

Gust Baerman & Sons, on the Burleigh road, were fortunate in having a good sized lot of crocus in bloom, which they potted up for Mothers' day, and they proved to be a good proposition. With them, it was the best ever.

Otto Eggebrecht & Sons, on the Fond du Lac road, besides selling all their cut flowers for Mothers' day, also moved about 500 geraniums which according to quality, realized 35 and 50 cents.

During the week May 3-9, one of the big features at the Holton & Hunkel Co. was the handling of 84,000 carnations, besides large quantities of sweet peas and roses.

Gust. Rusch & Co., in commenting on the Mothers' day business, say that it eclipsed any holiday since they have been in business.

The C. C. Pollworth Co. had a good cut at their greenhouses for the past holiday, and report a complete cleanup.

Visitor: Carl Flugleberg, Oshkosh, Wis.

E. O.

Cincinnati, O.

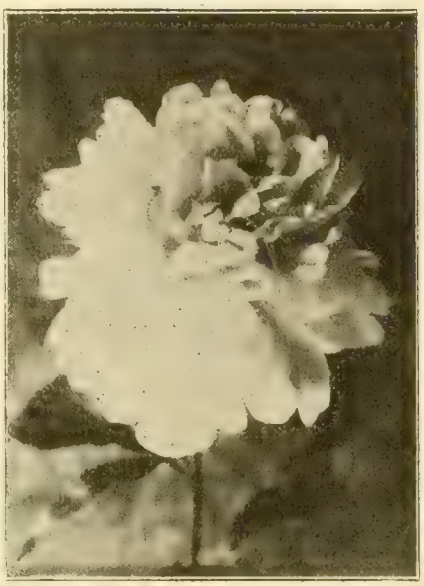
SLOW BUSINESS AND LOW PRICES.

The market has been slow the past week, and little change for the better is looked for until the Memorial day demand puts in an appearance. Good roses are now quoted at $6 to $15 per hundred and the supply greater than the demand. Carnations are of various grades, and the prices are in accordance with the quality of the stock. The best are now held at $4 per hundred. Sweet peas are sold in thousand lots at $5, better grades at $7.50 per thousand, and the best stock at $1 per hundred. Easter lilies are in good supply, but do not move as fast as expected. Callas seem in better demand, and sell out at $12 per hundred. Pansies are unusually fine, and when the stems are of good length, bring $1 per hundred. Peonies have made their appearance and no doubt will be much sought, when they arrive in larger quantities. Gladioli, indoor stock, both Halley and America, can now be had in small quantities, not sufficient for quotation. Miniature gladioli are good sellers. Leucothoe is done for this season. New ferns are a welcome addition. Smilax is poor and high at the price asked. Flowering plants do not show much variety, but a few well grown begonias are seen, also hydrangeas in the smaller sizes. Boston ferns are about cleaned out, only the smaller sizes being left. Hardy rose bushes for outdoor planting are in big demand, and a very scarce article. Much poor stock is seen. Memorial day will soon be with us but retailers do not look for big business, Mothers' day taking some of the interest away from this holiday.

K.

PEONIES

Extra Fancy



Heavy Supply

Our supply of Peonies this year will be very heavy and the quality will be unsurpassed in this or any other market. If you want the best Peonies obtainable for Memorial Day at the most reasonable prices be sure your order goes to us. We are now booking orders for fancy Peonies for Memorial Day.

SNAPDRAGONS

ROSES, CARNATIONS, DAISIES, SWEET PEAS, CALENDULAS, NARCISSUS, CALLAS, LILIES, MIGNONETTE

AND ALL OTHER MISCELLANEOUS SEASONABLE STOCK.

Buyers placing their orders with us for Memorial Day may rest assured that we will give them the benefit of the lowest prevailing market quotations on day of shipment on such stock as they may order from us where prices do not appear. Buy here and you will not be disappointed.

GREENS—Asparagus Bunches by the bunch or in case lots.
Asparagus Strings, Mexican Ivy, Leucothoe and Galax.
Fancy Ferns, $6.00 per 1000.

OUR SUPPLY DEPARTMENT

Offers a fine line of Colonial Bouquet Holders and Corsage Shields for June Weddings.

Tonner

Wholesale Cut Flowers and Supplies

30 East Randolph Street

CHICAGO

Telephone Central 6284

MEMORIAL DAY

will be observed more than ever this year. The demand for stock will be heavy—Protect your supply by sending your order here.

BIG SUPPLY OF

ROSES

For Memorial Day

Exceptionally Fine Russell, Premier, Columbia, Milady, White Killarney, Killarney, Killarney Brilliant, Sunburst, Ophelia and Champ Weiland.

CARNATIONS

Heavy Crop of White, Pink and Red.

Place your orders with us this year for Memorial Day and you will not go wrong. We will be in full crop with both Roses and Carnations.

The demand will be stronger than ever this year; be prepared to meet it—We took extra good care of all our customers for Mothers' Day—We will do the same for you for Memorial Day.

Buy Direct from the Grower — **MEMORIAL DAY PRICE LIST** — **Subject to Change Without Notice**

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00 to $30.00
Select	20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
COLUMBIA	
Specials	$25.00 to $30.00
Select	20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
PREMIER	
Specials	$25.00 to $30.00
Select	20.00
Medium	$12.00 to 15.00
Short	8.00 to 10.00
SUNBURST, OPHELIA	Per 100
Specials	$20.00
Select	$12.00 to 15.00
Medium	10.00
Short	8.00

		Per 100
Champ Weiland, Killarney, Killarney Brilliant, White Killarney, Milady	Specials	$20.00
	Select	$12.00 to 15.00
	Medium	10.00
	Short	8.00
ROSES, OUR SELECTION		6.00
CARNATIONS		
Good and Fancy		8.00 to 10.00
Peonies		8.00 to 12.00
Sweet Peas		1.50 to 3.00
Adiantum		2.00
Asparagus, per bunch		50c to 75c
Ferns, per 1,000		$6.00
Galax, bronze and green, 1,000		$2.00
Leucothoe Sprays		1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

MEMORIAL DAY

MAKE IT BIG

The demand will be greater than ever this year and you will have your share of the trade if you only go after it. Book all the orders you can—you will be able to secure what stock you need from us.

Our Growers will be in LARGE CROP with all kinds of Flowers, including the Leading ROSES and CARNATIONS.

PEONY HEADQUARTERS AGAIN

Our supply will be exceedingly heavy owing to the arrangements we have made with the **Largest** and **Best Growers** shipping to this market. This house is recognized as the leading dealer in this item.

It is generally understood that if you cannot get what you need from Randall it is not obtainable in the Chicago Market.

Write For Our Special Memorial Day Price List.

A. L. RANDALL CO.

Wholesale Cut Flowers and Florists' Supplies

Wabash Ave. and Lake St., - - CHICAGO, ILL.

Mention the American Florist when writing

Detroit.

CLUB PUBLICITY ACTIVITIES.

The meeting of the florists' club, May 11, was quite well attended, and the proceedings were interesting and embraced a lengthy and complete report of the teams appointed previously to solicit subscriptions for the publicity on the co-operative plan which has been adopted. As a number of the florists have not yet signed, it was decided to delay the matter of assessment until the signatures of all florists in the city are secured. This will be accomplished, it is hoped, by the visiting teams by June 1, when the assessment plan will become operative without delay. Chairman of the committee, A. Pochelon, gave a detailed account of the advertising he placed for Mothers' day, which includes space in all daily local papers and many weekly publications. Posters and stickers were also distributed from his office. From reports by members present, the advertising proved most effective as everyone was favored with excellent trade, notwithstanding the assaults of the organization, which sought to cast odium on flower sales and substitute flags and buttons to convey sentiment on the occasion.

A feature of especial interest was a paper originally presented before the Pasadena Horticultural Society by the author, J. Austin Shaw, entitled "First Impressions of an Eastern Horticulturist in the Land of Flowers and Sunshine." This was followed by an addresses by E. A. Fetters and Thomas Browne, both recently returned from a lengthy visit to the Pacific coast. They gave their impressions of the country, which abounds in scenes particularly appealing to the trained eyes of florists who can appreciate both the beauty and commercial phases of floriculture. phases of floriculture.

NOTE.

R. Wells, for many years with the Michigan Cut Flower Exchange, and recently with P. Reuss & Co., is now the local manager of the Detroit-McCallum Co.

E. W. Myers, manager of the Detroit Florists' Exchange, was elected a member of the club. J. F. S.

Boston.

BIG MEMORIAL DAY TRADE INDICATED.

Following an excellent Mothers' day business, all indications point to a very favorable Memorial day trade with advance orders being received daily. Cut flower prices are being well maintained, due to a rather limited supply. Carnations and roses both range from $8 to $20 per 100. Bulbous stock is on the wane and Easter lilies have gone back to 12½ and 16 cents.

NOTES.

Henry Comley's force has been kept very busy with funeral work and wedding orders have also been numerous at this establishment.

Harry Quint, on Boylston street, reports the best business in his history and had a good Mothers' day business.

Newman & Sons' new store on Tremont street is very attractive and is in a good location for theatrical business.

A. M. Davenport is sending in some excellent bedding stock and a few Stewartii and Golden Gem calceolarias.

Galvin's two stores are having a good season, with a number of wedding orders booked for June.

Charles Evans has a good stock of hydrangeas and rose bushes for Memorial day trade. S. K. G.

Toronto, Ont.

BEST MOTHERS' DAY ON RECORD.

Sales for Mothers' day were the best in the history of the trade in this section. Increased volumes of 50 to 100 per cent are common. The florists of this city went in for co-operative advertising and with the support of the press, gained considerable publicity for the occasion. Stock was in good supply and the more prominent stores did not find it necessary to increase prices. The demand for roses at $8 to $25 per 100 proved greater than for carnations at $12 for the better grades. Sweet peas were plentiful at $2 to $4. While in heavy crop, they were used largely for corsages, as the weather for the day was fine. At present, roses are very good, especially Premier. Select Dunlop is a prominent offering and Columbia and Ophelia are holding their own. Carnations, while not in oversupply, are ample for requirements and are at their best as regards quality. The other items available include irises, snapdragons, mignonette, lilies and Darwin tulips.

NOTES.

On the occasion of the meeting of the florists' club May 10, about 20 members of the Hamilton club were present. They are much in favor of the publicity campaign and interested in its details.

There is now a large demand for roses, discarded from the benches, which now bring $18 and $20 per 100. A few years ago these could be had for the asking.

J. J. Higgins is now in his new location on Yonge street, and reports increased business.

J. A. Neal has been ill for some time, and is at his farm.

H. G. D.

Gould's Select Peonies

Positively the finest stock obtainable in America in all the leading seasonable varieties—now obtainable at

A. L. Randall Co., Chicago

Give your customers the best. This stock stands head and shoulder in quality above the general run of stock in the Chicago Market so make it your business when ordering Peonies for Memorial Day to buy from Randall and specify Gould's Select Brand.

☛ **Write to Randall's for Special Memorial Day Prices.**

GOULD COMPANY, Onargo, Ill.

We will have an increased supply of All Seasonable Stock this year to supply our trade with

For Memorial Day

We will be strong on

Peonies=Carnations=Roses

Lilies, Callas, Narcissus, Snapdragons, Valley, Sweet Peas and all other Miscellaneous Seasonable Stock. A complete line of Greens.

You can rely upon our honesty to treat you right in regard to prices on all stock ordered from us.

ERNE & COMPANY

WHOLESALE FLORISTS

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

The demand is going to be strong for

Memorial Day

Order what stock you need now and avoid disappointment.

Peonies (assorted colors)

	Per 1000
Good stock	$ 80.00
Select stock	100.00
Fancy stock (best in market)	120.00

Carnations (assorted colors)

Good stock.....$60.00 per 1000
Fancy stock ..... 80.00 per 1000

Roses (assorted colors)

Any length you want .....$80.00 per 1000 and up

DON'T misunderstand the above quotations. They are not current prices, but are for advance orders for Memorial Day shipment, May 25 to 28. After we have booked a certain amount of business at these prices we shall GO UP with the market.

All other stock will be billed at market prices on day of shipment.

Quality and Quantity Reign Supreme Here

Salt Lake City.

PLANTS LEAD IN STRONG DEMAND.

The market is gradually getting back to normal. Mothers' day cleaned up all salable stock, making it necessary to cut roses and carnations half open at the eleventh hour, and still the demand could not be met. As usual, the plant department is bare of everything with the exception of a small supply of Martha Washington geraniums. Prices have dropped to their regular level and sweet peas have gone out of season. Due to backward weather conditions, the retailers will have to rely largely on roses and carnations for Memorial day. Peonies are just showing color, and possibly a few of the early varieties will be on hand, but this is doubtful. Outdoor sweet peas are also late.

NOTES.

From this year's exceptional business, it is the consensus of opinion of the retailers that Mothers' day will outdo any of the other special days.

The staff of the Miller Floral Co. worked 40 hours straight to get all orders out on time.

P. R.

Wichita, Kan.

BEDDING PLANT SALES NOW BIG FACTOR.

Spring bedding plants, and problems, are taking a large share of the attention of local florists at present. The demand is good, and there is some hustling to handle the orders and provide stock wanted. Prices average probably 50 per cent higher than last year. The weather has only lately been favorable to plant growth, and the demand has consequently developed with a rush that is very hard to handle. Mothers' day business was the heaviest ever for that occasion. The demand covered about everything offered. Flowering plants of all kinds, as well as the full range of cut flowers, were all cleaned up. Made-up plant baskets were not offered in quantity, so only a few were sold. The F. T. D. business was good, both in and out. Prices on cut flowers were advanced very little over usual everyday prices, except on carnations, which went to $3.00 per dozen, for the best. As usual, there was the old-time

CUT FLOWERS

Beautiful Gladiolus

Mixed colors and sizes.....$6.00 per 100
Mixed colors, large sizes..... 8.00 per 100

Will select to color as near as can if so ordered.

TAIT BROS. CO., P. O. Box 556, **Brunswick, Ga.**

FLORAL WREATHS

We carry a large variety of ready-made artificial Floral Wreaths. The busy retailer will find these just the thing for his immediate needs. Prices vary at from **$2.00 to $3.00** each and should easily retail at twice the amount of cost.

We recommend ordering a sample assortment of about.....$16.00

PLAIN MAGNOLIA WREATHS

(Made of Green or Brown Magnolias.)

Made on	full size	Price each
12-inch wreath	20-inch	$1.25
14-inch wreath	24-inch	1.50

Special: On dozen lots we allow 10% discount.

CEMETERY VASES

Cone-shaped, painted green; made of strong galvanized and will last indefinitely; 7½ in. deep, 3¼ diameter.

Price per dozen	$ 2.00
6 dozen for	10.80
12 dozen (1 gross) for	19.20

MAGNOLIA LEAVES

Prepared Magnolias, Brown, Green or Purple.

Per box, about 800 leaves	$1.50
10 boxes or more at	1.40

DOVES

Best quality White Doves, each...$2.75

Get Our List of Other Supplies—Its Free.

GEO. H. ANGERMUELLER CO., Wholesale Florist
1324 Pine Street - - - - - - - ST. LOUIS, MO.

You should place you orders with us for Memorial Day this year to avoid disappointment. We will have a most complete line of Cut Flowers, particularly an extra heavy supply of very fancy

PEONIES

In all colors and in all the desired grades at prices ranging from

$8.00, $10.00 and $12.00 per hundred.

CARNATIONS

ROSES-LILIES-CALLAS-SNAPDRAGONS-DOUBLE WHITE NARCISSUS-DAISIES ORCHIDS-SWEET PEAS-CALENDULAS-ETC. COMPLETE LINE OF GREENS.

Make up a list of what you need and let us have your order as early as possible. Do it now.

MEMORIAL DAY PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL	Per 100
Special	$30.00 to $35.00
Select	25.00
Medium	15.00 to 20.00
Short	10.00 to 12.00

PREMIER	
Special	$30.00 to $35.00
Select	25.00
Medium	15.00 to 20.00
Short	10.00 to 12.00

COLUMBIA	
Special	$30.00 to $35.00
Select	25.00
Medium	15.00 to 20.00
Short	10.00 to 12.00

ROSES	
Milady, special	$25.00
" select	$15.00 to 20.00
" medium	10.00 to 12.00
" short	8.00
Killarney Brilliant, special	$25.00
" " select	$15.00 to 20.00
" " medium	10.00 to 12.00
" " short	8.00

ROSES—Continued	Per 100
Ophelia, special	$25.00
" select	$15.00 to 20.00
" medium	10.00 to 12.00
" short	8.00
White Killarney, special	$20.00
" select	15.00
" " medium	$ 8.00 to 10.00
" " short	6.00
Killarney, special	$20.00
" select	15.00
" medium	$ 8.00 to 10.00
" short	6.00
Mrs. Ward, special	$20.00
" " select	15.00
" " medium	$ 8.00 to 10.00
" " short	6.00
Sunburst, special	$20.00
" select	15.00
" medium	$ 8.00 to 10.00
" short	6.00
Cecile Brunner	2.00 to 3.00
Elgar	2.00 to 3.00
Baby Doll	2.00 to 3.00
ROSES, OUR SELECTION	8.00

Extra special roses billed accordingly.

CARNATIONS	Per 100
Fancy	$12.00
Good	$ 8.00 to 10.00

PEONIES	
Fancy	$12.00
Special	10.00
Good	8.00

EASTER LILIES	
Select	$25.00

MISCELLANEOUS	
Valley	$ 8.00 to $12.00
Calendulas	3.00 to 4.00
Daisies	1.50 to 3.00
Snapdragons....per bunch	1.00 to 2.00
Sweet Peas	1.50 to 3.00
Tulips	8.00 to 10.00
Double White Narcissus	4.00 to 6.00

DECORATIVE	
Plumosus strings	$0.50 to $0.75
Plumosus ....per bunch	.50
Sprengeri .... " "	.50
Adiantum, fancy long..per 100	2.00
Smilax ....per doz.	3.00
Ferns ....per 1,000	6.00
Galax .... " "	2.00
Mexican Ivy .... " " 5.00	.75
Leucothoe sprays	1.25

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572

161 North Wabash Ave. Chicago

Place your orders with us for

Memorial Day

and insure your supply

BEST QUALITY TO BE HAD IN

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Ward, Welland, Brilliant, Double White and Pink Killarney, Sunburst, Hearst, Nesbit and Brunner.
NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

Choice stock of Valley, Sweet Peas, Callas, Daisies, Easter Lilies, Stocks, Calendulas, Peonies, Lupines, Pansies and all other Seasonable Stock.

Don't Forget Us on GREENS, as We Have Mexican Ivy, Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.
WE ARE CLOSED ALL DAY SUNDAY.

trouble with the carnations shipped in from the wholesale markets, much of the stock being so sleepy as to cause a partial or total loss.

NOTES.

Visitors: T. D. Long, representing Vaughan's Seed Store, and John Fuhlbruegge, with American Bulb Co., both of Chicago; Julius Dilloff, of Wertheimer Bros., New York, and Geo. Lambert, with Ove Gnatt Co., La Porte, Ind.

C.

Columbus, O.

GOOD DEMAND IN ALL LINES.

Trade during the past week has been fairly brisk. There is a good demand for practically all sorts of seasonable flowers, and the supply is adequate to all needs. The quality is better than usual. Memorial day, which always brings an extra demand, this year is expected to be better than usual, due to the patriotic spirit, which is widespread. There will be a good supply for the occasion, according to retailers in the down-town district. Social functions are numerous and quite a few large receptions and other affairs were held recently. Others are planned for the near future. Weddings are also increasing in number and many are scheduled for the month of June. Funeral work has been rather quiet recently. The principal flowers in the local market are roses, which sell from $3 to $8 per dozen; carnations, $2; fancy sweet peas, $1.50; snapdragons, $3 to $5; tulips at $1 to $2; narcissi, 75 cents, and calendulas, 75 cents to $1. For Memorial day, indications point to a shortage of peonies. Other flowers will be in good supply.

NOTE.

The general Memorial day committee is considering the question of how to collect sufficient flowers for the decoration of veterans' graves. Usually, school children are asked to bring their extra flowers to the various school buildings and thus are collected. If the children are requested to bring their flowers on Friday, it is feared the blossoms will be in poor condition by Monday. On the other hand, if they are asked to bring them in on Saturday, only about half as many will be secured.

J. W. L.

NEW BEDFORD, MASS.—The New Bedford Horticultural Society will hold a peony show, June 16-17, and a rose exhibition, June 23-24.

HARTFORD, CONN.—Spear & McManus have purchased the property at 240-242 Asylum street for $100,000 and will make extensive improvements, including a conservatory.

THOUSANDS OF PEOPLE PASS YOUR GREENHOUSES

Do you give them any suggestion to buy flowers as they pass?

Think! of this opportunity you are passing up every day. GREAT—BIG—WONDERFUL greenhouses full of beautiful flowers. All kinds of good selling suggestion space going to waste, while it should be doing you some good.

PUT UP A "SAY IT WITH FLOWERS" BILLBOARD. Place it in a conspicuous place where it can't help but be seen by everyone who passes (as shown in above illustration). If only ONE out of 1000 passing, acts on the suggestion and buys flowers you'll be money ahead because the sign will cost you less than 25c per week based on its lasting 2 years. It will last longer than 2 years because—the sign is made of metal.

Every floral establishment in the U. S. A. and Canada should consider this billboard. The same type of sign would cost you at least $100.00 if you went outside to buy it. And here the S. A. F. offers it to you at cost—and at a quantity rate, $50.00. Yet some florists fail to grasp the opportunity.

THE S. A. F. CONTRACT WITH SIGN BUILDERS EXPIRES SHORTLY. ORDER NOW—Don't keep putting it off.

Price $50.00 F. O. B. FORT WAYNE
Shipping charges average $3.00 per sign

Send orders and checks from now on to

FLORISTS' PUBLICITY SERVICE BUREAU
OF THE S. A. F. AND O. H.
HILMER V. SWENSON, Director
431 SOUTH DEARBORN STREET, CHICAGO, ILLINOIS

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Peonies. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

For Florists' Supplies, Baskets, Chiffons and Spring Novelties
PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., Pittsburgh, Pa.

Baltimore, Md.

MOTHERS' DAY DEMAND UNUSUAL.

EASTER.

Mothers' day business surpassed all expectations and some of the stores were not prepared for the unusual influx of orders. The number of deliveries made reminded many of Easter. The day seems to have arrived at a point of general observance in this city. The florists, two weeks before the event, in advertising in the local papers, called attention to a $2 box for delivery Saturday, which doubtless did much in increasing sales.

CLUB MEETING.

The May meeting of the florists' club with President Ekas in the chair was well attended, about 60 being present. The greater part of the evening was devoted to discussions on publicity. The advertising slides of Henry Penn, the live-wire Boston retailer, loaned for the occasion, were shown and many in attendance were surprised at the extensiveness of his undertakings, which the slides clearly demonstrated. A pleasant feature of the meeting was the sleight-of-hand performance of Mr. Walton, a guest.

A resolution was adopted on the death of the late John Nuth, one of the most respected members of the trade in this city.

Representatives from the Woman's Civic League, interested in the Washington monument flower market, outlined their plans to the club and asked the organization's co-operation.

R. G., Jr.

DIXON, ILL.—The Swartley Flower Shop has opened for business on Galena avenue.

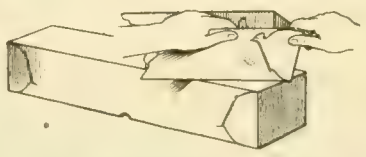
BOSTON, MASS.—J. M. Petros has sold his flower shop at 24 Huntington avenue, and will leave shortly for Greece.

CASPER, WYO.—Fred Villnave and Edward Hadley have opened a flower shop known as The Palms at 431 East Second street.

ISLAND STATION, ORE.—The range of August Zitzewitz, who has been in ill health for some time, has been purchased by Gustav Weisenstein.

CHATHAM, ONT.—W. McClure has purchased the flower store of McKenzie, Ross & Sons and will operate it in connection with his Rosary Flower Shop.

RASPEBURG, MD.—John A. Nuth, well known in the florist trade of this section and highly esteemed in the community, died May 2, after a brief illness. He was 45 years of age.



LINDLEY BOXES
are manufactured from high grade, moisture proofed Boxboard in both "Standard" and "AA" grades.
Write for prices on our large assortment.
LINDLEY FLOWER BOX CO.
"Quality Box Makers" MARION, INDIANA

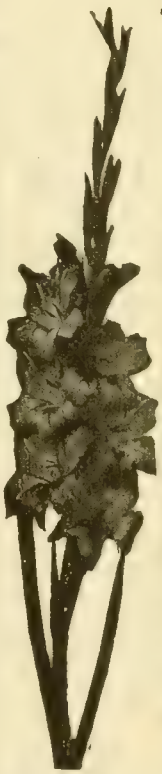
Sell More Potted Plants

You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a
Little Wonder Plant Irrigator
They keep your plants watered just right.
Wholesale price, $25.00 per 100.
If your supply house does not carry them send us their name with your order.
Sample by mail, 35c.
The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO

The Wonder Plant Irrigator
—AND—
The Wonder Basket Irrigator
Two articles no florist should be without.
Write for prices.
A. F. LONGREN, DES PLAINES, ILL.

FLORISTS'
Cards, Envelopes, Labels, Tags.
Add 20% to our 1920 catalogue prices.
THE JOHN HENRY CO.
LANSING, MICHIGAN

GOLDFISH 1,500,000 (Fancy and Plain)
Ready for market at rock-bottom prices.
Ship anywhere in U. S. or Canada.
Write for our illustrated catalogue.
Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.60
AMERICAN FLORIST CO.
440 S. Dearborn St.
CHICAGO.

Mention the American Florist when writing

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 5179 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

MEMORIAL DAY PRICE LIST.

	Dozen	Per 100
Roses, Beauty	$2.00@$12.00	
" Mrs. Chas. Russell		10.00@ 35.00
" Columbia		10.00@ 35.00
" Premier		10.00@ 35.00
" Hoosier Beauty		8.00@ 30.00
" Killarney Brilliant		8.00@ 25.00
" Killarney		8.00@ 20.00
" White Killarney		8.00@ 20.00
" My Maryland		8.00@ 20.00
" Mrs. Geo. Shawyer		8.00@ 20.00
" Milady		8.00@ 25.00
" Mrs. Aaron Ward		8.00@ 20.00
" Sunburst		8.00@ 25.00
" Ophelia		8.00@ 25.00
" Dble. W. Killarney		8.00@ 20.00
" Champ Weiland		8.00@ 20.00
" Cecile Brunner		2.00@ 4.00
" George Elgar		2.00@ 4.00
" Baby Doll		2.00@ 4.00
" Nesbit		2.00@ 4.00
" Our selection		8.00
Carnations		8.00@ 12.00
Cattleyas	per doz.	12.00
Snapdragons	per doz.	2.50@ 3.00
Tulips		8.00
Daisies		2.00@ 4.00
Valley		8.00@ 12.00
Calendulas		4.00@ 6.00
Lilies	per doz.	2.50@ 3.00
Peonies		8.00@ 12.00
Sweet Peas	per 100,	1.50@ 3.00
Ferns	per 1,000	6.00
Galax	per 1,000	2.00
Leucothoe		1.00@ 1.25
Plumosus Strings	each	.60@ .75
Sprengeri, Plumosus, Sprays		3.00
Mexican Ivy		.75@ 1.00
Boxwood, 35c per lb., per case		9.00

ZECH & MANN

WHOLESALE FLORISTS

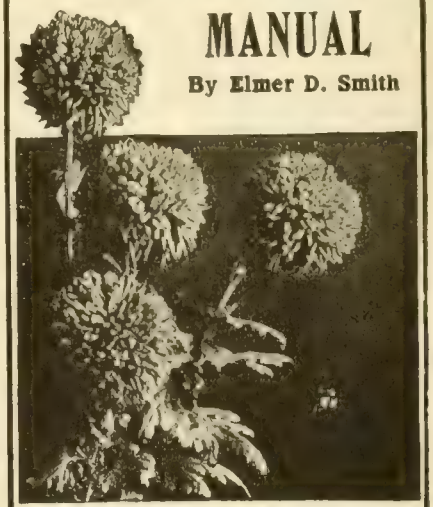
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 No. Clark Street, CHICAGO

GOOD ROSES

The demand seems to be principally for Roses of the better kind. The best varieties on the market you will find with us in quantity.

RUSSELL
PREMIER
COLUMBIA
HADLEY
SHAWYER
DOUBLE WHITE KILLARNEY

These varieties are called for more than any other. If you want good Roses at the right market price, let us fill some of your orders.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

WEEK OF DULL BUSINESS.

It took good salesmanship to get rid of the stock the past week, at least as far as the local market was concerned. The wohlesaler who cleaned up every day, had to plan, temper his prices, and keep after the trade all the time. Monday was satisfactory, but the rest of the week, until Saturday, when the street men were all busy, was anything but comforting. The quality of the stock in all lines is very good for the season. American Beauty is the only scarce rose; all other sorts are ahead of the demand. Russell is fine, as is also Columbia. Premier has also made good, and stood the rising temperature very well. There are several new crops of sweet peas which are in demand. The tail-end stock is very short and brings a short price. Snapdragons are very good, and popular for spray work. Carnations are plentiful, but clean up fairly well. Callas are getting smaller, but find a good market. Easter lilies are shortening up. Calendulas are moving and will soon be cut out. There is plenty of outside lily of the valley. Cattleyas are on the short side, selling up well every day. Smilax, from out of town, is seen in the market. It ought to be good, at $8 per dozen. Darwin tulips are fine stock, and in demand at top prices. The bedding plant men are now in the midst of their spring rush. The Robert Craig Co. is featuring a general line of this class of stock. A large block of splendidly flowered marguerites in six-inch pots are a feature. The removal of the houses has commenced. Several have been sold, and are being taken down by the purchasers.

COAL PRICES ADVANCED.

The growers are up against it in the great advance of bituminous coal, which is now quoted at the mines at $7 per ton for best grades. One of the large growers said last week, with coal at $7 at the mines, and labor in the greenhouses $4.50 to $5 per day, the outlook is anything but encouraging.

NOTES.

The H. F. Michell Co.'s pavement display is a great factor in their local business. It takes several salesmen to handle the trade created by this publicity. Philip Fruend always has their large windows up-to-date. Garden tools, artistically arranged in one, and a growing vegetable garden in the other, have been leading features the past two weeks.

C. U. Liggit says there is an almost unlimited market for all kinds of florist plant stock. Roses in some varieties are particularly scarce; in fact, there is no surplus throughout the entire list of florist forcing stock. Those who are fortunate in being able to work up a line of any of the florist's specialties, will find for them a ready sale at top prices.

The Leo Niessen Co.'s market is a busy corner in the early morning. The number of florists' cars from all sections of the city, that line the streets at 12th and Race, gives some idea of the way in which the trade is growing. High grade Russell roses, carnations and cattleyas are features of their large stock.

Berger Bros. are much pleased with their new location. Alterations are so far completed as not to interfere with business. One block each way, with the exception of the Leo Niessen Co., this locality now holds the entire wholesale florists' trade of this city, so that it can be said to be fairly well centered.

Edward Reid is of the opinion that if many of the local retailers were alive to their opportunities, they would do much more business. The way to get trade is to carry stock. There is nothing inviting about an empty ice box, and customers soon find this out, and go elsewhere.

B. K. Hedrick, a progressive grower of Perkasie, Pa., is erecting a house 41x250 feet. It takes courage to antici-

Wholesale Flower Markets

BOSTON, May 19. Per 100

Roses, American Beauty	25.00	@150.00
" Shawyer, Russell	10.00	@25.00
" Killarney	8.00	@ 20.00
" Milady	12.00	@ 30.00
" Radiance	16.00	@ 40.00
" White Killarney	6.00	@ 20.00
" Killarney Brilliant	16.00	@ 25.00
" Ward	6.00	@ 16.50
" Victoria	8.00	@ 16.00
" Hadley	6.00	@ 25.00
" Ophelia	8.00	@ 20.00
" Premier	12.50	@ 30.00
" Columbia	16.00	@ 25.00
" Maryland	8.00	@ 20.00
" Hoosier Beauty	15.00	@ 35.00
" Stanley	12.00	@ 20.00
Cattleyas, per doz	12.00	@ 18.00
Sweet Peas		4.00
Carnations	8.00	@ 16.00
Longiflorum Lilies	6.00	@ 12.00
Marguerites	4.00-6.00	@ 8.00
Calendulas...doz.	.75	@1.00
Callas	16.50	@ 25.00
Snapdragons.doz.	1.50	@4.00
Adiantum		2.00
Asparagus Strings, per doz	9.00	@ 12.00
Asparagus bunches, each		.50
Jonquils	4.00	@ 6.00
Anemones, per doz		1.50
French Iris, per spray	.35	@ .50
Pansies	2.00	@ 3.00
Myosotis, a bunch	.35	@ 1.00
Lily of the Valley	8.00	@ 12.00
Delphinium.....per doz.	4.00	@ 6.00

BUFFALO, May 19. Per 100

Roses, Beauty, Special	40.00	@ 50.00
" Fancy	25.00	@ 35.00
" Extra	15.00	@ 20.00
" 1st	6.00	@ 10.00
" Killarney	4.00	@ 12.00
" My Maryland	6.00	@ 15.00
" White Killarney	6.00	@ 15.00
" Sunburst	6.00	@ 15.00
" Ward	4.00	@ 6.00
" Columbia	10.00	@ 25.00
" Ophelia	6.00	@ 20.00
" Russell	10.00	@ 25.00
" Shawyer	6.00	@ 12.00
" Bon Silene	3.00	@ 4.00
" Cecile Brunner	2.00	@ 4.00
Cattleyas	75.00	@100.00
Dasies	1.00	@ 3.00
Valley	10.00	@ 12.00
Violets	.75	@ 1.00
Calla Lilies	12.00	@ 20.00
Japan Lilies	8.00	@ 10.00
Easter Lilies	15.00	@ 20.00
Carnations	4.00	@ 6.00
Mignonettes	3.00	@ 6.00
Snapdragons	8.00	@ 15.00
Sweet Peas	1.00	@ 3.00
Asparagus Sprengeri	.35	@ .50
Ferns, per 1000		4.00
Calendulas	3.00	@ 6.00
Smilax, doz.		4.00
Golden Spur	3.00	@ 4.00
Von Sion	3.00	@ 4.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

Removal Notice

BERGER BROS.

are now located at

1609 Sansom St., PHILADELPHIA, PA.

with a full line of everything—the best the market affords—in Cut Flowers.

Mention the American Florist when writing

CINCINNATI, May 19. Per 100

Roses, Premier	6.00	@ 15.00
" Russell	6.00	@ 15.00
" Columbia	6.00	@ 15.00
" Butterfly	6.00	@ 15.00
" White Killarney	4.00	@ 15.00
" Pink Killarney	4.00	@ 15.00
" Sunburst	4.00	@ 15.00
" Mrs. Aaron Ward	4.00	@ 15.00
" Ophelia	4.00	@ 15.00
" Baby Doll		2.00
Carnations	2.00	@ 4.00
Calendulas	1.00	@ 3.00
Sweet Peas	.75	@ 1.00
Ferns, per 1,000		4.00
Leucothoe, per 1,000		6.00
Galax, per 1,000		1.50
Smilax, per string	.15	@ .20
Plumosus (south) per bch.		.35
Easter Lilies	8.00	@ 12.00
Snapdragons	4.00	@ 8.00
Stocks, per bunch		.50
Valley		8.00

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

White Wood Easels
Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches	$0.65	54 inches	$1.25
42 inches	.80	60 inches	1.50
48 inches	1.00	66 inches	2.00

(Special price on dozen lots.)
Get our list of other supplies (it's free.)
Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

pate the future these days, particularly when glass houses cost about $2.25 per square foot of ground covered.

Horace Stern, who is just closing his first season at the Gontram greenhouses, Holmesburg, which he purchased last year, is well pleased with results. His spring crop of snapdragons was particularly fine.

Mrs. John Prince and daughter will sail for England May 28, to visit relatives. Mrs. Prince will visit the grave of her son, an aviator, who was accidentally killed while flying at an aviation field in England.

Allen T. Wicks, late with Thomas Young, Jr., has taken the Leonard Dudman range at Llanarch, Delaware county. His first crops are sweet peas and stock jellie, which latter he is doing exceptionally well.

Ralph Parent, Millville, N. J., has purchased, and is taking down a twin house of the Robert Craig Co. at 49th and Market streets, which he will transport by truck and add to his present glass area.

The Joseph Heacock Co. finished picking sweet peas from their large house, May 15. These have been in heavy crop since the last week in February, and were of splendid quality.

The Bissett brothers, George and Alexander, have taken the Smith greenhouses at Seacane, Delaware county, and report a very good season.

K.

Providence, R. I.

GOOD SUPPLY AND FREE MOVEMENT.

Trade during the past week has been fine, with a good supply moving fast. Callas, roses, sweet peas, marguerites, pansies and daffodils are still in and sell well. Carnations are excellent and have a steady call. The demand for floral work is brisk and takes care of about all of the local production. From the present outlook, geraniums will be plentiful for Memorial day and of good quality.

Wholesale Flower Markets

PITTSBURGH, May 19. Per 100

Roses, Beauty, spl., per doz.		9.00
" " fcy., per doz.		7.50
" " ex., per doz.		5.00
" " No. 1, per doz.		1.50
" Hadley	12.00@	30.00
" Killarney	6.00@	15.00
" Maryland	6.00@	15.00
" Sunburst	6.00@	15.00
" Mrs. Aaron Ward	5.00@	12.00
" Russell	10.00@	30.00
" Columbia	10.00@	25.00
" Ophelia	8.00@	20.00
" Hilda	6.00@	15.00
" Premier	10.00@	30.00
Lily of the Valley		10.00
Easter Lilies		15.00
Carnations		8.00
Cattleyas, each		1.50
Ferns, per 1,000		5.00
Sweet Peas	1.00@	4.00
Daisies	2.00@	4.00
Galax, per 1,000		2.00
Plumosus, per bunch		.40
Sprengeri, per bunch		.50
Smilax, per doz.		4.00
Calendulas	2.00@	6.00
Tulips	4.00@	6.00
Snapdragons, per doz.	1.50@	3.00
Calla Lilies, per doz.		1.50
Jonquils	4.00@	6.00

PHILADELPHIA, May 19. Per 100

Roses, Beauty, special	50.00@	60.00
" " fancy	20.00@	40.00
" Mrs. Chas. Russell	10.00@	25.00
" Killarney	2.00@	6.00
" Hadley	6.00@	25.00
" Sunburst	6.00@	12.00
" Wards	4.00@	6.00
" Ophelia	6.00@	12.00
" Columbia	8.00@	15.00
" Premier	4.00@	20.00
Cattleyas	1.00@	1.25
Mignonette	4.00@	6.00
Gardenias, doz.	1.50@	3.00
Carnations	4.00@	6.00
Carnation, Laddie	8.00@	10.00
Snapdragons, per doz.	1.00@	1.50
Callas	10.00@	15.00
Easter Lilies	10.00@	15.00
Calendulas	2.00@	6.00
Adiantum	1.00@	1.50
Smilax		.35
Asparagus Strings	.75@	1.00
Sweet Peas	.50@	2.00
Lily of the Valley	2.00@	4.00
Asparagus bunches, 12sp.	.50@	.75

MILWAUKEE, May 19. Per 100

Roses, Kill'n'y, W. Kill'n'y.	6.00@	15.00
" Ward	6.00@	15.00
" Premier	10.00@	35.00
" Ophelia	8.00@	20.00
" Columbia	10.00@	35.00
" Hoosier Beauty	8.00@	20.00
Carnations, assorted	10.00@	12.00
Cattleyas, per doz.	12.00@	18.00
Callas, per doz.	2.00@	2.50
Sweet peas	1.50@	3.00
Lilies, per doz.	1.50@	2.50
Snapdragon, per doz.	1.00@	2.00
Daisies	2.00@	4.00

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.

Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

Mention the American Florist when writing

ST. LOUIS, May 19. Per 100

Roses, Hadley	3.00@	10.00
" Premier	3.00@	25.00
" Killarney	3.00@	8.00
" White Killarney	5.00@	10.00
" Hoosier Beauty	6.00@	12.50
" Russell	3.00@	25.00
" Ward	3.00@	5.00
" Sunburst	5.00@	12.50
Ferns, per 1000		5.00
Carnations	3.00@	8.00
Carnations, Laddie	15.00@	20.00
Carnations, Specials	.75@	2.00
Sweet Peas	7.50@	20.00
Calendulas		3.00
Callas	10.00@	15.00
Mignonette		6.00
Violets	.75@	1.00
Galax, per 1,000		1.50
Leucothoe, per 1,000		7.50
Boxwood, per lb.		.35
Lily of the Valley		8.00
Freesia		2.00
Jonquils	2.00@	4.00

NOTES.

The Westminster Greenhouses have put a new truck in service with the slogan, "Say it With Flowers" on the sides.

Macnair is enlarging his establishment, taking over another store and making some extensive improvements.

H. A. T.

New York.

PRICES SATISFACTORY; SUPPLY NORMAL.

Business was fair the first part of last week, but became slack toward the last. Continued cool weather has kept down the supply of stock to the normal, and also maintained it in good condition for the season. Although demand has seemed rather slow after the flurry of Mothers' day sales, there is no cause for complaint. We cannot recall a previous May 15 when carnations wholesaled at $5 and $6 per 100. The call for American Beauty roses is light, and the prices on specials have been fluctuating between $40 and $60 per 100. Tea roses range from $3 per 100 for No. 2's, to $15 and $20 for special Columbias and Premiers; $35 and $40 per 100 for special Scott Keys and Hadleys. There are, of course, variations in these prices, depending on quality. In orchids, Cattleya gigas continue at the wholesale rate of $150 per 100; C. Mossiæ $50 and $75 for the best. A great stock of sweet peas coninues to arrive, and good blooms have wholesaled for $1 per 100, with the short ones going very cheap. There is a moderate movement in Easter lilies and lily of the valley. Peonies from Maryland are now on the market, and for early arrivals, the stock is of fair quality. There is a large supply of miscellaneous flowers, such as larkspurs, snapdragons, stocks, pansies and minor offerings. Pansies are in heavy supply, and quantities of flowering plants are on sale at the green groceries. Although the retail trade of this city has not, in the past greatly profited from Memorial day business, there has always been activity in the stores located near the cemeteries. Wholesalers have usually had good business from neighboring cities and towns, and it may be believed that it will be increased this year. It is reasonable to expect that with the memory of those who bravely fell in the late war still fresh in the minds of the people, there will be a loyal and generous observance of the day.

"Rest ye in peace, ye Flanders dead!
The fight that ye so bravely lead
We've taken up! And we will keep
True faith with you who lie asleep,
With each a cross to mark his bed,
And poppies blowing overhead
Where once his own life blood ran red!
So let your rest be sweet and deep
In Flanders fields!"
—R. W. Lillard.

May 17.—With a good supply of stock available, the market is rather quiet.

NOTES.

At the annual meeting of the Greek-American Florists' Association, held May 13, the following officers were elected: James T. Caparell, president; George Hanges, vice-president; Spiros Sakas, secretary; James Sotiriades, treasurer. James T. Campbell is well known in the trade as president of the Boston Florist Co., a retail firm with a store at Lexington avenue and 34th street. George Hanges is the proprietor of two retail stores on Columbus avenue and one on Broadway. Spiros Sakas is one of the Gramercy Florists, with a store at 260 Third avenue, near Gramercy park, and another at 47th street, near Fifth avenue. James Sotiriades is president of the Transfer Florist, Inc., 1659 Second avenue.

W. H. Long, the retailer of 412 Columbus avenue, arranged an attractive decoration on the Joan of Arc statue, which is located at Riverside drive and 93rd street, May 12, the occasion being a celebration held at the statue. Many yards of laurel and hemlock ropeing were used on the pedestal, which almost completely covered the granite. Garlands of yellow immortelles decorated the heroic figures. There were also a number of wreaths of roses, lilies and other flowers. One wreath was on an order from Paris, France. Another was from the Louisiana Historical Society of New Orleans.

Joseph S. Fenrich, in the 18th street market, is handling fine stock of the new rose, Madame Butterfly, from the Chas. H. Totty Co., Madison, N. J. Also, excellent Hadley, Russell, Premier and Columbia from the Duckham-Pierson Co., Madison. Mr. Fenrich is well located near the main entrance to the market.

S. H. Russin, who recently opened a florists' supply store at 58 West 19th street, reports an encouraging business.

Joseph S. Trepel, who has a number of stores in Brooklyn, recently opened another, with two and one-half acres of nursery attached, at Jamaica, L. I. A. H. Knickman, for several years with John Nicholas, the Grand Central florist, is Mr. Trepel's manager of the new enterprise.

Calling, April 15, on Manager Hale, of T. F. Galvin, Inc., we found him making up a basket of rare orchids on an order for Miss Helen Frick, who has conducted the "Oaks" greenhouses, Bayside, L. I., has bought the range at Bayside, for many years conducted by the late Joseph Bechamps.

Lilies, Sweet Peas, Roses, Carnations, Violets.

Joseph S. Fenrich, 31 and 43 W. 18th St., NEW YORK
Telephones: 420-421-422 Watkins.

FUTTERMAN BROS.
Wholesale Florists, 101 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Mention the American Florist when writing

S. H. RUSSIN
Importer and Manufacturer of
Baskets, Novelties and Florists' Supplies.
Opposite the New Flower Market
55 West 19th St., NEW YORK
Telephone Watkins 4443.

Mention the American Florist when writing

Traveling Wholesale Florist
INC.
31 and 43 W. 18th St., NEW YORK
Telephones 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

WHOLESALE FLORISTS
A. L. Young Co.
54 West 28th St. New York
Consignments Solicited

MEMORANDA
Make a note of it on your "PAD."
"RESULTS" and "RELIABILITY" combined.
Our new location is of the best.
"The World's Largest Flower Market"
Exceptional opportunity for growers who are looking for "Results." Consign the next shipment to
GEO. J. POLYKRANAS
43 West 18th St., NEW YORK
Telephone 2264 Watkins

C. Lecakes & Co.
Wholesale Dealers in
Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Moss and Leucothoe Sprays, Our Specialties
31 and 43 W. 18th St, New York
Telephone Watkins 2315

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins. NEW YORK CITY

The Best Color Chart
Price: $1.00 Postpaid
AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

William Mackie
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Telephone: 759 Watkins
Mention the American Florist when writing

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
31 and 43 W. 18th St., NEW YORK
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
31 and 43 W. 18th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Prompt and careful attention to your interests. Consignments Solicited.
Mention the American Florist when writing

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
31 and 43 W. 18th St., NEW YORK
Established 1887
All consignments receive our special attention.

Wholesale Flower Markets

NEW YORK, May 19. Per 100

Roses, Beauty, Specials	30.00@	60.00
" " extra and fancy	15.00@	20.00
" Hoosier Beauty	3.00@	10.00
" Hadley	4.00@	40.00
" Francis Scott Key	8.00@	40.00
" Columbia	3.00@	15.00
" Prima Donna	3.00@	10.00
" Dble Wht. Killarney	4.00@	12.00
" White Killarney	3.00@	10.00
" Aaron Ward	4.00@	12.00
" Ophelia	3.00@	15.00
" Sunburst	3.00@	12.00
" J. L. Mock	4.00@	15.00
" Mrs. Chas. Russell	4.00@	25.00
" Premier	4.00@	20.00
" Ulrich Brunner	6.00@	20.00
Cattleya Gigas		150.00
Cattleya Mossiæ	25.00@	50.00
Carnations	3.00@	6.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Asp. Plumosus, doz. bchs.	3.00@	5.00
Smilax, doz. strings	4.00@	5.00
Lilies, white	6.00@	10.00
Gardenias, per doz.	1.00@	3.00
Callas, per doz.	.75@	2.00
Sweet Peas	.30@	1.50
Lily of the Valley	1.50@	6.00
Yellow Narcissus, per doz.	.30@	.40
Mignonette, per doz.	.50@	1.25
Darwin Tulips, doz.		.50
Snapdragons, per doz.	.50@	1.00
Iris, Spanish, per doz.	3.00@	5.00
Daisies, Yellow	2.00@	5.00
Larkspur, per doz.	2.00@	3.00
Peonies, per doz.	1.00@	1.50

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
486 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
31 and 43 W. 18th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
31 and 43 W. 18th St., New York

Telephones 4422 4423 Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE {2335 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
31 and 43 W. 18th St., NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Brooklyn, N. Y.

Day and Night Telephone: 334 Main

FOR MEMORIAL DAY

MASUR, Florist

Prompt deliveries to Greenwood, Evergreen or other Brooklyn cemeteries.

256 Fulton Street, Between Clark and Clinton Sts.

H. E. Froment, in the 18th street market, has been busy handling his large stock of roses, and looking after the improvements being made in his store by carpenters and painters.

Theodore Schultze, of Flushing, who recently opened a retail store at 584 Lexington avenue, has sold it to the D. & D. Floral Co., a concern composed of Greek-American florists.

The Van Praag Florist Co. has removed from West 40th street to a fine store at 21 East 49th street where their facilities for the retail business are greatly improved.

William P. Ford, the wholesaler, 107 West 28th street, is on a trip to his farm at Chadsford, Pa., where he will look over the prospects of the peony crop.

William P. Ford, who has returned from a trip through Pennsylvania, states that the outlook for peonies for Memorial day is not encouraging.

Max Richter, who for several years sailed for Europe that day. The price of the basket was $100.

The Henshaw Floral Co., in the 18th street market, has installed a department of florists' supplies.

J. J. Coan, of the 18th street market, is receiving quite a good stock of peonies from southern points.

A. F. F.

Pittsburgh.

GOOD DEMAND AT REASONABLE PRICES.

The business situation continues good. Reasonable prices keep the supply and demand about equal. Usually between Mothers' day and Memorial day there is a lull, but so far it has not been noticed in this market. The cool weather has been of benefit to indoor stock, and the quality arriving leaves nothing to be desired. American Beauties are in slightly increased supply and clean up without any trouble. Columbia, Premier and Russell still have the call with the other varieties selling out, when there are no more of the favorites to be had. Never before at this time of the year were carnations of such good quality, and the cut has not decreased at all, which indicates that we will have some good stock for Memorial day. The first consignments of southern gladioli have arrived, but they were a little worse for wear due to the long time they were on the road. Sweet peas are still in heavy supply, with the demand not near so brisk. This district has experienced two heavy frosts in succession, which have done considerable damage in some locations.

NOTES.

Tuesday, May 11, witnessed the opening of this city's newest flower store at 523 Wood street, to be known as "McClements." It is owned and managed by John McClements, formerly with Randolph & McClements, and Philip Breitenstein, of the old and well known firm of Breitenstein & Flemm. The store is in the heart of the shopping district, and is modern in every respect. In addition to flowers, they will handle a full line of imported and domestic fruits.

The McCallum Company has made all arrangements for handling the largest peony business in its history. They have arranged for the entire crop of one of the largest growers in the east and have chartered a special refrigerator car to bring the cut to this city for Memorial day. E. J. McCallum will be at the patch to superintend the cutting, packing and loading.

Randolph & McClements report that when they checked up on Saturday night, they found themselves over sold, and it took some tall hustling to get enough stock to fill their orders for Sunday morning delivery.

George McCallum will represent the McCallum Co., on the Pittsburgh chamber of commerce trade tour, which takes place May 25-28. This tour is an annual event, each year taking in a different route.

M.

MEMORIAL DAY

"There lay the warrior and the son of song,
And there—in silence till the judgment day—
The orator, whose all-persuading tongue
Had moved the nations with resistless sway."

Your Memorial Day Orders Will Receive Our Personal Attention

David Clarke's Sons

Established 1849.

2139-2141 Broadway, Cor. 75th St., NEW YORK

Phones: 1552-1553 Columbus

ORDERS BY TELEGRAPH PROMPTLY FILLED

Kansas City, Mo.

MOTHERS DAY ADVERTISING SCORES BIG.

The appeal to "knock flowers" for Mothers' day observance evidently found few in this city who accepted it seriously, and with the co-operative advertising of the trade in the local daily papers, business showed an excellent gain over previous years. With all indications pointing to an exceptionally large crop of carnations for the occasion, a most severe hailstorm just before Mothers' day practically destroyed the entire supply and consequently caused a last-minute shortage, making it necessary to order from the outside where possible. Plants and cut flowers sold equally well. The supply for the past week has been much improved, and roses, carnations, sweet peas, lily of the valley and snapdragons are quite plentiful, of exceptionally good quality and low in price. The spring bedding season is now on and is heavier than ever before. Prices are higher but are paid without complaint, as buyers seem to realize that cost of growing has advanced as in other things. Funeral work for the past week has been unusually heavy and the number of weddings are on the increase.

NOTES.

The greatest surprise in many weeks came when the announcement was made that T. J. Noll & Co. had disposed of their business to L. R. Bohannon, Chicago, and others, which in future will be known as the Kansas City Cut Flower Co. Later in the week, it was reported that T. J. Noll had opened up another wholesale establishment under the old firm name at 12th and McGee streets, occupying the entire second floor.

Samuel Murray, at his well equipped store, had the best Mothers' day business in his history, with an increase of 40 per cent locally and 75 per cent on Florist Telegraph Delivery orders, one of which was for Cardiff, Wales. He had a large number of unusually fine gloxinias, and these sold exceptionally well. As carnations were in such short supply these were reserved for F. T. D. orders and none were sold in the store.

To Miss Hayden, of Samuel Murray's store, is due great credit for splendid work in organizing all of the retailers in the advertising campaign in connection with Mothers' day. There was not a single refusal to aid in the movement, all contributions being very generous, as shown by the fact that about $900 was subscribed which made possible effective advertising in all of the local papers.

Among the heaviest losers as a result of the recent hail storm were John Stevens, Jacob Heptung and the city greenhouses. All outside stock that would have been in for Memorial day was destroyed.

E. J. B.

CHICAGO

Telegraph Orders

FOR

MEMORIAL DAY

Given Prompt and Careful Attention.

Stock of the best quality in splendid variety. Workmanship and finish in the most approved, up-to-date style.

We are located in the heart of the city and make deliveries in all the suburbs.

Please Send Your Orders Early

A. LANGE

FLORIST

77-79 E. Madison Street,

Telephone Central 3777, All Departments.

Member of Florists' Telegraph Delivery.

SERVICE

MEMORIAL DAY

NEW YORK, 341 Madison Avenue

DARDS

Your New York orders filled by Dards, will carry prestige and responsibility, which has meant satisfaction for nearly **50 Years.**

Member of the F. T. D. **Established 1874**

FOR MEMORIAL DAY

"How sleep the Brave who sink to rest
By all their Country's wishes blest?
When Spring with dewy fingers cold,
Returns to deck their hallowed mould,
She there shall dress a sweeter sod
Than Fancy's feet have ever trod."

All Memorial Day Orders Will Be Carefully Filled

Malandre Brothers

2077 Broadway, near 72nd St., NEW YORK

'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality

Orders from other cities receive our personal attention. Members of Florists' Telegraph Delivery.

YOUR CUSTOMERS WILL BE PERFECTLY SATISFIED IF YOU

"Say it with Flowers"

Memorial Day

THROUGH

SAMUEL MURRAY

FOR

Kansas City and Vicinity

We Give the Florist the Same High Class Service That We Do the Customer

SAMUEL MURRAY, 1017 Grand Ave., **Kansas City, Mo.**

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your telegraph orders to us for delivery in Chicago and vicinity.

Member of F. T. D.

Alpha Floral Company
CHICAGO
Northwest Corner of Adams and Wabash

No order for less than $4.00 accepted for delivery. All orders for less than this amount will be absolutely refused.

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST
ELEVEN STORES
Main Store— Lewis Ave. Cor. Hancock St.

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Albany, N. Y.

Danker
FLORIST

The Best Service

MEMBER

FRENCH RIVIERA and MONTE CARLO

C. Engelmann

Saffron Walden, England

MEMBER

Can take care of all your orders for above district.
Cable address for Riviera Branch: Carnation, Saint Laurent-du-Var.

SAFFRON WALDEN, ENGLAND

MEMBER

C. ENGELMANN

Can take care of all your English orders.
Cable address: Engelmann, Saffronwalden.

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St. cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRATFORD
BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Rochester, N. Y.

J. B. KELLER SONS,

FLORISTS

25 Clinton Avenue N

Rochester ph. 506. Long Dist. Bell ph. 2189
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Hartford, Conn.

George G. McClunie

165 MAIN STREET

Right in the Hospital District—Hartford, Charter Oak, Williams, Insane, St. Francis and Memorial Hospitals within two blocks of Flower Shop.
Member of Florists' Telegraph Delivery.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

E. W. PEARSON

38 State St., Newburyport, Mass.

Covers All New England Points

Washington, D. C.

Louise Flower Shop

Connecticut Ave. at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Member of Florists' Telegraph Delivery.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

Mention the American Florist when writing

C. H. FREY

Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraphic orders. Regular trade discount.
229 WEST THIRD STREET

Established 1895 Tel. Schuyler 6375

THE BOULEVARD FLORAL CO.

2391 Broadway NEW YORK

eter Theopine. Member Florists' Telegraph Delivery

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place

L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST

2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of

GEORGE ASMUS, Mgr.

Wire, Write or Phone West 822

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, Sheboygan, Wisconsin.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

A. LANGE

77-79 E. Madison St., CHICAGO

Telegraph, Mail and Telephone Orders given most prompt and careful attention and filled with the best stock in the market.

YOUR PATRONAGE SOLICITED.

Chicago

H. N. BRUNS

3040 West Madison St., Chicago

Telegraph, Telephone and Mail Orders Given Prompt and Careful Attention

---

FROM NEW YORK EXCEPT AS NOTED.

May 20.

Niagara (Via Havana) French Line (Havre).
Ranenjford, Norwegian-America Line (Norway).
FROM BOSTON, Oswatomie, I. M. M. Lines (London).
Ikala, Cunard (Liverpool).
Vasconia, Cunard (Liverpool).
Valumnia, Cunard (London).
FROM BOSTON, Virgilia, Cunard (Liverpool).
Roma, Fabre Lines (Marseilles-Lisbon).
Glenlyon, Furness-Prince Line (Alexandria).

May 22.

La Savoie, French Line (Havre).
Noordam, Holland-America Line (Rotterdam).
Baltic, I. M. M. Lines (Liverpool).
FROM MONTREAL, Megantic, I. M. M. Lines (Liverpool).
New York, I. M. M. Lines (Liverpool).
West Grove, I. M. M. Lines (Manchester).
FROM BOSTON, Scythian, I. M. M. Lines (Manchester).
Victorious, I. M. M. Lines (Antwerp).
Mongolia, I. M. M. Lines (Hamburg).
Mauretania, Cunard (Southampton).
Caronia, Cunard (London).
Columbia, Cunard (Glasgow).
FROM MONTREAL, Indianola, Cunard (London).
Ponce, Porto Rico Line (San Juan-Ponce).

May 23.

FROM NEW ORLEANS, Soestdyk, Holland-American Line (Rottendam).

May 24.

FROM PHILADELPHIA, Chipana, I. M. M. Lines (Liverpool).

May 25.

New York, I. M. M. Lines (Southampton).
East Indian, I. M. M. Lines (London).
FROM PHILADELPHIA, West Gambo, I. M. M. Lines (Antwerp).
Siberian Prince, Prince Line (Havre).

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

C. Frauenfelder FLORIST

3343 W. MADISON ST.

NEAR GARFIELD PARK

CHICAGO

Mention the American Florist when writing

Friedman

FLOWERS

522 SO. MICHIGAN BLVD., Auditorium Annex CHICAGO

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F. T. D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members Florists' Telegraph Delivery Ass'n

Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.

437-39-41 Milwaukee St

Members Florists' Telegraph Delivery Association.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1581

Member of Florists' Telegraph Delivery.

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

For St. Louis.

WIRE

Grimm & Gorly

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

FREY & FREY,

1338 O Street, LINCOLN, NEB

Wholesale and Retail

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF **HEINL'S**

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—H. N. Bruns, 3040 W. Madison St.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exchg. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
French Riviera, France—C. Engelmann.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Hartford, Conn.—Geo. G. McClunie.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City Mo.—A. Newell.
Kansas City Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Fl. Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
Newark, N. J.—Washington Florist.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—The Boulevard Floral Co.
New York—A. T. Bunyard, Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—Masur, Florist.
New York—J. G. Papadem Co.
New York—A. B. Cazan.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Saffron Walden, Eng.—C. Engelmann.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
South Boston, Va.—Geo. W. Norwood.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST, K.C.Mo.

Kansas and Western Missouri.

Up-to-date Service.

F. T. D. Est. 1890.

Mention the American Florist when writing

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

Mention the American Florist when writing

WICHITA, Kansas

Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers
Personal Service

Members F. T. D. A.

Mention the American Florist when writing

St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York

Member of Florists' Telegraph Delivery.

DARDS

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction
Nearly 50 Years.

Let Us Fill Your Steamer Orders. Regular European Sailings Now Established.

Mention the American Florist when writing

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK
Quality Flowers
BEST IN THE MARKET
AT REASONABLE PRICES
Plant Specialists
Phones: Rhinelander 107—420—775
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

"SAY IT WITH FLOWERS"

Max Schling Flowers

Schling Service Nothing Better

785 Fifth Avenue
NEW YORK CITY

Member of Florists' Telegraph Delivery.

New York.

The Aphrodite Co.

THE ARTISTIC FLORISTS
Floral Decorations for All Occasions.
2703 Broadway, Phone Academy 2479

Mention the American Florist when writing

New York.

A. B. CAZAN

FLOWERS OF QUALITY
2751 Broadway
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ESTABLISHED 1847

F. T. D.

Thos. F. Galvin INC.

THE NAME PROTECTS YOU

BOSTON
1 PARK STREET
799 BOYLSTON STREET

NEW YORK
561 FIFTH AVENUE

Steamers are Again Sailing on Schedule
Deliveries made on board

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.
We are in center of residential section, between 77th and 78th streets.
Members of Florists' Telegraph Delivery.

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.

Mention the American Florist when writing

New York

G. E. M. STUMPP

761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

New York.

BROADWAY FLORIST

2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

New York.

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Best Flowers
Best Service

ROSES
Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Mention the American Florist when writing

Boston, Mass.

Penn, The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Worcester, Mass.
Randall's Flower Shop

Members of Florists' Telegraph Delivery

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Newark, N. J.

Begerow's

MEMBER F.T.D.

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

LITTLEFIELD, Florist
WORCESTER, MASS.

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery & Etc
FLORISTS
135 Carondelet St.
ROSES ORCHIDS VIOLETS
NEW ORLEANS
F.T.D.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist
Connecticut Avenue and L Street

Mention the American Florist when writing

Washington, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO
Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building,
4 South Jefferson Street, **Dayton, O.**
Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

Wilkes-Barre and near-by Pennsylvania Towns
Member F. T. D.
14 N. Main St. **A. W. B. EVANS**

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Los Angeles, Calif.

O. C. SAAKE

FLORIST

We Solicit Telegraph Orders.
Regular Trade Discount.

215 W. FOURTH STREET

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.

138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell

FLORIST

Established over 30 years.
1122 Grand Avenue.

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Michigan — Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists,
Grand Rapids.

Mention the American Florist when writing

CHICAGO — DETROIT

Central Floral Co.

132 N. State St., CHICAGO
35 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

ROANOKE, VA.

FALLON, Florist.

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORIST

930 PROSPECT AVE., Erie Building. CLEVELAND

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

GUDE BROS. CO.
FLORISTS
1214 F ST. N.W.
WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

QUALITY and PROMPTNESS

New Orleans, La.

Members F. T. D.

— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

Salt Lake City

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass.

First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark.

Telephone Market 494

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation.

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

SAGINAW, MICH.—A. T. Ferrell, the Clipper Seed Cleaner man, has returned from Oklahoma.

H. B. MCCULLOUGH of the J. M. McCullough Sons Co., Cincinnati, O., and wife, are returning from California.

READING, ENG.—Leonard Sutton, of Sutton & Sons, has been knighted for services rendered the empire during the war.

LOS ANGELES, CALIF.—O. H. Drew, formerly of Hibernia, N. Y., has returned to the mountains for the summer.

ONION SETS in the Chicago district are reported well cleaned up, May 19, latest express shipments going out at $5.00 per bushel in bag lots.

NEBRASKA and Iowa seedsmen are hard pressed for good seed corn; the best they have will only test 80 per cent, which is too low for using in corn planters.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, May 19, were as follows: Timothy, $9.00 to $11.00 per 100 pounds. Red clover $30.00 to $37.00.

SEATTLE, WASH. — Alexander Galbraith, formerly in charge of the seed division of the Washington state department of agriculture, has joined the forces of the Seattle Seed Co.

ONION SEED acreage in the Sacramento valley is reported only 20 per cent of normal and this is said to have been damaged 50 per cent by recent conditions; beet acreage is insignificant, with 50 per cent stand; carrot stand fair, but yield will be under normal because of draught.

THE Michigan Bean Dealers' Association has decided to postpone the $200,000 advertising campaign to increase the consumption of Michigan beans, until a test case in Chicago on the ruling of the department of agriculture to prohibit the substitution of oriental beans for Michigan beans has been decided.

WASHINGTON, D. C.—By a vote of 33 to 101, the house has refused to give up the free seed distribution perquisite which attaches to the office of a congressman. Conferees on the agricultural appropriation bill were instructed to insist on restoration of the $240,000 item for free seeds stricken from the bill in the senate.

PARIS, FRANCE.—The seed season has been satisfactory, although the export business to some countries, especially the United States, has been much less than normal. Domestic trade in vegetable seed has been good on account of the heavy demand caused by home gardening, and flower seed sales have been likewise large. The weather was ideal in February and March, but April has been stormy with little sunshine.

New York Seed Trade.

The S. S. Noordam, first of the Holland-America fleet to cross the Atlantic in 10 weeks because of the dock-workers' and sailors' strikes in Rotterdam and other Dutch ports, arrived May 16 from Rotterdam, Boulogne and Plymouth with a capacity list of passengers. B. Ruys, director-general of the Rotterdam Lloyds, comes to establish a New York terminal for his company, which will inaugurate a new service between this port and Java by way of the Panama Canal. Mr. Ruys said the Holland strike was lost by the strikers, who had rejected a compromise offered by the companies, and had been compelled to return to work at the old rates. Most of the throng in the second and third cabins of the Noordam are Dutch farmers and their wives and children, bound for farms in Iowa and South Dakota. They said thousands of others would follow them as soon as the passport and other retrictions to trans-Atlantic travel were modified or removed.

Although the weather of the past week was cool, with much rain, business was active in the seed stores, but there is but little, if any, improvement in shipping conditions.

H. Suzuki, of the Yokohama Nursery Co., returned from Europe on the S. S. Mauretania, May 16.

Hogewoning & Sons, Inc., are now located at 299 Broadway.

S. S. Skidelsky is away on a business trip.

Southern Seedsmen's Association.

Plans are practically complete for the second annual convention of the Southern Seedsmen's Association which will be held at Jacksonville, Fla., June 7-9. An interesting and instructive programme has been prepared and indications point to a good attendance.

The visitors will be welcomed to the city by Mayor Martin, responded to by Dick O'Bannon, Claremore, Okla., second vice-president of the association. Following will come the address of President E. A. Martin, Jacksonville, and the report of the secretary-treasurer, Frank S. Love, of Montgomery, Ala. The first day's session will close with an address on "The Advantage of Illustrations in Catalogues," in the able hands of L. B. Reuter, New Orleans, La. In the afternoon the visitors will be entertained by a trip to Atlantic Beach.

Tuesday, the second day, will have among its programme features an address by A. W. Cockrell, Jr., president of the Chamber of Commerce, and D. R. Mayo, Knoxville, Tenn., will speak on "The Benefits of Our Association," followed by John M. Scott, vice-director of the Florida experiment station, whose topic will be "Forage Crops," and Secretary-Treasurer Love will speak on "Growers' Contracts." This session will close with the election of new members, and in the afternoon there will be a barbecue at Roseland Farms and a boat trip on the St. Johns river.

The business session on the third day will be taken up with an executive meeting, the election of officers, committee reports and general talks on benefits of association.

The reception committee consists of R. L. Eaton, chairman; A. C. Hattaway and H. G. Rheney, while the entertainment features are in the hands of Chairman E. A. Martin, Frank S. Love and H. D. McMichael.

Plant Breeder Examination.

The United States civil service commission announces an open competitive examination for plant breeder, June 22, 1920. A vacancy in the bureau of plant industry, department of agriculture, for duty at Blissfield, Mich., at $2,000 to $2,400 a year, and vacancies in positions requiring similar qualifications, at these or higher or lower salaries, will be filled from this examination, unless it is found in the interest of the service to fill any vacancy by reinstatement, transfer, or promotion.

The duties of the appointee will be to carry on experiments in the growing of sugar-beet seed, and in the production of improved strains of sugar-beet seed secured by various methods of breeding, with special reference to correlated characters, and to determine the best means of keeping sugar-beet roots over winter for seed production, the best time and method of planting the roots, harvesting the seed and other points in connection with experimental and commercial sugar-beet seed.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA

We are headquarters for the **BEST OF EVERYTHING** in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

L. D. Waller Seed Co.

Growers of Choice

Sweet Pea, Nasturtium and Flower Seeds

GUADALUPE, - CALIFORNIA

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:

Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

SEEDS

Flower, Vegetable and Farm.

Send your inquiries to

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) CHICAGO

THE HOUSE OF KELWAY

Has a Reputation of 70 Years Behind It as a Guarantee

For three generations we have been growers and selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders (delivery after 1920 harvest), not tomorrow, but NOW.

Specialties: Garden Seeds and Farm Root Seeds

KELWAY & SON, Wholesale Seed Growers, **Langport, England**

Applicants should at once apply for Form 2118, stating the title of the examination desired, to the Civil Service Commission, Washington, D. C.; the secretary of the United States civil service board, Customhouse, Boston, Mass.; New York; New Orleans, La.; Honolulu, Hawaii; Post Office, Philadelphia, Pa.; Atlanta, Ga.; Cincinnati, Ohio; Chicago; St. Paul, Minn.; Seattle, Wash.; San Francisco, Calif.; Old Customhouse, St. Louis, Mo.; Administration building, Balboa Heights, Canal Zone, or to the chairman of the Porto Rican civil service commission, San Juan, P. R.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution May 8, 1920, as given by the Government Market Reporter of May 15, 1920:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$13.25	$26.00	$17.00	$48.00
Baltimore	12.50	28.00	17.00	46.00
Richmond	13.75	29.00	19.00	48.50
Buffalo	12.00	28.00	19.00	47.00
Toledo	12.45	31.00	20.00	43.35
Louisville	12.50	25.00	17.50	51.00
Chicago	12.25	27.00	15.00	44.00
Minneapolis	12.00	29.00	20.00	45.00
St. Louis	12.50	30.00	18.00	50.00
Kansas City	12.50	30.00	19.00	51.00
Denver	12.25	28.00	19.00	.....
Salt Lake City	14.00	30.00	20.00	48.00
Seattle	15.00	35.00	22.00	57.00
Average for the United States, same date, 1919	$12.00	$24.75	$15.00	$46.00

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "MCGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing

Lily of the Valley Pips

Delphinium Newport Rose
Dracaena Indivisa
Salvia Zurich
Smilax Seeds
Grass Seed Mixtures of all kinds.

Send for our catalogue.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

JOHN BOS HENRYSON

Grower and Exporter,
Overveen (near Haarlem), Holland
Offers the very best and extra selected varieties of
Hyacinths, Tulips, Daffodils, Etc., Etc.,
for early shipment. Order now! Catalogue on request. State quantities required to
C. SPAANDERMAN,
care American Express Co.,
65 Broadway, NEW YORK CITY

JAMES VICK'S SONS

Growers of
Flower and Vegetable Seeds
Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

CHAS. H. TOTTY

MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty

Bolgiano's "Big Crop" Seeds

"Tested and Trusted" Over a Century.
Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.
J. BOLGIANO & SON, Baltimore, Md.

GET QUOTATIONS FROM

LANDRETH

Seeds which Succeed

Bloomsdale Farm — BRISTOL, PA.

BURPEE'S SEEDS

Philadelphia
Wholesale Price List for Florists and Market Gardeners.

BULBS HOLLAND BULBS

R. A. VANDERSCHOOT

Wholesale Bulb Grower
HILLEGOM, HOLLAND

The Vanderschoot Reputation for Quality is not due to accident.

299 Broadway
BULBS NEW YORK BULBS

Please direct all correspondence to Headquarters in Holland after May 15th.

Mention the American Florist when writing

Van Meeuwen & Tegelaar

Wholesale Dutch Bulb Growers
1133 Broadway, NEW YORK
Nurseries at Lisse, Holland

Mention the American Florist when writing

Drevon-Tegelaar & Co.

WHOLESALE
FRENCH BULB GROWERS
1133 Broadway, NEW YORK
Nurseries at Ollioules, France

EDGAR F. HURFF

SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

THE
J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO.
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

Lawn Grass and Golf Mixtures

in bulk, $15.00 per 100 lbs.
Also make mixtures, according to special formula, of fancy recleaned grass seeds.
NEW YORK SEED CO.
83 Water St., NEW YORK CITY

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS
Angers, - - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOG
ENVELOPES — RETURN ENVELOPES
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Yokohama Nursery Co.

LTD.
Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

PRICES OF

Paper White Grandiflora

on application, subject (as to quantities only) to harvest results.

If your bookings are not yet priced, favor us with a **letter** or **wire.**

Vaughan's Seed Store

NEW YORK CHICAGO

BULBS

LILIUM GIGANTEUM, also **HARDIES,** shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

FOR IMMEDIATE SHIPMENT.

DRACAENA CANES, Lord Wolseley, at 15c per foot.

BAMBOO STAKES

Natural and Green, in all sizes—both domestic and Japanese.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch
LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.
75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Michell's Flower Seeds

CINERARIA

Our Grandiflora Prize Strain cannot be surpassed for size and beautiful colorings.

	½ tr. pkt.	Tr. pkt.
Grandiflora Prize, Dwarf	$0.60	$1.00
Grandiflora Prize, Medium Tall	.60	1.00

PRIMULA CHINENSIS

	½ tr. pkt.	Tr. pkt.
Michell's Prize Mixture. An even blending of all colors	$0.60	$1.00
Alba Magnifica. White	.60	1.00
Chiswick Red. Bright red	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens. Crimson	.60	1.00
Rosy Morn. Pink	.60	1.00

PRIMULA OBCONICA GIGANTEA

A great improvement over the old type; flowers much larger.

	Tr. pkt.
Lilacina, pale lilac	$0.50
Kermesina, deep crimson	.50
Rosea, pink	$0.50
Alba, white	.50
Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Catalog.

HENRY F. MICHELL CO 518 Market Street, PHILADELPHIA, PA.

Mention the American Florist when writing

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, Telephone Worth 2376. **New York City**

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

NEW YORK.—A cargo of 50,000 bags of Danish potatoes has arrived on the S. S. Aarhous, consigned to local importers.

AT Chicago, a slight frost occurred in the morning of May 14, destroying carrots and some other newly started crops of the truckers.

SEVERAL tons of fruit and vegetables, shipped by Cuban growers to New York, and ordered held on arrival for higher prices, became decayed and were dumped in the ocean, May 5. The loss will fall on the shippers.

BEACON, N. Y. — The home garden brigade, founded several years ago by Benjamin Hammond, well known manufacturer of insecticides and greenhouse paints, is now one of the largest organizations of its kind in the state. Every school in the city is represented, the total enrollment numbering several hundred.

Prices of Indoor Fruits and Vegetables.

Chicago, May 19.—Cucumbers, 2-dozen box, $3.00 to $4.00; celery, Florida, crate, $5.50 to $7.00; leaf lettuce, per tomato box, 25 to 30 cents, radishes, per dozen bunches, $1.00 to $1.25; tomatoes, per crate, six baskets, $8.00 to $9.00.

New York, May 17.—Celery, per crate, $1.00 to $6.50; cucumbers, per dozen, 60 cents to $1.75; mushrooms, 50 cents to $2.00 per three-pound basket; tomatoes, per pound, 25 to 50 cents; lettuce, per package, 50 cents to $7.00; radishes, per 100 bunches, $3.00 to $5.00.

Vegetable Markets.

Reports to the bureau of markets, United States department of agriculture, for the period May 9-15, indicate prices practically unchanged with the exception of a slightly weaker tendency on potatoes and onions. Old potatoes were steady with Minnesota round whites ranging $7.10-$7.25 sacked per 100 pounds, f. o. b. In middle-western markets, jobbing prices were $6.75-$7.65, and carlots in Chicago, sacked and bulk at $7.25-$7.50. New York round white sacked were steady in eastern markets at $7.85-$8. Maine Green Mountains were offered at $6.85-$7.65 with Boston slightly lower at $6.75-$7. Haulings of new potatoes were slightly heavier and demand and movement good. Eastern and middle-western markets early in the week ranged $16-$18, but weakened toward the close to a range of $14-$16. At south Texas shipping points yellow Bermuda onions, Numbers 1 and 2 mixed, ranged $1.35-$1.80 per standard crate carloads, f. o. b. usual terms, with demand moderate and movement limited. Haulings were light. Eastern consuming markets weakened slightly to a range of $2.25-$3. Middlewestern markets showed slightly larger declines. Cincinnati, Cleveland, Buffalo and Detroit ranged $2-$2.75, and Chicago, St. Louis and Kansas City, $1.75-$2.25. Texas flat type cabbage ranged in Pittsburgh, Detroit, St. Louis and Chicago at $40-$65. There were some early sales in Cincinnati and Detroit high at $70-$80 bulk per ton. Alabama pointed type stock, in 100-pound crates, sold generally in Cincinnati, Detroit and Boston at $4.50-$5.75. Detroit and Pittsburgh closed around $4. Eastern markets were lightly supplied and South Carolina Charleston Wakefields in 100-pound crates ranged $6-$7. Florida Wakefields in 100-pound crates sold $4.50-$5.75 in New York and Philadelphia and same stock in 1½ bushel hampers in Baltimore and Philadelphia at $2.25-$3.25.

Massachusetts Horticultural Society.

There was an excellent display of both flowers and vegetables at the monthly exhibition of the Massachusetts Horticulutural Society, held in Horticultural hall, Boston, May 15-16, included in the exhibits of the first named being narcissi, tulips, orchids in baskets, calceolarias, pelargoniums, geraniums, etc., the principal prize winners being Edward A. Clark, Faulkner Farm, Arthur Lyman, Miss Cornelia Warren, Albert C. Burrage, George F. Stewart and Mrs. George E. Buxton. In the vegetable classes, the prominent exhibitors were Oliver Ames, Edward Clark, Faulkner Farm and Hillcrest Farm.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, $1.00

American Florist Co.
440 S. Dearborn St., CHICAGO

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

Mention the American Florist when writing

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

COLEUS

	100
COLEUS, R. C.	1.25
COLEUS, R. C., 10 kinds....per 1,000	10.00
DAISY SAUNDERS, R. C.	$1.50
CALENDULA, Orange King, 2¼-in.	2.50
DUSTY MILLER, Gymnocarpa, 2-in.	3.00
HELIOTROPE, Blue, R. C.	1.50
CUPHEA, Ageratum, Gurney and Blue Star	.90
GENISTA, DAISIES, Single white	1.50
PETUNIA, Double R. C.	1.50
FUCHSIA, R. C.	1.50
GERMAN IVY	1.50
CHERRY, Cleveland, from seedlings	1.00
STEVIA DWARF, R. C.	1.50
DRACENA INDIVISA, fine seedlings	1.50

Cash.

BYER BROS., CHAMBERSBURG, PA.

Spring Plants

IN ABUNDANCE

		100	1000
2 -in.	**Ageratum,** Light or Dark	$ 2.50	$ 22.50
2¼-in.	**Calendulas,** Orange King	3.00	25.00
2¼-in.	**Centaureas,** Dusty Miller	3.00	25.00
2 -in.	**Coleus,** Red or Yellow	3.25	30.00
2¼-in.	**Fuchsias,** 12 good varieties	3.00	25.00
4 -in.	**Fuchsias,** 12 good varieties	12.50	120.00
2 -in.	**Geraniums,** Ricard, Poitevine, Nutt, Buchner, etc.	4.25	40.00
3½-in.	**Geraniums,** Above kinds	10.50	100.00
2¼-in.	**Helitropes,** Light or Dark Blue	4.50	40.00
4 -in.	**Heliotropes**	12.00	110.00
2½ in.	**Larkspurs,** Separate Colors	3.00	25.00
2¼-in.	**Marguerites,** White or Yellow	4.00	37.50
4 -in.	**Marguerites**	12.00	110.00
2¼-in.	**Salvias,** Scarlet Sages	5.00	45.00
3 -in.	**Salvias**	8.00	75.00
2¼-in.	**Verbenas,** Choicest mixed	2.75	25.00
2¼-in.	**Vinca,** Varieagata	5.00	45.00
4 -in.	**Vinca,** Varieagata	13.00	125.00

For prices on other stock send for Catalogue, now ready. Cabbage and Tomato plants in abundance, $5.00 per 1000.

ALONZO J. BRYAN,
Wholesale Florist
Washington, New Jersey

Special Stock Ready Now

	Per 100
Abutilon, Daydawn	$ 6.00
Dahlias, good assortment, divided roots	12.00
Fuchsia, Mrs. E. G. Hill, 2½ inch	6.00

Gladiolus Niagara, best yellow.........$5.00 per 100; $45.00 per 1000

Gladiolus Pink Perfection, finest of all pinks, $5.00 per 100; $45.00 per 1000.

Hardy Pinks, Her Majesty, Gertrude, Essex Witch and **Laura Wilmer,** 2-in., at.........$7.00 per 100; $65.00 per 1000

Rose, Baby Rambler, for transplanting, No. 2 field grown.......... 15.00

The Storrs & Harrison Co.
Painesville, Ohio

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

GERANIUMS, ROOTED CUTTINGS

Special prices good until June 7th.

S. A. Nutt and Buchner at ..... $17.50 per 1000

Poitevine and Ricard at ..... 25.00 per 1000

Equal quantities of each Nutt, Ricard and Poitevine, at $20.00 per 1000; not less than 1000 of each.

Smilax at $3.00 per 100; by parcel post, $3.25.

Albert M. Herr, LANCASTER, PA. R. F. D. No. 8.

If you are interested in

POINSETTIAS

and four and five inch

BOSTON FERNS

for immediate delivery, write

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

When Buying **HOLLAND BULBS**

for next season **BUY THE BEST.** Order from

Segers Brothers, Ltd., WHOLESALE BULB GROWERS **Lisse, Holland**

DE GRAAFF BROS., Ltd.

(Inc. with S. A. Van Konynenburg & Co.)

NOORDWYK, HOLLAND

Tulips, Daffodils, Iris, Crocus, Etc.

Chrysanthemums

THE BEST

In Novelties and Standard Kinds. Catalogue on application.

Elmer D. Smith & Co.

ADRIAN, MICH.

Mention the American Florist when writing

READY NOW

200,000 full transplanted **PANSIES,** in bud and bloom.

Superb strain **PANSIES,** $2.25 per 100; $20.00 per 1000; a few 1000 very large at $3.00 per 100; $25.00 per 1000. A trial order will convince you that these are the best you ever had. You need them for your particular trade. **Forget-me-nots,** $5.00 per 100.

Geraniums. Nutt, Buchner, Ricard and Poitevine, out of 4-in., $15.00 per 100.

Cash, please.

Leonard Cousins, Jr.

CONCORD JUNCTION, MASS.

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Geraniums Standard Sorts, labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings. From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA.

From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

THE department of agriculture, Washington, D. C., announces the discontinuance of commercial fruit crop reports on account of insufficient funds.

WE are indebted to the Minneapolis Board of Park Commissioners for copy of its thirty-seventh annual report, 101 pages of informing reading matter, maps and illustrations, well printed and substantially bound.

AS A development of experiments, conducted by the citrus by-products laboratory of the bureau of chemistry, Los Angeles, Calif., cull oranges, lemons and grapefruit, estimated at three per cent of the crop of the state, are now salvaged.

Blueberry Improvement.

In response to the offer of Miss Elizabeth C. White, New Lisbon, N. J., who has for several years been working to produce new and better varieties of blueberries by cross-breeding with wild plants, to pay $50 for especially fine plants with very large berries and smaller amounts in proportion, which offer appeared in THE AMERICAN FLORIST, May 24, 1919, page 932, over 100 samples of blueberries were sent, nearly all of which were smaller than those produced on plants already tried and discarded. No berries of the required size were received, but one plant was purchased from the province of Quebec, Can., for $25 which had berries over five-eighths of an inch in diameter. It was of a northern species, not likely to be of value in New Jersey, but was wanted for the breeding work of the United States department of agriculture.

The offer of $50 for a blueberry or huckleberry bush with berries as large as a cent (¾ inch across) is continued this summer. Plants with berries of this size are needed to cross with such plants already found in New Jersey. If they can be located in states north or south, they will make possible the development of fine blueberries with a greater range of adaptability to climate. Samples of berries smaller than ⅝ inch in diameter should not be sent as several thousand plants producing berries from ⅝ to ¾ inch in diameter have already been raised from cuttings. Those interested in locating the needed plants can obtain directions and packages for mailing samples by addressing Miss Elizabeth C. White, New Lisbon, N. J.

STAR BRAND ROSES

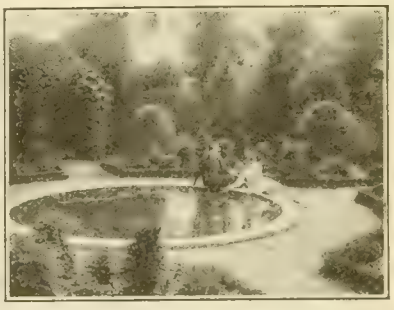
"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO. ★ WEST GROVE PENNA.

Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing



Garden Bordered With Box-Barberry.
Electros of this illustration with each order for 1000 or more if requested.

Have you seen a garden bordered with

Box-Barberry

this spring? Every plant bright and green—not a dead one. A strong contrast to the northern Buxus bordered garden, now either dead or sadly winter injured, brown and dejected looking

Mr. Siebrecht, the veteran plantsman, on seeing the garden the other day shown in accompanying illustration, exclaimed with his characteristic enthusiasm, "Magnifiicent. There is a fortune in it for the nurserymen."

We offer you well rooted dormant summer frame cuttings ready to set out direct into the nursery without further expense to you at

$65.00 per 1000; all sold out of larger sizes.

Many of the leading catalogue firms have already contracted with us for their supply for the ensuing season, and others are buying these *frame grown plants* for their own planting, preparing for the enormous demand which is sure to follow.

It is a safe statement that **BOX-BARBERRY** will soon be the plantsman's best seller.

The Elm City Nursery Co., Woodmont Nurseries, Inc.

New Haven, Conn. **Introducers.**

Send for Trade Bulletin.

Bargain in Flowering Shrubs

Owing to delay by strike, we have just received shipment of fine well shaped shrubs in splendid condition. Owing to lateness of season we are offering same at one-half original cost.

	Per Bundle of 10	Per 100
Althea, Double Red, Pink, Purple, White	$1.25	$10.00
Cornus, Alba Siberica	1.25	10.00
Deutzia, Pride of Rochester	1.25	10.00
" Crenata Rosea Plena	1.25	10.00
Forsythia, Suspensa	1.25	10.00
" Viridissima	1.25	10.00
Hydrangea, Paniculata Grandiflora	1.50	12.00
" Arborescens	1.50	12.00
Lonicera, Tartarica (Honeysuckle)	1.25	10.00
Lilac, Common Purple	1.00	8.00
" Common White	1.00	8.00
Philadelphus, Grandiflora	1.25	10.00
Spiraea, Van Houttei	1.25	10.00
" Billardii	1.25	10.00
Weigelia, Rosea	1.80	15.00

We do not break bundles at these prices. 10% added for packing.

A. HENDERSON & CO., 166 N. Wabash Ave. **CHICAGO**

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America

Box 404. DUNDEE, ILL.

Hybrid Tea Roses

6 inch, for planting out.

HYDRANGEAS, French, 6 inch, until further notice.

WM. K. HARRIS

55th St. and Springfield Ave., WEST PHILADELPHIA, PA.

We have on hand the largest stock of

BOXWOOD

in New England; all shapes.

Rhododendrons

Parsons' Hardy American Seedlings.

1000 BAY TREES

All sizes, pyramidal and standard shapes.

MONTROSE NURSERIES

Wakefield Center, Mass.

(Office and Salesroom) 31 Otis St., Boston, Mass.

N. F. McCARTHY & CO., Props.

Mention the American Florist when writing

Ready Reference Section.

12 CENTS, NET, PER LINE.

AGERATUMS.

Ageratum, light or dark, 2-in., $2.50 per 100; $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

ASPARAGUS.

Asparagus plumosus seedlings. $1.00 per 100, $8.00 per 1,000; 2-in., $3.50; 2½-in., $5.00; 3-in., $10.00; 4-in., $15.00 per 100. All first-class stock. HENRY SMITH, Grand Rapids, Mich.

Asparagus Sprengeri Seedlings, $1.00 per 100. Cash please. CHAS. E. COUGILL, Auburn, Ind.

Asparagus Sprengeri, 2½-in., 4 cts. each. ODOR GREENHOUSES, Iola, Kan.

ASTERS.

Asters. Transplanted Queen of Market and Crego Giant, separate colors, per 100, $1.00. ODOR GREENHOUSES, Iola, Kan.

BARBERRY.

Box-Barberry, well rooted summer frame cuttings, $65.00 per 100. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BULBS.

Bulbs. Lilium Giganteum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

Gladiolus bulbs. Now is planting time. See list of sorts in our display adv. on another page. VAUGHAN'S SEED STORE, Chicago and New York.

Bulbs. Extra selected varieties of hyacinths, tulips, daffodils, etc., for early shipment. John Bos Henryson, address C. Spaanderman, 65 Broadway, New York.

Cold storage lily bulbs. Giganteum 7-9. Write for special prices. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Tulips, daffodils, iris, crocus, etc. Write for prices. De Graaff Bros., Ltd., Noordwyk, Holland.

Bulbs. Holland, of all kinds. Write for prices. R. A. Vanderschoot, 299 Broadway, New York.

CALADIUMS.

Caladiums. 5-7, $5.00 per 100; 7-9, $8.00 per 100. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

CALENDULAS.

Calendulas. Orange King, 2½-in., $3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Calendula Orange King, 2-in., $2.50 per 100. Byer Bros., Chambersburg, Pa.

CALLAS.

CALLAS-GODFREY

3-in. Ready to bloom.....$10.00 per 100
3-in. Smaller plants ..... 8.00 per 100

THE PARK FLORAL CO.
Denver Colorado

CANNAS.

Cannas. Large flowering in the "better" varieties. Fine 2 to 3 eye, plump, dormant roots, true to name. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

CANNA PLANTS, 2½ and 3½-inch pots. King Humbert, 8 cents and 12 cents. All the leaders ready now.
VAUGHAN'S SEED STORE, Chicago and New York.

Cannas. Three-in-pot plants, ready for immediate shipment: $1.00 per doz.; $5.00 per 100; $40.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Cannas. King Humbert, extra fine plants, out of 2½-in. pots, $8.00 per 100. THE REESER PLANT CO., Springfield, O.

CAPE JESSAMINE.

Cape Jasmine for Memorial Day. All orders receive prompt and careful attention. For sizes and prices see display advertisement elsewhere in this issue. Nytex Floral Co., Alvin, Tex.

CARNATIONS.

ROOTED CARNATION CUTTINGS

Large supply of fine, well-rooted, healthy and strong carnation cuttings in the following varieties, ready for immediate delivery:

	100	1,000
Rose Pink Enchantress	$4.50	$40.00
White Enchantress	4.50	40.00
Pink Enchantress	4.50	40.00
C. W. Ward	4.50	40.00
Aviator	4.50	40.00
Thenanthos	4.50	40.00

PETER REINBERG
Wholesale Florist
30 E. Randolph St. Chicago

LAST CALL FOR STRONG
ROOTED CUTTINGS, FIRST CLASS STOCK

	Per 100	Per 1000
Peerless Pink	$4.00	$35.00
Winsor Cerise	4.00	35.00
Crystal White	4.50	40.00
Cottage Maid	4.50	40.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Matchless	4.00	35.00
Miss Theo	**4.00**	**35.00**

J. A. BUDLONG,
184 North Wabash Ave., Chicago

Carnation plants from 2-in. pots. Pinched once, 2 strong shoots.

	100
900 Pink Enchantress	$7.50
700 White Enchantress	7.50
500 Matchless	7.50

Cash please.
GEORGE SEUBOLD,
Huntingburg, Indiana.

Rooted Pink Enchantress carnation cuttings, $4.50 per 100; $40.00 per 1,000. JOHN RINDFLEISCH, Beloit, Wis.

CARNATIONS.

ROOTED CARNATION CUTTINGS

Enchantress Supreme, $60 per 1000; 2¼-inch stock of Matchless and Rose Pink Enchantress, $50 per 1000. Immediate delivery.

ALLAN HUMASON
30 East Randolph St., Chicago

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CENTAUREA.

Centaurea Gymnocarpa, Dusty Miller, fine 2½-in., per 100, $3.50. ODOR GREENHOUSES, Iola, Kan.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS
Standard Varieties

	100	1,000
Smith's Early Rose	$3.50	$30.00
Golden Queen	3.50	30.00
Marigold	3.50	30.00
Buckbee	3.50	30.00
Enguehardt	3.50	30.00
Seidewitz	3.50	30.00
Nagoya	3.50	30.00
W. & Y. Chadwick	5.00	.....
POMPONS		
Yellow Baby	$2.50	$20.00
Golden Climax	2.50	20.00
Buckingham	2.50	20.00
Godfrey	2.50	20.00

PETER REINBERG,
Wholesale Florist
30 East Randolph St., Chicago

ROOTED CHRYSANTHEMUM CUTTINGS

	100	1000
Yellow Nagoya, Bonnaffon, Golden Queen, Halliday, Marigold, Roman Gold	$3.00	$25.00
Pink Chieftain, Engnehard.	3.00	25.00
White Chadwick	4.00	35.00
White Chieftain, Charles Razer, Oconto, Smith's Ideal	3.00	25.00
Red, Intensity	3.00	25.00
Pompons, Aster, Billy Primrose, Lillian Doty, Mensa, Godfrey, Diana	3.00	25.00

WIETOR BROS.,
30 E. Randolph St., Chicago

Chrysanthemums. Standard varieties for cut flowers and potted plants. R. C. at $3.00 per 100; 2¼-in. plants, $4.00. Send list of varieties required. HENRY SMITH, Grand Rapids, Mich.

Chrysanthemums. Trade list of the 200 best chrysanthemums for the asking. STAFFORD CONSERVATORIES, Stafford Springs, Conn.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

Coleus. R. C., $1.50 per 100; 2¼-in. pots, $5.00 per 100. Standard varieties. HENRY SMITH, Grand Rapids, Mich.

CYCLAMEN.

Cyclamen, 2¼-inch. $10.00 per 100; 3-inch, $15.00 per 100. Ready now. Fine stock. J. E. MATTHEWSON, Sheboygan, Wisc.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It

DAHLIAS.

15 choice tubers, no two alike, each labeled, my selection, several classes and colors, $1.00; retail value $3.00.

Surplus stock, one tuber may be worth entire cost. Seven sets (105 dahlias), $5.00.

Complete collection 30 plump dahlias, all different, labeled, true to name, $2.00.

Dozen, all different, either ball, cactus, decorative, peony or single, labeled, my selection colors, $1.00.

Standard cut-flower sorts; white, pink, yellow or red, doz., $1.00; 100, $6.00; my selection varieties.

Mixed and unlabeled dahlias, doz., 60c.; 100, $4.50.

Sand pollinated hybrid dahlia seed from best varieties, selected mixture, $1.00 packet.

Your selection any seven "dollar" collections, $5.00. Any 15 "dollar" collections, $10.00. Everything prepaid. Dahlia trade list with color key free.

ALT F. CLARK

Netcong, N. J.

FERNS.

Hardy Ferns, wholesale	100	10	Each
Aspid. Pedatum, Maidenhair	$9.00	$1.00	15c
Aspid. Goldiana, Gold. Fern	9.00	1.00	15c
Aspl. Thely, Silver Spleenw't	9.00	1.00	15c
Onoclea Sensibilis	8.00	1.00	15c
Onoclea Struthiopteris, Ostrich	10.00	1.20	15c
Osmunda Cinnamonea and Clayt.	12.00	1.40	15c

And 5 other varieties. Descriptive list mailed free. 100 Ferns, your selection, billed 100 rate. Goldiana, Ostrich and Cinnamon most popular.

LUDVIG MOSBAEK, Ferndale, Askov, Minn.

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Table ferns. Standard varieties. 2¼-in., $5.00 per 100. Adiantum Cuneatum, 2¼-in., $5.00 per 100; 3-in., $12.00 per 100; HENRY SMITH, Grand Rapids, Mich.

FREESIAS.

FREESIA PURITY BULBS.

Fresh, sound, plump bulbs of a heavy-flowering strong-stemmed strain, for high-class florist trade. Prices per 1,000 bulbs: ½in., $10.00; ⅝-in., $15.00; ¾-in., $20.00.

SEVIN-VINCENT CO.

417 Montgomery St. San Francisco, Calif.

FUNKIAS.

Funkias Var., strong, field-grown divisions, $5.00 per 100. Cash. B. SCHELLER, Warren, Pa.

GERANIUMS.

100,000 geraniums. Poitevine, Barney, Oberley, Castellane, 2¼-in., 4½c; Nutt, 3-in., 10c; Nutt and Castellane, 4-in., 15c; Nutt and Castellane, 4-in., extra large spread, 17½c; Am. **Beauty, Barney, H. Michell, 20c.** Cash. L. J. ROWE, Box 244, Titusville, Pa

Geraniums. Ricard, Poitevine, Nutt, Buchner, etc., 2-in., $4.25 per 100; $40.00 per 1,000; 3½-in., $10.50 per 100; $100 per 1,000. Alonzo J. Bryan, Washington, N. J.

Geraniums. S. A. Nutt, A. Ricard, La Favorite and Beaute Poitevine; out of 3¾-in. pots, shipped in paper pots at $20 per 100. C. W. PAIGE, Tivoli, N. Y.

Geraniums. Nutt, Buchner, Ricard and Poitevine, 4-in., $15.00 per 100. Leonard Cousins, Jr., Concord Junction, Mass.

MOONVINES.

Moonvines. White, good, strong plants, out of 2¼-in. pots, $5.00 per 100. THE REESER PLANT CO., Springfield, O.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, **England. Cattleyas, Laelio-Cattleyas our specialty. One** trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANSIES.

200,000 Steele's Mastodon Pansies. Extra fine plants, Sept. transplanted. In bud and bloom. Good pansies are scarce so place your order now for future delivery. Extra large, well branched plants, $35.00 per 1000. Cash with order please. JENSON & SONS, 9801 S. Western Ave., Chicago.

Pansies. Ready now, 200,000 full transplanted, in bud and bloom. Superb strain. $2.25 per 100; $20 per 1000. Leonard Cousins, Jr., Concord Junction, Mass.

You Need Room

All surplus plant stock should be sold now.

The plants need more room this warmer weather and will soon spoil if they don't get it.

Every plant has cost you money and you can readily sell the surplus by advertising NOW.

PEPPERS.

Peppers. Neapolitan and Ruby King. Strong seedlings, 3 to 5 inches high, per 1,000, $3.00. ODOR GREENHOUSES, Iola, Kan.

PRIMULAS.

Primula obconica gigantea, Kermesina and Vesuvius, plenty of red. Fine, strong transplanted plants as good as 2¼-in., $4.00 per 100, postpaid; cash; immediate delivery. BRILL CELERY GARDENS, Kalamazoo, Mich.

ROSES.

ROSES

Quantity and Quality

2¼-in. ROSE PLANTS

Ophelia	$14.00	$115.00
White Killarney	14.00	115.00
Sunburst	14.00	115.00
Milady	16.50	150.00
Columbia	16.00	140.00
Russell	22.00	200.00
Premier	21.00	180.00

BENCH PLANTS

Pink Killarney	$12.00	$115.00
White Killarney	12.00	115.00
My Maryland	12.00	115.00
Ophelia	15.00	140.00
Milady	15.00	140.00
Russell	16.00	150.00
Champ Weiland	15.00	140.00

M. C. GUNTERBERG

Wholesale Florist

159 North State St. Chicago

ROSES.

BENCH PLANTS

	100	1000
Ophelia	$ 8.00	$70.00
Sunburst	10.00	90.00
White Killarney	6.00	50.00

GEORGE REINBERG

162 North Wabash Ave., Chicago.

ROSE PLANTS—2½-INCH STOCK

	100	1000
White Killarney	10.00	90.00
Ophelia	10.00	90.00
Columbia	15.00	125.00

BENCH PLANTS

	100	1000
Pink Killarney	10.00	90.00
Killarney Brilliant	10.00	90.00
Ophelia	10.00	90.00

WIETOR BROS.

30 E. Randolph St. Chicago.

L. D. Phone Randolph 2081.

ROSES OWN ROOT PLANTS

From 2¼-inch Pots.

A good assortment of the best varieties for forcing, bedding and lining out; ready for May and June delivery. Send us your list.

AMERICAN ROSE AND PLANT CO.

Springfield, Ohio.

FRANK W. DUNLOP

The 1920 Wonder!

Own-root stock ready for immediate delivery.

$35.00 per 100; $300.00 per 1,000.

CHARLES H. TOTTY CO.

Madison N. J.

Roses. **Vaughan's White Baby Rambler.** The best double white grown. Strong 2½-**in. plants. Doz., $1.25; per 100, $8.00; per** 1,000, $75.00. Vaughan's Seed Store, Chicago and New York.

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

Rose Plants. Premier and Butterfly. 2½-in., and 3½-in. Write for prices. VAUGHAN'S SEED STORE, Chicago.

SEEDS.

Seeds. Primula Chinensis and P. Obconica Gigantea. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Specialists in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Delphinium Newport Rose, Dracaena Indivisa, Salvia Zurich, and Smilax. Also grass seed mixtures of all kinds. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices, Kelway & Son, Langport, Eng.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorsinera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds, **Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers,** Pedericktown, N. J.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

SEEDS.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed. Asparagus Plumosus Nanus, $2.75 per 1,000. Special prices for large quantities. McHutchison & Co., 95 Chambers St., New York.

Seeds. Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30; 5 lbs. and over, $25 per lb. D. Landreth Seed Co., Bristol, Pa.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax. Extra good, strong, well rooted plants. 2-in., $2.50 per 100. Elmer Rawlings, Allegheny, N. Y.

SNAPDRAGONS.

Snapdragons. Silver Pink and Nelrose, 2¼-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SPHAGNUM MOSS.

Sphagnum Moss for florists and nurserymen. For spot shipments or contract. Write us. Vaughan's Seed Store, Chicago and New York.

STRAWBERRY PLANTS.

STRAWBERRY PLANTS
50,000 Progressive Everbearing, $10.00 per 1000. I. N. KRAMER & SON, Cedar Rapids, Ia.

THUNBERGII.

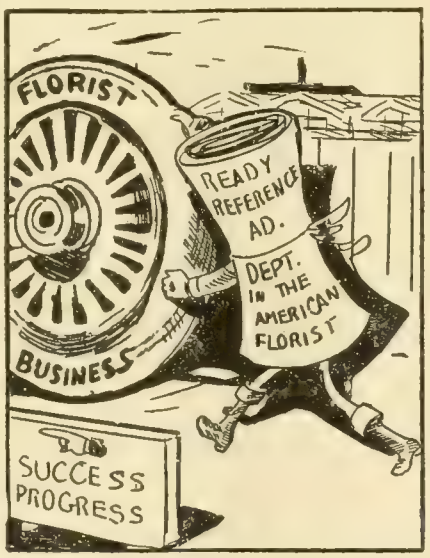
Thunbergia 2½-in., 4c each. ODOR GREENHOUSES, Iola, Kans.

VEGETABLE PLANTS.

Vegetable plants. Delivered to you, all charges prepaid. Cabbage, tomato, beet, lettuce and celery. 100, 65c; 1,000, $3.50; 5,000, $15.00; 10,000, $28.50. Price list free. COMMERCIAL PLANT CO., New Bohemia, Va.

Celery plants, Easy Blanching; now grown exclusively by 90% of Kalamazoo growers in place of Golden Self-Blanching. Strong plants, ready for the field, $3.00 per 1,000. Cash.
BRILL CELERY GARDENS
Kalamazoo Mich.

Tomato plants. Earliana, John Baer, Bonny Best, Chalk's Jewell, Greater Baltimore, Red Rock, New Stone, Acme, Matchless, Truckers' Favorite, per 1000, $1.50, parcel post or express. Sweet potato plants, $2.00 per 1000. CODEN NURSERIES, Coden, Ala.



It Puts Its Shoulder to the Wheel.

New crop plants ready. Cabbage, lettuce, celery, tomato. We have all varieties; order what you want. 100 lots, 50 cts. prepaid. 1,000 lots or more, $1.50 per 1,000. Express or P. P. CODEN NURSERIES. Coden, Ala.

Rhubarb roots, strawberry variety, $30.00 per 1,000. H. CORVAL RICHMAN, Malaga, N. J.

Asparagus plants, 1 year old, 75 cts. per 100. ODOR GREENHOUSES, Iola, Kan.

VERBENAS.

Verbenas. Strong transplanted, separate colors, per 100, $1.25 prepaid. ODOR GREENHOUSES, Iola, Kan.

VINCAS.

Vinca Variegata. Fine 2½-in., per 100, $5.00. ODOR GREENHOUSES, Iola, Kan.

YUCCA.

Yucca, field-grown, one and two-year, $5.00 and $10.00 per 100. ROBIN BONWELL, Basin, Wyo.

MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

White Wood Easel. Very desirable for mounting floral designs. For sizes and prices see display advertisement elsewhere in this issue. Geo. H. Angermueller Co., 1324 Pine St., St. Louis, Mo.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works,, Lowell, Mass.

Good fresh tobacco stems in bales, $1.50 per hundred pounds, $25.00 per ton. Check with order. LEON S. BOUCHER CIGAR CO., Joplin, Mo.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., W. Philadelphia, Pa.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Baskets, novelties and florists' supplies. S. H. Russin, 55 W. 19th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

WIZARD BRAND Shredded Cattle Manure

TRADE MARK

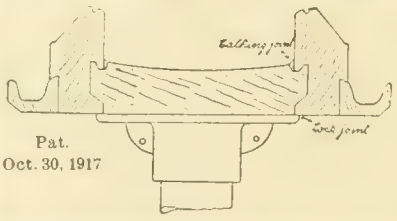
Is selected quality manure taken from brick-paved Stock Yard cattle pens—dried and sterilized by a high temperature direct heat process which kills weed seeds, fungus and disease germs.

Packed in 100-lb. bags in coarse shredded form for mulching or top dressing. Largely used for mixing with bench and potting soil and liquid manuring. Unequalled for lawn and garden fertilizing.

Insist on WIZARD BRAND through your supply house or write us direct.

THE PULVERIZED MANURE CO., 32 Union Stock Yards, **Chicago**

A PERFECT GUTTER



Have you been annoyed by leaking wood gutters, or by sweating, dripping and rusting metal gutters? Try our patent **Leak-Proof** cypress gutter and your annoyances will be a thing of the past. Any number of references gladly furnished.

ICKES-BRAUN MILL CO., 2340 Wabansia Avenue CHICAGO

Greenhouse Material **Greenhouse Hardware**

CHARCOAL

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FERTILIZERS

For results use "Master Brand" prepared concentrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schilio Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

DREER'S

Florists' Specialties

New Brand New Style

"RIVERTON HOSE"

Furnished in lengths up to 500 feet without seam or joint.

The HOSE for the FLORIST

¾-inch, per ft.....22c
Reel of 500 ft.....21c
2 Reels, 1000 ft.....20c
½-inch, per ft.....19c
Reel of 500 ft. 18c

Couplings furnished without charge.

HENRY A. DREER
714 716 Chestnut Street
PHILADELPHIA, PA.

Mention the American Florist when writing

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

GIBLIN & CO., UTICA, N. Y.

Mention the American Florist when writing

POTS AND PANS.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

WE ARE SPECIALISTS N
GREENHOUSE GLASS
Free From Bubbles—Uniform in Thickness.
PAINTS and PUTTY
Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.
It will pay you to get our estimates.
THE **DWELLE-KAISER** CO.
251 Elm St., - BUFFALO, N. Y.

Mention the American Florist when writing

Azalea Pots, Hanging Baskets, Lawn Vases, Urns. Etc.
Red Pots
Refined Clays—Skilled Labor
The Peters & Reed Pottery Co.
SO. ZANESVILLE, OHIO
"Moss Aztec" Ware
HORACE C. GRAY CO.
200 Fifth Avenue New York

Mention the American Florist when writing

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of
FLOWER POTS
Why?
A. H. HEWS & CO., INC.
Cambridge, Mass.

George Keller Pottery Co.
Successor to

GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Mention the American Florist when writing

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

Mention the American Florist when writing

Greenhouse Builders

When You Are Ready
To Talk Building
Say When and Where
and We'll Be There
Lord & Burnham Co.
Irvington *New York* *Philadelphia* *Chicago*
Boston *Cleveland* *Toronto* *Montreal*

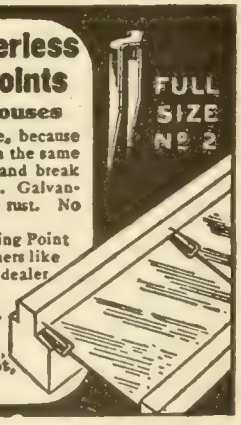
Mention the American Florist when writing

Nebraska Red Pots
ARE RECOGNIZED EVERYWHERE FOR QUALITY
Your orders always receive prompt and careful attention. Made of high grade material by skilled workmen in a modern plant. Write for prices on your requirements.
Kahler Pottery Co., Louisville, Neb.

Mention the American Florist when writing

Horticultural Trade Journal
Published weekly. The Largest, Brightest and Best British Trade Publication. Also
THE INTERNATIONAL EDITION
Published quarterly. Annual subscription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.
THE HORTICULTURAL PRINTING COMPANY
BURNLEY, ENGLAND.

Mention the American Florist when writing

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER,
714 Chestnut Street, Philadelphia.


Mention the American Florist when writing

The Regan Printing House
Large Runs of
CATALOGUES
OUR SPECIALTY
WRITE FOR PRICES
523 PLYMOUTH COURT, CHICAGO

SUPERIOR
RED POTS
Quality and prices right. ASK US.
FLORIST SPECIALTY CO.
IDAVILLE, INDIANA

Mention the American Florist when writing

Index to Advertisers.

Allen J K.....969
Alpha Floral Co.... 974
American Bulb Co... I
American Greenhouse Mfg Co.....IV
Amling E C Co..951 965
Anderson S A 974
Angermueller G H Co.....960 967
Aphine Mfg Co. III
Aphrodite ... .977
Astoria Florist 977
Avenue Floral Co...979
Baer Julius 979
Barnard W W Co...981
Barnes W J 976
Bassett & Washburn 950
Baumer Aug 976
Baur Window Glass Co.....IV
Bayersdorfer H & Co 948
Begerow's.....978
Berger Bros 966
Berning H G.....966
Blackistone Inc . 978
Bodger J & Sons Co.982
Bolgiano J & Son. ..982
Bos John Henryson .982
Boulvard Floral Co..974
Bramley & Son ..978
Brasian Seed Growers Co..... 980
Breitmeyer's J Sons 978
BrennerEdward 969
Broadway Florist....977
Brown A J Seed Co 983
Brown Bag Filling Machine Co 982
Bruns H N 975
Bryan Alonzo J .984
Buckbee H W.....978
Budlong Co J A.....962
Bunyard.....977
Burpee W A Co.....982
Byer Bros.....984
California Florists ..976
Callahan Duo-Glazed Sash Co.....III
Cazan A B .. 977
Central Floral Co....979
Central Refrigerator & Equipment Co 965
Chicago Feed & Fertilizer Co 992
Chicago Flower Growers Assn. .. 960
Clark E B Seed Co 982
Clarke's Sons D.970 977
Clay & Son.....992
Clipper Lawn Mower Co.....992
Coan J J.....949 969
Conard & Jones Co. 986
Cooke Geo H 978
Cousins Leonard Jr. 985
Cowee W J.....IV
Coy H C Seed Co...985
Craig Robt Co.....985
Culp W H & Co. 976
Danker Fred A 974
Dards has.....972 977
De Graff Bros 985
Dietsch A & Co.... III
Dokansky-McDonald Co. 948
Dominion Floral Co 975
Dorner F & Sons Co 984
Dreer H A.....990 991
Drevon-Tegelaar Co.982
Dunlop John H.....978
Dwelle-Kaiser Co.. 991
Eble Charles.....975
Edwards Fold'g Box 991
Elm City Nurs Co...986
Engelmann C.....974
Erne & Co..... 959
Evans A W B.....978
Excell Laboratories. 3rd Special Cover
Eyres H G.....974
Fallon Florist.....979
Fenrich Jos S.....968
Fleischman 978
Florist Publicity Service Bureau....963
Florist Specialty Co 991
Foerster Co Jos 952
Foley Greenhouse Mfg Co.....III
Ford M C 969
Ford William P 969
Fox J M & Son Inc 976
Frauenfelder C 975
Freeman Mrs J B....978
Frey C H.....974
Frey & Frey.....976
Friedman.... 975
Froment H E.....969
Futterman Bros.....968
Galvin Thos F.....977
Gasser J M Co 974
Giblin & Co.....990
Gnatt Ove Co The...946
Godineau R & M . 982
Goldstein I.....969
Gorham Printery Inc IV
Gould Company....959
Grakelow Chas H 979
Grand Rapids Flo Co 979
Grimm & Gorly.... 976
Gude Bros..... 979
Habermehl's Sons J J 974
Hardesty & Co.....978
Harris Wm K..... 986
Hart Geo B 969
Hart Henry..... 977
Haven Seed Co.....945
Heinl John G & Son 976
Henderson A & Co. I 986
Henderson Lewis... 976
Henry Co The John 964
Henshaw Floral Co 969
Hentz & Nash.....968
Herr Albert M. . 985
Hess & Swoboda....976
Hession.....977
Hews & Co A H. 991
Hill D Nursery Co..986
Hogewoning & Sons 983
Hollywood Gardens 976
Holm & Olson.... . 976
Holton & Hunkel Co.967
Hort Trade Journal.991
Hurff Edgar F.....982
Hurst & Son.....983
Ickes-Braun Mill Co. .....IV 990
Idlewild Greenhs... 979
Jahn Hugo..... 979
Joy Floral Co.....975
Kahler Pottery Co 991
Kansas City Cut Flower Co 947
Kasting W F Co .. I
Keller Pott'y Co Geo 991
Keller Sons J B..... 974
Kelway & Son.....981
Kennicott Bros Co 955
Kervan Co The.... 969
Kessler Wm 969
Kottmiller A.. 977
Kroeschell Bros Co 2nd Special Cover
Kruchten John..... 965
Kuhl Geo A 985
Lager & Hurrell ... 984
Landreth Seed Co ..982
Lang Flo & Nurs Co.976
Lange A.....971
Lecakes C & Co 968
Lindley Flower Box Co..... 964
Littlefield Florist....978
Longren A F.....964
Lord & Burnham Co.991
Louise Flower Shop 974
McCallum Co 967
McClunie Geo G... 974
McGill R C & Co....9 1
McHutchison & Co. 983
Mackie William... 969
Malandre Bros 972 977
Masur..... 97
Matthews the Flo'st 978
Matthewson J E.....975
Meconi Paul 969
Metaire Ridge Nurs 978
Meyer John C Florist Thread Works... 964
Michigan Cut Flower Exchange.. 965
Michell Henry F Co 983
Millang Jos A 968
Miller Floral Co.....979
Miller & Musser ... 965
Moninger J C Co 4th Special Cover
Montrose Nurseries 936
Murray Samuel 973 979
Neidinger Jos G Co. 967
Newell A 979
N Y Cut Flower Ex. 969
N Y Floral Co.....976
New York Seed Co..982
Niessen Leo Co.....966
Nylex Floral Co. 950
Oriental Goldfish & Supply Co.....964
Papadem J G Co....977
Park Floral Co.....979
Peacock E R Co.....981
Pearson E W 974
Pedrick G R & Son..982
Penn the Florist....978
Peters & Reed Potty 991
Philips Bros 975
Pierce F O Co. IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....980
Pikes Peak Flo Co 979
Pillsbury I L.....III
Pittsb'rgh Cut Flo Co 964
Podesta & Baldocchi.978
Poehlmann Bros Co II
Pollworth C C Co.. 967
Polykranas Geo J....968
Potter Floral Co....979
Proto-Feed & Guano Co..... 992
Pulverized Manure Co The.....990
Pyfer A T & Co.....954
Raedlein Basket Co 965
Randall A L Co.958 965
Randall's Flo Shop..978
Randolph & McClements..... 974
Rawlings Elmer.....985
Ready Reference....987
Reed & Keller .III
Regan Ptg House ..991
Reid Edw..... ... 966
Reinberg Geo.. 965
Reinberg Peter.....957
Rice Bros..... 967
Rice Jerome B Seed Co 981
Robinson J C Seed Co.982
Rock Wm L Flo Co..976
Rodgers J W.....978
Rohnert Waldo.. 985
Rosaia Bros 979
Rosery Floral Co....979
Routzahn Seed Co. 985
Rusch G & Co.....967
Russin S H..... 978
Saake O C..... 979
Salzer Seed Co J A..976
Sceery Edw..... ...979
Schiller the Florist 975
Schillo A Lum Co ...IV
Schlatter W & Son..992
Schling Max..... 977
Schmidt Chas L.....974
Segers Bros Ltd.....985
Shaffer Geo C.....978
Sharp Partridge & Co.992
Sheppard H W..... 978
Siebrecht Geo C.....969
Simon & Son I N....985
Situations & Wants 945
Skidelsky S S & Co.. I
Smith A W & Co....974
Smith & Co E D 985
Smith & Fetters Co.979
Smith Henry.....979
Storrs & Harrison. 984
Stumpp G E M.....977
Tait Bros Co 960
Thorburn J M & Co..982
Tonner O A & L A..956
Totty Chas H 982
Traendly & Schenck 969
Traveling Wholesale Florist 968
Trepel Joseph.....974
United ut Flo Co..969
Vanderschoot R A..982
Van Meeuven & Tegelaar 982
Vaughan A L Co....961
Vaughan's Seed Store .....I 949 952 983
Vick's Sons Jas.....982
Vincent R Jr & Sons Co..... I
Walker F Co..... 979
Waller L D Seed Co.981
Watts Regulator Co IV
Weber F H..... ... 979
Weiland & Risch...965
Weir Jas.....974
Western Seed & Irrigation Co 981
Wietor Bros.....952
Williams Mrs E A. 974
Winterson Co E F..964
Wittbold G Co 975
Wolfskill Bros & Morris Goldenson.974
Wonder Plant Irrigator Co..... 964
Woodruff S D & Sons 985
Yokohama Nurs Co 982
Young A L & Co .. 968
Young John & Co...969
Zech & Mann...953 965

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.

809 Exchange Avenue, U. S. Yards, Chicago

"Master Soil Builders"

Send for prices on **Master Brand Vine and Plant Manure**—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.

4121 South La Salle Street, CHICAGO

Before

No loss if you mend your split carnations with

Superior Carnation STAPLES

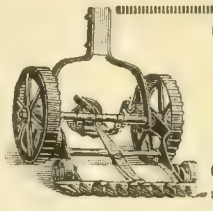
85c per 1000; 3,000 for $1.00 Postpaid

Wm. Schlatter & Son

422 Main Street

After

SPRINGFIELD, MASS.



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plantain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER COMPANY Dixon, Illinois

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES

Price: $6.00 Per Volume

Carriage prepaid to any part of the United States

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

GREENHOUSE GLASS

BEST BRANDS

SHARP, PARTRIDGE & CO.

2263 LUMBER ST., CHICAGO, ILL.

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas"

Vol. LIV. CHICAGO AND NEW YORK, MAY 29, 1920. No. 1669

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company.

Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901.
Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treas.
The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa. President; F. L. ATKINS, Rutherford, N. J., Vice President; E. A. WHITE, Cornell University Ithaca, N. Y., Secretary; HARRY O. MAY, Summit N. J., Treasurer.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at New York, September 27-29, 1920. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK, 205 Elwood Av., Newark, N. J., Sec'y,

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition, Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I. Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Reading, Pa., June 10-11 (Provisional), 1920. LEE R. BONNEWITZ, Van Wert, O., President: A. P. SAUNDERS, Clinton, N. Y., Secretary.

Window Boxes and Plant Baskets.

Their Popularity Constantly Increasing.

Among the most ornamental features of the dwelling, are boxes of choice foliage and flowering plants and vines. These receptacles, of a construction selected to be in keeping with the architecture of the buildings they decorate, are, when in luxurious growth, objects of great beauty, adding immeasureably to the appearance of the property. In material and manner of construction of such flower boxes, there is great variety. The simplest and most inexpensive are those made of wood, painted to preserve the material and fit in with the color scheme of the building; or they can be white or green, either color of which will contrast well with the contents of the box. Cork, cedar or oak bark, or slabs of the same, can also be used to give a rustic finish instead of the paint.

There are a number of patterns of iron receptacles, which bolted together, and kept painted, make an ornamental and lasting box that will find favor with many. They are quite heavy, and require stronger supports than are necessary for those made of wood.

Terra cotta has come to the front in the last few years in the construction of buildings, and many beautiful designs in window boxes are now to be had in this material. They are also made of cement, which is quite ornamental as well as very durable. Both the terra cotta and cement patterns are extremely heavy, and should be made in units of two feet in length, where the space is over 36 inches. These, when placed together, appear as one piece of the desired length. They will require a very stable foundation, so as to avoid all possible danger from falling.

Pine boxes of over four feet in length, should be made in units of two and a half to three feet, as full lengths in one piece are, when filled, very heavy, awkward to handle and difficult to place in position.

Galvanized iron brackets or supports, made to fit for each particular location, with a half-inch turnup at the point, to prevent the slipping of the box, are durable, lasting a long time. In some locations, to hold these in place, strong screws in the wooden sills, will be found adequate, but in others, it will be necessary to have a brace or foot, pressing against the wall beneath, to prevent sagging, and keep them to a level, which is very necessary. Wooden or iron boxes should never be placed directly on the sill, but should rest on cleats to insure an air space beneath.

If the ledge is of sufficient width to hold the wooden box, small knee-irons should be screwed into the back and also into the sill, which will keep it in position.

In the in-lying residence districts, where the street window ledges are the only places for such ornamentation, and where the residents close their houses early and go out of town for the summer, the most must be made of the spring months and early June. The first filling, the last of March, should be with pansies and Bellis daisies, followed later, about May 1, with geraniums, marguerites and other flowering plants and vines. An ornamental feature in all such boxes is an end trellis, which rising at either side of the window, and to which are attached upright growing vines, adds much to their effectiveness.

In the suburban districts, where porches and small lawns are a feature of the home surroundings, boxes for the edges of the verandas, on top of gate posts, and vases of plants for vantage points of the lawn, are popular and very decorative. Porch boxes are nearly always of wood, which when in place, rest on cleats that are screwed into the floor at the edge of the structure and project outside the railing. When watered, the overflow then drops on the ground. Such plant holders are generally larger than those of the window ledges, containing more soil and

allowing more room for root growth, so that the plants will last the entire season.

For the shady locations, ferns of all kinds, Pandanus Veitchii, various dracaenas and small palms make good centers, with fancy-leaved begonias, fuchsias and plumbagoes giving variety in foliage and flower. Variegated vincas, ivies, tradescantias, nasturtiums, sweet alyssum and lobelias make a good front border finish. Much the same will do in the bright sunshine, substituting geraniums and crotons for the dracaenas, palms and begonias and adding petunias and verbenas.

WINDOW BOXES FOR SUMMER.
Variegated Foliage Plants and Vines.

Well filled hanging baskets are an ornamental feature to the veranda that is well worth while. These suspended plant holders are offered in great variety, the commonest form being the galvanized wire of standard pattern. This is lined with sheet moss that holds the soil, which in a short time after planting, becomes a mass of roots.

The rustic, root-covered box, with bent branch handles, is popular. There are also those of stamped, galvanized sheet iron, in graceful lines with jack-chain handles. A line of terra cotta designs, some turned, others moulded, some patterned after logs of wood, and painted true to nature, are much used for inside as well as outdoor decoration.

Willow basket manufacturers or florist supply dealers also have a line made of willow, rattan and other materials that are very shapely and ornamental. These contain liners, which obviates drip, so they can be used on porches or in sun parlors, etc., where water drip would be objectionable.

When filled, baskets are heavy to handle in watering. An easy plan is in placing, to suspend them in pairs, each at the end of a strong window cord, running over pulleys in the ceiling. When one basket is pushed up, the other comes down, is watered in or over a bucket, and it can then be raised and suspended a few minutes to catch drip, then elevated so the other can receive the same attention.

There is no question as to the beauty and ornamental features of window and veranda boxes, hanging baskets, etc., but their use is far, very far, from being universal. Like everything that is not an absolute necessity, they require to be shown and featured, their use in the ornamentation of the home, club, hotel, store or other building explained and demonstrated. Many retailers could take up this asset to their business, and working in conjunction with growers, create a wonderful trade along this line.

The filling of these boxes for the winter season, which commences with the first sign of frost, is an important item. Nurserymen grow large lines of evergreen, such as American arbor vitaes, hemlocks, retinosporas, pines, junipers, etc., which, now that the importation of the boxwood is prohibited, will be more generally used than ever. The use of this winter material in all the large cities could, and would, become much more general if retail florists, in the decoration of their own stores, would show its possibilities. Handled in a business way, it would be found to be one of the most profitable items of their trade.

Memorial Day Sprays and Designs.

In all holiday work, and in fact, in the regular order of store routine, it is preparedness that is the greatest factor. Making use of spare time to keep up all kinds of standard stock, puts the establishment in trim for almost any kind of an emergency. The great majority of customers do their buying on the last day. They come to the store, and expect to find the stock in large assortment, ready for their selection. In the nature of things, business rarely falls off; as a rule, each holiday trade exceeds that of the year before. With this in mind, the florist takes no chance in preparing in his various lines, at least as much stock as was handled the year previous and is, in fact, warranted in laying in a little more.

Memorial day designs are, for the most part, for the decoration of the cemetery, nearly all of which can be prepared weeks or even months ahead. This greatly relieves the strain during the rush of the final days. Prepared magnolia and oak leaf wreaths in various sizes, some crescent and others full round, should be ready in such quantities as will be sure to meet the demand and still leave some on hand, as they are useful in their various forms of possible decoration the year round.

Many will prefer wreaths given a patriotic touch of color, with red, white and blue immortelles, cape flowers or grasses. Small palm leaves can be worked in with good effect. A little tricolor ribbon and a miniature flag will give a good finish. Such pieces are effective and bring good money. In some localities, wreaths and cycas sprays, with the waxed flower decorations and prepared adiantum for green, meet with a good demand. Enterprising florists have worked up quite a mail order business for this class of stock through newspaper advertising in country districts. Shipments are by parcel post. With the stock on hand, boxed ready for instant dispatch, only an addressed tag is necessary to finish the order.

The made-up prepared magnolia and oak leaf wreaths can be decorated with all kinds of cut flowers, preferably at this time, with outside blossoms, such as snowballs, weigelias, dentzias, spiræas and peony flowers. These should not be stuck in all over, but arranged

WINDOW BOXES FOR SUMMER.
Foliage Plants, Vines and Geraniums.

to give a cluster-like appearance, full at one side, or with a tapering spray on a crescent form, falling away toward the narrow part of the design. In all cases, at least half of the prepared foliage should show to give a good contrast to the flowers. On the already prepared surface, it takes but a few minutes to finish a very showy design. A number of tricolor bows, made up and wired to sticks, can be placed in a moment, and add a patriotic touch and finish that will not only give character but at little cost, considerably enhance the price.

Cycas leaves are splendid stock at this time as a background for all kinds of sprays. At comparatively little cost, they give a finish, and furnish support. Peonies show to good advantage on palms, as do Easter lilies. A small bunch of red, white and blue immortelles or fresh flowers of these colors, tied in with a tricolor ribbon bow at the finish, is sure to prove attractive.

Small vase baskets, filled with outdoor or any seasonable flowers, with a knot of tricolor ribbon or miniature flags on the handle, will be found attractive and salable.

The peony is the Memorial day flower, and quantities are sold loose to be laid separately on the grave. These should be on hand and kept in jars of water overnight, in a cool place, so as to get well filled up. They should be protected from drafts, as they wilt quickly, their heavy foliage evaporating the moisture almost faster than it is taken up.

Red, white and blue Japanese chenille wreaths, with a tricolor ribbon bow, are good sellers. They, also, can be made more effective if laid on palm leaves. Their lasting qualities will appeal to many. Miniature, tricolor chenille wreaths can also be used with good effect on a spray of snowballs or white peonies.

When the rush comes, it is well to be prepared with bunches of outside blossoms, in several values, ready to hand out. These, prepared the night before, save a lot of handling and much valuable time.

Next Week in the Flower Shop.

The coming period is the first of the June wedding season, the culmination of months of preparation in many households. With all nature bursting into bloom, it is the most beautiful month of the year, and these social events could not be held under more auspicious surroundings. As flowers play such a part in the decorative features of the wedding, the florist should make the most of the opportunities afforded. Window decorations in bridal effects, displaying particularly the latest and most novel effects in bouquets, baskets, hats, staffs, etc., for the bride and her maids and flower girls are sure to attract attention. A decorated kneeling stool makes a good center, with floor vases either side filled with long-stemmed white roses.

Roses are now plentiful and cheap, and can be used to advantage in all kinds of work. This is a situation, of which the entire trade of the store should be kept fully informed.

The 20 per cent discount wave, which originated with John Wanamaker, is just now sweeping the country, and the retail florists should, in their greatly reduced prices, get all the publicity possible out of the better values they are able to give at this time. This could be made the theme of a circular letter to the store's customers and prospects which would have the effect of keeping the firm in mind as up-to-date merchants who are alive to the spirit of the times.

Special week-end sales of either roses, carnations or snapdragons, will be found good drawing cards at this time. At least one-fourth of the people will say "yes" to any reasonable bargain opportunity, and if it is only the means of getting them into the store, it is a good business move.

Many of the craft conduct these sales whenever the conditions of the market enable them to get stock in quantity at a reduction. One must take a chance, as there should be enough flowers to make it worth while to advertise and otherwise promote sales. When these become a feature of the store's business they are a great factor in drawing new trade—and holding the old.

As the mainstay of the business is the demand for funeral flowers, there should always be well-made wreaths of prepared magnolia, oak leaves or galax to show to prospective customers. These can, in a few moments, be decorated with a quickly gathered spray or handful of flowers, and the addition of a bow of ribbon, all loosely laid on, which gives a much better idea of color and size than can be shown by photographs. Many, who are not accustomed to buying flowers and who are just shopping about to see where they could do the best, will be won over by seeing just what they are getting for their money.

This is commencement time, and it is well to feature for the next week or two, baskets and bouquets and boxes of flowers, labeled, "For the Graduate," or "Commencement Flowers." Such a display will bring to the mind a friend for whom a gift of this kind is required.

Do not forget the delinquents, Catch them before they get out of town. A dollar in the bank, is better than one that goes summering and may never return. You lose the trade, also, as they go elsewhere and pay cash, while their little bill, still owing, is a barrier to your store.

There are still opportunities for sales of window and porch boxes, which trade, however, needs to be pushed to get the best results. Many would order if the decorative advantages in their particular case was pointed out to them.

Always have some feature to call attention or remind the public of the advantages of your membership in the Florists' Telegraph Delivery Association. Every order secured for out-of-town delivery, is a cash proposition showing 20 per cent velvet. You cannot do better than push this instantaneous and long distance delivery of flowers all the time. It is splendid publicity.

HANGING BASKET.
Up-to-Date Wicker Kind With Liner and Braided Handle.

In another week or two, spend some time in looking over the business of the year, and plan out the summer's work. This resting period can be made to carry itself nicely and turn in a revenue if the store force are kept busy with preparatory work in wreaths and other stock for the coming winter season.

German and Austrian Florists Relief Fund

We have received the following from Albert Pochelon, of the L. Bemb Floral Co., Detroit, Mich., under date of May 20:

Dear Brother and Sister Florists:

Through personal correspondence with brother florists in Europe, I have come to the conclusion that some of our brother florists in this country, with whom I have had business dealings, feel perhaps the same as I do.

We all have contributed to the Red Cross, the Patriotic fund, the Y. M. C. A., and Belgian and French baby relief fund, etc. The fact and matter before my mind for some time has been, can we, or would be, willing to help our German and Austrian florist brothers, who seem to have a lot of hardship piled on them. If we ever intend to enlist them some day, and get them to join and work with us in spreading the gospel of F. T. D. A. and "Say it with Flowers" to the world, no grander and better spirit and confidence could be created than by showing that we are willing to help lessen the burden for them. Of course, you realize that this is an absolutely voluntary affair, and you must let your feelings judge for yourself.

We are fast getting along on the road of better understandings with our brother florists of England and France, and our foreign membership in the F. T. D. A. is growing slowly, but surely. Are you willing to help and send a small contribution to our German and Austrian brother florists?

I have corresponded and heard from Max Huebner, the president of the German Retail Florists. They have also established a florist telegraph delivery system, and he, as president, would surely make a just and honest distribution of anything in the line of funds that would be sent to my address and forwarded to them. One half of your contribution will go to Austrian, and one-half to German brother florists.

Please let your florists' hearts, replace with true co-operation and wholehearted interest in your profession the past few years, where was planted a good deal of the seed that produced hatred.

Enclosed please find slip, sign same and send with your check, no matter how small, and oblige.

ALBERT POCHELON.

Yours for more F. T. D. A. co-operation.

Telegraph Orders' Creative Value.

Have you felt the importance of delivering a telegraph order to the patron in your city? If you arrange it with a bit of personal attention, you have the possibility, at least, of creating a new customer permanently.

Do you appreciate also that a department store figures every customer that enters it doors, costs them in the neighborhood of $3.12 just to get them in. Now, here is another channel of new business that not only gives you entre, but also gives you a possible customer.

Give your telegraph orders, as well as your regular orders, every attention possible. It pays. PENN, THE FLORIST.

National Botanic Garden.

Plans for the removal of the botanic garden from its present site at the foot of Capitol Hill, Washington, D. C., to a site where there will be ample room for its future expansion were discussed before the joint congressional committee on the library at a hearing held May 21. A number of horticulturists, nurserymen, landscape gardeners and citizens of Washington were present at the hearing.

The acquisition of the 400 acres at Fifteenth and H streets, northeast, known as the Mount Hamilton tract, was urged upon the committee. This was the only site discussed, although in the past, recommendations have been made for removal of the garden to Rock Creek park. It was declared that this was the most favorable place in the city for the garden, even though it lays in the oposite direction from most of the artistic development of Washington. It was stated that by locating the garden at this point, the city would be given a beautiful approach on the east, which is now very unsightly.

Efforts to stir up sentiment toward making the botanic garden an adjunct to the department of agriculture met with no encouragement from Senator Brandegee of Connecticut, chairman of the committee, who declared that he believed it should be kept separate from the department. It was pointed out by supporters of this plan that the garden, if transferred to the department, could be used by the bureau of plant industry for experimental work in the development of various plants and foods, but the senator replied that if the bureau desired to engage in this work, there was plenty of farm land in the vicinity available for the purpose.

B. F. L.

American Peony Society.

CONVENTION INFORMATION.

With regard to the coming peony exhibition to be held at the Berkshire hotel, Reading, Pa., June 10-11, the following information from B. H. Farr will be of interest to intending exhibitors and to visitors generally:

"As hotels are, and will continue to be, very much crowded, it is of vital importance that visitors who contemplate staying over night, should make reservations at the Berkshire hotel in advance. I have already received some notices of reservations to be made, and shall be very glad to attend to this personally for anyone who wishes, or they can address directly Peter Kline, proprietor of the Berkshire hotel. The rates for rooms are from $2.50 up.

"In the second place, flowers for exhibition, sent from a distance, can be addressed to B. H. Farr, American Peony Society, Berkshire hotel, Reading, Pa. Exhibitors whose blooms open in advance of the date of the show, can send them here five to 10 days before the show, and we will place them in cold storage, which can be done at the nominal charge of 25 cents a package of any size or length of time. That is the way I have had to handle most of the flowers I have sent to previous exhibitions. Our storage plant here is dry storage, and an exceptionally good one, and flowers can be kept in perfect condition for some time.

"The clerical work of the show is being taken care of by the Pennsylvania Horticultural Society, which is furnishing all the entry cards, will have charge of the entry books, and make out the exhibitors' cards during the show. David Rust, secretary of the society, will be here with an assistant during the show for that purpose.

FORT WORTH, TEX.—The Fort Worth Florists' Club has been re-organized with the election of the following officers: V. J. Davis, president; Henry Clabole, vice-president; Elmer Eastwoll, secretary-treasurer.

GERANIUM PAN FOR MEMORIAL DAY.
Geraniums, Flags and Tricolor Ribbon.

Washington, D. C., Rose Test Garden.

The annual field meeting of the American Rose Society will be held in the national rose test garden at Arlington experiment farm, Washington, D. C., June 2. Visitors will register at the store of Gude Bros. Co., 1214 F street, N. W., before 10 a. m., from which point they will be taken to the garden.

On Sundays, June 6 and 20, the garden will be open to the public from 2 p. m. until 6 p. m. The hybrid tea and other cut flower roses will probably be at their best on the first named date, and the climbing roses on June 20.

Arlington experiment farm lies between Arlington cemetery and the river. It may be reached by automobile from the Georgetown and Alexandria turnpike at a point opposite the Sheridan gate of the cemetery, or from the military road from Long Bridge to Alexandria, just after passing under the railroad. Sunday service on the nearest street car line has been discontinued to the farm, and it must now be reached by walking from the south end of the Highway bridge or "Long bridge"; from Clark station on the Falls Church trolley from 12th and Pennsylvania avenue, or by crossing Arlington cemetery from Fort Myer.

National Publicity for Flowers.

Every day now gives further proof of the efficacy of our campaign. The beneficial results are indescribable almost, in so many directions does our slogan work. There is one way in which florists themselves can give the slogan tremendous publicity, at the same time calling attenion to their own establishments — the installation on their own grounds of the official billboard sign provided by our publicity committee. These signs are furnished at $50 each, direct from the factory in Indiana, and if they were to be purchased singly, they would cost today considerably over $100 each—the material alone would eat up the $50 asked for them. If ever the time should come when a purchaser felt he had no use for the slogan, he would still have the sign, adaptable to any other purpose—and it's a good sign, too. Just think of it, a sign 20 feet long, 7½ feet wide, constructed of galvanized iron on a wood frame, and weighing about 300 pounds. The slogan is painted in the official colors, three coats of paint being used to insure permanency. It is very easily set up, and once installed, shouts for business day in and day out, moonlight nights included. We can take care of quite a number of orders for immediate shipment; in fact, our shipments can be affected only by railroad troubles, such as have hampered deliveries for some weeks, but which are gradually disappearing. At one time, we had 30 or more signs awaiting the lifting of an embargo, but we believe all are moving to their destinations as fast as their routings become clear. Any florist who wants to do a good turn to himself, and, incidentally add to publicity for the slogan, should get a billboard sign. In appearance it is handsome, and, unlike most such signs, conveys a message rather than an exploitation. Now is the time to install one, when everybody who can get upon four wheels is enjoying the great outdoors.

The time is also opportune for increased support of our campaign fund.

MEMORIAL DAY SPRAY.
Red and White Peonies and Iris on Cycas Leaves with Tricolor Ribbon.

With advertising contracts already entered into covering the summer months, a season when florists must continue in business just as at other times, our committee is busy planning for the months to come after September, and without the necessary funds, they can accomplish very little. If we are to get space in the more prominent magazines next fall, contracts must be made months ahead, therefore we must depend upon contributions to the fund which the committee rightly expects should be coming in now. Why put off longer sending in your subscription? Your help just now could not be better timed. We want it, we hope for it.

The following subscriptions have been received and are in addition to those previously reported, annually for four years unless otherwise stated:

Knull Floral Co., Tampa, Fla.	$ 5.00
Nordwell Flo., Fort Dodge, Ia. (add'l)	5.00
Anthony Ruzicka, Madison, N. J.	10.00
Chemung Street Ghs., Waverly, N. Y.	5.00
L. S. Peterman, Altoona, Pa.	20.00
Skinner Irrigation Co., Troy, O.	50.00
Bertermann Bros. Co., Indianapolis	75.00
Kaber Co., LaPorte, Ind. (add'l. 1 yr.)	10.00
Louis Bacos, Brooklyn, N. Y.	5.00
W. W. Thomson Co., (add'l, 1 yr.)	50.00
Junction City Floral Co., Kansas	5.00
Robt. L. Dunn, St. Catherine, Ont.	10.00
May A. Crawbuck, Newark, N. J.	5.00
J. W. C. Sealy, Lynbrook, N. Y.	5.00
Polsley Floral Co., Wahoo, Neb.	5.00
E. W. Gaehring, Phila., (1 yr.)	20.00
I. Kift, West Chester, Pa.	5.00
Otto L. Schmaltz, St. Joseph, Mo.	10.00
M. Graf, White Plains, N. Y.	5.00
Wm. J. Miller, Sault Ste. Marie, Ont.	5.00
George Truscott, Mackinac, Mich.	3.00
E. A. Lowatsch, Chicago	10.00
S. Peterson & Son, Rockford, Ill.	5.00
Thomas Skinner, Mamaroneck, N. Y.	10.00
Mrs. R. C. Henderson, Pana, Ill.	5.00
Geo. F. Forber, Davenport, Ia.	12.50
L. G. Barbur, Dunkirk, Ind.	5.00
Owen McDonnell, Washington, Pa.	5.00
Memphis Floral Co., Memphis, Tenn.	20.00
Peytan M. DeWitt, Burks Co., Pa.	10.00
Max Scheinuk, New Orleans, La.	10.00
F. J. Olsan & Sons, Ames, Iowa	10.00
L. Turner Sons, Kenosha, Wis. (add'l)	25.00
Chas. Iffinger, Ozone Park, N. Y.	5.00
Gray Floral Co., Chickasha, Okla.	5.00
M. Sweeney, Providence, R. I.	5.00
Geo. W. Norwood, South Boston, Va.	10.00
Kennedy & Ledoux, St. Albans, Vt.	5.00
Hornaday Greenhouse, Lawton, Okla.	5.00
W. H. Mann, Oklahoma City, Okla.	10.00
M. W. Farr, Reading, Mass.	10.00
G. Swenson, Elmhurst, Ill.	10.00
	$ 505.50
Previously reported	42,934.00
Total	$43,439.50

JOHN YOUNG, Sec'y.

Boston, Mass.

DEMAND SLUMPS AND PRICES FALL.

A dull period struck the market during the past week, and prices have taken a tumble. Dark weather, however, during the past few days, has helped to hold stock back, and it is hoped the Memorial day demand will bring conditions to a better stand, and give the grower a fair return for his work. The advance demand for Memorial day was never better, and this year will doubtless prove greater than for some time. All branches of the trade report more and larger orders.

NOTES.

Wm. Nicholson, of Framingham, is cutting fine candytuft, feverfews, gladioli, sweet peas and carnations. His orders this year for May are far in advance of 1919.

Neil Doyle, of Malden, is cutting good Ophelia, Killarney Queen and Stanley roses.

S. K. G.

Nashville, Tenn.

GOOD BUSINESS AND PRICES STEADY.

Business during the past week has been very satisfactory, with supply equal to requirements. The activity in bedding plant sales has been very good. The cut flower offerings now seen in the market cover about the same variety which has met purchasers for some time and prices remain practically unchanged. There is an excellent supply of roses and carnations and some lilies of very good quality. Peonies have had quite a run and have been used for every occasion, especially in the decorative line. There are many weddings and a number of social events. The approach of Memorial day finds the outdoor crop and early spring flowers nearly depleted. There is still a good supply of peonies but another week may see their end. The later varieties of iris are now in and syringas are in full flower, also coreopsis, snapdragons, hydrangeas and a plentiful crop of geraniums, all of which will be used in Memorial day decorations. June 3 is the second Memorial day, the occasion for honoring the Confederate dead, but this brings little activity as the trade contributes its quota of flowers, money and other material required for the observance of the day. The first touch of real summer has arrived and it is hoped the cold weather is now a thing of the past. Outdoor sweet peas have begun to make their appearance.

M. C. D.

San Francisco.

GENEROUS SUPPLY AND ACTIVE DEMAND.

Reports from all quarters seem to indicate that trade is in good shape. While there is a generous supply of nearly all items, there seems to be little, if any, surplus. Shipping trade has been unusually good, and this has had a very beneficial effect on the market, tending to keep it clear of surplus stock. We are receiving a fine supply of roses in every variety. The quality is excellent. Peonies are becoming more plentiful. Orchids are very scarce and bring $18.00 per dozen. Lily of the valley is also on the short list. Carnations are plentiful and cheap. Sweet peas are now at their best, and it would be a difficult matter to surpass some of the Spencers that are now coming in. All colors are represented. The first Gladiolus America of the season appeared this week. A good red variety is also arriving. This stock brings fine prices. Gladioli Peach Blossom and Bride are also on the market. From present indications, there will be a large supply of the above varieties for Memorial day. Delphiniums are being largely featured by all the stores, and are proving very popular. In pot plants, we have rambler roses, hydrangeas and calceolarias, the latter being excellent and selling quickly.

NOTES.

Permission from the superior court of Humboldt county has been granted the receiver of the property of Chas. W. Ward, to sell the dairy farm at Carlotta. It is believed that enough can be realized from the sale of this choice property to clear up the claims against the bulb nursery at Eden. If this can be done, the bulb industry started at Eureka by Mr. Ward may be restored to a healthy basis.

The Art Floral Company is receiving shipments of strelitzias from the south. These curious flowers, commonly known as the "Bird of Paradise" flower, prove ready sellers at $24.00 per dozen. It is a decided novelty in the cut flower line, and owing to its keeping qualities, may become very popular.

The Chinese growers along the peninsula are now supplying this market with an extra fine quality of Spencer sweet peas. This is the first year that they have produced the type in quantity, they having been very slow in discarding the old grandifloras.

Fred Grohe, the pioneer florist of Santa Rosa, is supplying this market with the greater part of its peony stock. This has been one of Mr. Grohe's specialities, and he produces a large quantity for the wholesale market.

Frank Pelicano is devoting much of his spare time of late to his dahlia farm. He has a lot of new seedlings this year, of which a great deal is expected. He will be a large exhibitor at the dahlia show next September.

V. Matroni has left the employ of the Art Floral Company to become superintendent of the greenhouses and nursery of G. Podesta. He will continue to act in this capacity until Mr. Podesta recovers his health.

The E. W. McLellan Co. is sending in a heavy cut of well grown Spanish iris at present, for which they find a ready market. They are also in with heavy cuts of roses in all varieties.

J. A. Axell is receiving fine shipments of gladioli from his Santa Cruz growers. He says shipping trade is strong, and is keeping up much longer than was expected.

Nat Rolleri, who specializes in outdoor bulbous stock, has secured the entire cut of many large growers of gladioli for Memorial day business.

A meeting of the Powell street florists will be held this week to determine the advisability of Sunday closing.

G. Nispoli is sending in an excellent cut of Adiantum Williamsii.

JAMES T. LYNCH.

Horticultural Society of New York.

The Horticultural Society of New York staged an exhibition, largely of lilac and other flowering shrubs and trees, in the Museum building, Bronx park, May 22-23. There was no regular schedule, but the society and the authorities of the botanical garden had provided a fund to award premiums to meritorious exhibits.

A noteworthy display was from the Cedar Hill Nursery, Glen Head, N. Y., consisting of many named sorts of lilac, some of them new. Pasteur, Viderot, Pres. Viger and Velette, dark varieties, were attractive. Vestale and Madam Perrier were fine specimens of white. Descartes, of the lighter lilac shade, was also attractive.

Mrs. E. Iselin, New Rochelle, N. Y., (Duncan McIntyre, Gr.), had an interesting and attractive exhibit of lilac and other flowering shrubs and trees, noteworthy being diervilla and weigela.

The botanical garden staged a good variety of shrubs and herbaceous stock. Of the latter, tulips and irises were prominent.

Mrs. E. Dixon, Elkins Park, Philadelphia, Pa., (James Goodier, Gr.), sent a fine plant of laelia-cattleya, named Elmer Dixon, which was awarded a prize.

A. F. F.

Nassau County Horticultural Society.

The monthly meeting of the above society was held at Glen Cove, N. Y., May 12, with President Thomas Twigg in the chair. Five new members were admitted and two applications filed. The judges for the monthly exhibits, Jesse Thompson, Thomas Scott and Charles Parr, made the following awards: Twelve Darwin tulips, pink, Wm. Churchill, first; 12 Darwin tulips, mauve, and 12 mixed, Edward Harris, first. A cultural certificate was awarded to Joseph Wusock for a fine plant of calceolaria. An interesting feature of the meeting was an open discussion on the damage done to trees and shrubs during the past winter. Mr. Reed, a visitor from New York, also gave an interesting talk.

Exhibits for the next meeting, June 9, will be 12 H. T. roses, three heads of lettuce and 12 mushrooms and Mr. Popp's special for the best decorated basket of flowers arranged by assistant gardeners.

The tulip show of the society will be held in Pembroke hall, Glen Cove, on the evening of May 26.

ARTHUR COOK, Cor. Sec'y.

FEVERFEW READY FOR MEMORIAL DAY.
At John Rindfleisch's, Beloit Wis.

Seattle.

GENERAL CLEANUP IN ALL LINES.

Practically all kinds of cut flowers are being cleaned up as fast as they are brought in. The increase in the number of social functions has augmented the sales in table pieces and fancy baskets. Although the weather has been fine, and has had a good effect on the development of outside stock, the demand for greenhouse offerings has been so great that there has never been enough. The supply of roses is better than last week, but they are still hard to get, and all that are brought in find a ready market. The quality is steadily improving with the advancing season, and Mrs. Chas. Russell is already well up to standard. Columbia and Ophelia, though of good color and shape, are still a trifle woody. Bedding stock is having a great run. The greenhouses are unable to supply the demand, although the price is the highest it has been in the history of the florist trade in this locality. Geraniums are bringing from $3 to $4 per dozen, and pansies, calceolarias and others are in proportion. Tulips are very satisfactory in all colors, the Darwins being the leaders in demand. Local peonies are on the market, and vie with the California stock in popularity. It is felt that the local supply will hardly be sufficient to take care of the trade until after Memorial day. The local cut of sweet peas has reached a place where it can compete successfully with the deliveries from Yakima. Though somewhat short of stem, the color makes them a very satisfactory article. A few callas are being offered but their popularity in this section is practically over. Pot hydrangeas are beginning to lose out, but calceolarias, marigolds and tulips have more than filled their place. Carnations are showing up well with rich color and gratifying length of stem. Narcissi are available in great abundance and are being offered very extensively by dealers to eke out their depleted stocks of other cut flowers. Some very attractive outside grown lily of the valley is being shown, while lilacs are rapidly approaching the point of diminishing returns, due to the fact that there are so many home grown products coming on.

NOTES.

The Hollywood Gardens are showing a fine lot of gladioli in an apricot shade. They are bright in color, and have long strong stems, some of them reaching a length of six and a half feet. They are attractively arranged in large silver baskets with trumpet shaped tops. The combination with yellow irises and snapdragons is very effective. The gladioli are from the firm's greenhouses.

The Woodlawn Florist Shop is having an unusual sale of baskets of spring flowers. A number of fresh combinations are shown in their windows, featuring their appropriateness as greetings at this season. Miss Josephine Peterson, of this firm, is now taking her vacation.

In spite of the high prices current on bedding stock, the Fremont Floral Co. reports that it is impossible to keep up with the demand for geraniums, pansies and calceolarias.

Kenney's Home of Flowers is showing Mrs. Chas. Russell and Ophelia roses, which would do credit to a much further advanced season, and they are rapidly cleaned out.

The University Flower Shop has been enjoying a brisk trade in bedding stock and seeds. The university district is full of residents who have ample space for flower beds.

Fred Rowe, of McCoy's, reports a gratifying sale of outside stock, including lily of the valley, violets and lilacs.

Felix Rosaia has been handling a large quantity of Laddie carnations from Spokane.

The Orpheum Flower Shop is showing a very attractive collection of corsages composed of dark red tulips with maidenhair fern.

C. H. S.

Lancaster County Florists' Association

Twenty gentlemen and three ladys members of the association met May 20 at the Chamber of Commerce rooms for the ninety-fourth regular meeting of the organization. Elmer Weaver, B. F. Barr, Lemon Landis and Mrs. A. M. Herr were appointed a committee to arrange for the entertainment of the Chester County Florists' Association sometime during the summer. The secretary, Albert M. Herr, made a short address, advocating the amalgamation of this body with the National Flower Growers' Association. This will be taken up for action at the June meeting if sufficient data reaches us to properly consider the matter. Mrs. A. M. Herr thanked the members for the flowers donated for the sale held by the Hospital drive which netted about $450.

M. J. Brinton, of Christiana, read a paper, urging the florists to take an inventory about July 1, both of their business and themselves: of their business, to see where they could improve the quality of their output and eliminate their losses in order that their present area of glass could be made to produce up to its full capacity; of themselves, to see where they fell down as citizens, and to get out of the alarmist class, helping by our own composure, and the support of organized society (even if not in full sympathy with it) to put a stop to the present unrest and continual fault finding that is so much in evidence today. D. J. Keohane made a few remarks on the business situation, all of them optimistic.

Edward Reid, Philadelphia, Pa., gave an instructive talk to the growers on production, packing and grading of cut flowers, based on some of his experiences with the express companies, and the need of a growers' association, all of them practical and well worth hearing by everyone who grows cut flowers. H. K. Rohrer and Elmer Weaver exhibited some fine sweet peas, and A. F. Strickler had some extra fine lily of the valley from outdoors.

ALBERT M. HERR.

The Late Patrick O'Mara.

OBITUARY.

Patrick O'Mara.

John Young telegraphs from New York, as we go to press, advising of the death of Patrick O'Mara, former president of the Society of American Florists and the New York Florists' Club, at his home in Jersey City, N. J., May 25, having been in ill health many months.

Mr. O'Mara was identified with the firm of Peter Henderson & Co., New York, nearly all his life, attaining the position of business manager and treasurer. He was born in Ireland in 1858, coming to this country with his parents in 1867.

E. W. Reid.

As we go to press, news comes to hand of the death of E. W. Reid, vice-president of the Holm & Olson Co., St. Paul, Minn., May 26, after one week's illness.

BUFFALO, N. Y.—Galley Bros., it is reported, are to give up their store at 161 Genesee street.

DECATUR, ILL.—J. M. Bommersbach, Sr., left for France, May 26, on the first visit to his native land in 50 years.

BALTIMORE, MD.—The Park Florist Co. is looking for new quarters, the building at present occupied by the firm having been sold.

BALTIMORE, MD.—Wm. Patterson will erect two houses during the summer on land recently purchased adjoining his property on Brady street.

SEATTLE, WASH.—The exhibition to be held by the Seattle Rose Society, the provisional dates being June 18-19, is expected to bring out 75,000 blooms.

PASSAIC, N. J.—Ben Gruber is now sole proprietor of the Hundertmark Flower Shop, 589 Main avenue, having bought the interest of J. Braunstein.

BOSTON, MASS.—The flower shop of J. M. Petros at 240 Huntington avenue has been purchased by M. M. Saunders and Samuel Einstein, both well known in the trade here.

BROOKLYN, N. Y.—H. Kenney Sons, 1801 Dean street, have incorporated, with a capital stock of $11,000, to deal in florist supplies. The officers are S., W. and H. Kenney.

KANSAS CITY, MO.—Silver cups, instead of ribbons, as in former years, will be given prize winners at the annual flower show to be held at the Hotel Muehlebach, June 12.

EXETER, N. H.—The New England Rose Conservatories have incorporated with a capital stock of $50,000, the directors being William A. and George F. McAlpine and Ella V. Walsh.

BEAVER DAM, WIS.—The Beaver Dam Floral Co. has dissolved but the business will be continued under the same name by Jacob Kolb, C. Britt retiring from the partnership.

ASHTABULA, O.—The Ashtabula Floral Co. has been chartered with an authorized capital of $25,000 by E. E. Tong, T. W. Squires, F. E. Andrews, E. L. King and H. M. Brown, to conduct a retail florist business.

ST. LOUIS, MO.—The Missouri State Florists' Association, at its meeting in this city, May 14, elected officers as follows: S. A. Archias, Sedalia, president; W. A. Rowe, Kirkwood, vice-president; J. J. Beneke, St. Louis, secretary; P. A. Manson, St. Louis, treasurer.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 48 PAGES WITH COVER

CONTENTS.

Window boxes and plant baskets (illus.) 993
—Their popularity constantly increasing 993
Memorial day sprays and designs (illus.) 994
Next week in the flower shop 995
—German and Austrian florists' relief.. 996
—Telegraph orders' creative value 996
National botanic garden 996
American Peony Society 996
Washington, D. C., rose test garden... 997
National publicity for flowers 997
Boston 998
San Francisco 998
Nashville 998
Horticultural Society of New York 998
Nassau County Horticultural Society... 998
Seattle 999
Lancaster County Florists' Ass'n 999
Obituary 999
—Patrick O'Mara (portrait) 999
—E. W. Reid 999
American Rose Society 1000
National Flower Growers' Ass'n 1000
Coming exhibitions 1000
Club meetings next week 1004
Chicago 1008
Pittsburgh 1008
Salt Lake City 1009
Columbus 1009
Cincinnati 1010
Toledo 1010
Northport, N. Y. 1012
Philadelphia 1014
New York 1022
The seed trade 1022
—American Seed Trade Ass'n 1022
—Vegetable seed crops 1026
Market gardeners 1026
—Prices of indoor fruits and vegetables 1028
The nursery trade 1028
—American Ass'n. of Nurserymen 1033
Union Hill, N. J. 1034
Rochester 1034

CLARKIAS in their double forms are very useful for many kinds of floral work. Grow them in flats, using rather a poor soil.

A REPORT is current in banking circles that the federal reserve board will request banks, trust companies, etc., not to call old loans secured by Liberty bonds.

THE annual meeting and the first exhibition of the eastern section of the American Iris Society will be held in University hall, Wanamaker's store, Philadelphia, Pa., June 1-2.

ANTHRACITE coal is in very short supply in New England, with dealers close to bare bins, and the whole trade living from hand to mouth. Deliveries by water are New England's salvation.

THE government is sending out some important school garden literature. Those interested should write for it, addressing the Board of Education, Department of the Interior, Washington, D. C.

AT the annual meeting of the Cunard Steamship Company, Sir Alfred A. Booth, chairman, said the company was quite prepared for a slump in freight rates, which he hoped would result in a definite break in the "vicious circle of rising wages and rising prices."

A PRICE-CUTTING wave of considerable proportions is developing throughout the country, and in some cities, is resulting in very sensible reductions of cost of living. Freight congestion and tight money are cited in some places as reasons for the movement, while in some other instances, it is stated that public buying has slackened.

American Rose Society.

The rose garden days planned this year by the American Rose Society promise to bring rosarians of the different sections of the United States together for "feasts of beauty." The Washington, D. C., rose test garden day will be the first of the season. June 2, the society will hold an all day session in Washington, visiting the rose test garden, and Mrs. Bell's garden at Twin Oaks. The site of a national rose show garden, on the banks of the Potomac, will be dedicated in the afternoon. The business session of the society will follow a luncheon, probably at the Ebbit house about 1:30 p. m. It is hoped that there may be a large attendance of members at this meeting. The executive committee will hold a business session at the Ebbit house on the evening of June 1 at 7:30 p. m.

Other rose garden days are scheduled as follows: Elizabeth park, Hartford, Conn., June 24; Cornell University, Ithaca, N. Y., June 24; Portland, Ore., June 25; Minneapolis, Minn., July 3. The local committees of the rose test gardens are arranging the programmes for each of these days, and the members of the American Rose Society in the vicinity of each should attend.

The Members' Handbook of the society for 1920 is just being mailed from the secretary's office. Besides the alphabetical list of members, it contains a geographical list, so that members may know of "kindred minds" in their vicinity. The activities of the society during 1919 are also recorded in the Handbook, as are the rules and regulations governing exhibitions of roses, and the purposes for which the society's medals are awarded.

A committee which promises to be of much service to the members of the society has recently been appointed by President Pyle. This is a committee of consulting and advising rosarians, and is composed of the following: Dr. W. Van Fleet, Washington, D. C.; Robert Pyle, West Grove, Pa.; A. W. Greeley, Williamsport, Pa.; John Dunbar, Rochester, N. Y.; W. C. Egan, Highland Park, Ill.; Theodore Wirth, Minneapolis, Minn.; S. S. Pennock, Philadelphia, Pa.; J. Horace McFarland, Harrisburg, Pa.; Professor E. A. White, Ithaca, N. Y.; Jesse A. Currey, Portland, Ore.; George H. Peterson, Fairlawn, N. J.; Fred M. Howard, Los Angeles, Calif.; John Cook, Baltimore, Md.; Alexander Cumming, Cromwell, Conn. Diseases—Dr. L. M. Massey, Ithaca, N. Y. Insects—C. R. Crosby, Ithaca, N. Y.; C. A. Weigel, Washington, D. C.; Professor G. J. Sanders, Harrisburg, Pa. These rosarians have agreed as a service of rose love to reply to courteous inquiries when such inquiries are accompanied by a self addressed and stamped return envelope, and when the inquirer definitely states that he or she is a paid-up member of the American Rose Society.

E. A. WHITE, Sec'y.

National Flower Growers' Association.

BY-LAWS CORRECTION.

With reference to the proposed constitution and by-laws of the National Flower Growers' Association, which appeared in our issue of May 22, page 939. Secretary J. F. Ammann of the association sends the following:

"My attention has just been called to a gross error in the printing of Article 5, Section 1, of the proposed by-laws for the growers' association. The local printer got the words all in, but has the paragraph so twisted, that it reads very unintelligently. Article 5 should read as follows:

"The presiding officer at any meeting of this association, or this board of directors, shall only vote in case of a tie; except that if his own office is not involved, he may vote on the question of the removal of an officer by the board of directors."

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, date and place of meeting.]

Albany, N. Y., June 3, 8 p. m.—Albany Florists' Club at 611 Broadway. Louis H. Schaeffer, secretary, 102 Hudson avenue, Albany.

Boston, Mass., June 1, 8 p. m.—Florists' Association of Boston at Parker House. Elijah Gorney, secretary, Park and Tremont streets, Boston.

Dayton, O., June 1, 8 p. m.—Dayton Florists' Club at Y. M. C. A. building. Geo. J. Frisch, secretary, 3205 Fifth street, Dayton.

Holyoke, Mass., June 1, 7:30 p. m.—Holyoke and Northampton Florists' and Gardeners' Club at members' place of business. James Whiting, secretary, French Hall, Amherst.

Lake Forest, Ill., June 4, 8 p. m.—North Shore Horticultural Society at city hall. J. R. Clarke, secretary, Lake Forest.

Milwaukee, Wis., June 3, 8:30 p. m.—Milwaukee Florists' Club at Kurtz Bros., 11th and Prairie streets. Eugene Oestreicher, secretary, 5630 North avenue, Milwaukee.

Minneapolis, Minn., June 1, 8 p. m.—Minneapolis Florists' Club, usually at 218 North Fifth street. W. J. Vasatka, secretary, 3310 Chicago avenue, Minneapolis.

Philadelphia, Pa., June 1, 8 p. m.—Florists' Club of Philadelphia at Adelphia hotel. Robert Kift, secretary, 4044 Haverford avenue, Philadelphia.

Pittsburgh, Pa., June 1, 8 p. m.—Pittsburgh Florists' and Gardeners' Club at Allegheny Carnegie music hall. E. J. McCallum, secretary, 137 Seventh street, Pittsburgh.

Reading, Pa., June 3, 8 p. m.—Reading Florists' Club at home of member. F. H. Lauck, secretary, 123 South Fifth street, Reading.

San Francisco, Calif., June 5, 8 p. m.—Pacific Coast Horticultural Society at 120 Golden Gate avenue. John R. Walsh, secretary, 417 Montgomery street, San Francisco.

Tacoma, Wash., June 4, 8 p. m.—Tacoma Florists' Association at 1116 Broadway. J. L. Simpson, secretary, 519 East 50th street, Tacoma.

Washington, D. C., June 1, 8 p. m.—Florists' Club of Washington at Schmid's hall, 712 Twelfth street, N. E. G. V. Schultz, secretary, care of Leo Niessen Co., Washington.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

June 10-11 (Provisional), Reading, Pa.—Annual exhibitions of the American Peony Society. A. P. Saunders, secretary, Clinton, N. Y.

July 10-11, Boston, Mass.—Annual exhibition of the American Sweet Pea Society. Wm. Gray, secretary, Newport, R. I.

August, Cleveland, O.—Annual exhibition of the American Gladiolus Society. Prof. A. C. Beal, secretary, Ithaca, N. Y.

September 27-29, New York.—Annual exhibition of the American Dahlia Society. Edward C. Vick, secretary, 205 Elwood avenue, Newark, N. J.

November 3-5, New York.—Annual exhibition of the American Institute of the City of New York of chrysanthemums, roses, carnations, fruits, etc. Wm. A. Eagleson, secretary board of managers, 322 West 23rd street, New York.

November, Washington, D. C.—Annual exhibition of the Chrysanthemum Society of America. Charles W. Johnson, secretary, Morgan Park, Chicago.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted — Grower and propagator of roses, carnations and chrysanthemums wants position; single man. State wages. Address
Key 481, care American Florist

Situation Wanted. — By first-class florist as foreman and grower; 26 years experience. 14 in America; foreman about four years. First in cut flowers and pot plants. Address
Key 476, care American Florist.

Situation Wanted—As gardener and florist on private place by June 1. Life experience in all branches. Age 46; married; no children. Strong, in good health; German-American; present place three years but would like a change; good references. Write, please state wages and particulars.
Gardener,
2101 Grand Ave. Cedar Rapids, Ia.

HELP WANTED — All-around man and landscape gardener. **Johnson & Chronis,** 4701 Lake Park Ave., Chicago.

Help Wanted—Experienced saleslady and designer; must speak German; state salary and all particulars in first letter. **John C. Arnold,** 784 Third St., Milwaukee, Wis.

Help Wanted—In western New York, at once, a reliable married man; one who understands the growing of general line of cut flowers and pot plants. Please state experience and wages with house and garden. Address
Key 482, care American Florist

HELP WANTED.
Expert grower of cut flowers and pot plants for a range of 65,000 square feet of glass in a prosperous city of 20,000 population in Kansas. Splendid opportunity for right party. Salary and commission. For further particulars, address, giving references,
Key 487, Care American Florist.

For Sale—200 feet of four-inch pipe. **Massas Floral Co.,** 129th St. and Lenox Ave., New York.

For Sale.—Used galvanized wire stakes, No. 8 and No. 9, in excellent condition; 3 ft. stakes, $12.00 per 1000.
Amling Bros., Desplaines, Ill.

For Sale—Greenhouse in good town about 80 miles west of Boise. It must be sold; only greenhouse in this town. **A. Gonderman,** 7th Street and 18th Avenue south, **Nampa, Idaho.**

FOR SALE
I want to get into communication with a florist, financially responsible and personally capable to succeed in an excellent opportunity; one who wishes to rent and take almost immediate possession on long lease of a business almost as old as Chicago. Answer fully. Address
Key 486, care American Florist.

For Sale—Greenhouses, 14,000 feet of glass; store and residence. A modern plant; cement walls, large cement service shed, boiler room, coal shed and heated garage. Located in a live college town of about 25,000; 85 miles northwest of Chicago; the only large greenhouses in the city. Possession can be taken at once. Reason for selling: retiring from business. Can be bought with or without residence or store. Terms easy. Would be willing to rent for one year to the right party with option to buy; a good chance for a young live florist that means business. Address
Key 477, care American Florist.

HELP WANTED

An all around storeman or woman for west side retail establishment in Chicago. Splendid opportunity for right party to make permanent connection at an attractive salary. For further particulars address
Key 484, care American Florist.

HELP WANTED.

Gardener, single, for summer home, Mackinac Island. Vegetable and flower garden. Good reference required.
Apply
J. L. Cochran
Room 609 40 No. Dearborn St.
CHICAGO

WANTED
RETAIL STORE MAN

For city in Colorado. Good place for man who knows his business. State age, experience and wages. Address
Key 488, care American Florist.

Grower Wanted

Experienced man for carnations and chrysanthemums. Must be able to produce and take charge. Good steady position and good wages. Address
Key 483, care American Florist.

FOR SALE

Or for rent; 10 greenhouses, 20x125 ft., in first-class condition; two new boilers; easy terms; pay same as rent; must sell on account of ill health. A bargain.
J. A. Schreiber, 6450 Ridge Ave., Tel. Rogers Park, 4911. Chicago.

For Sale

Five greenhouses, 250 feet long, complete as they stand, $800 each.
PETER REINBERG
30 East Randolph Street, CHICAGO

FOR SALE

Three modern greenhouses, running to full capacity; about 10,000 sq. ft. glass; 5-room modern bungalow; garage; a large store up town; located in best part of city; population about 6,000; doing good business; price is right if taken at once; if interested, write or come; good reasons for selling.
Alliance Floral Co., Alliance, Neb.

FOR SALE.

Four greenhouses (27x125); 5 acres of land; 4-room house; city water and gas; located within Chicago limits. For particulars apply
Key 475, care American Florist.

FOR SALE

Carnation range near Chicago at a sacrifice if taken at once. Place in good condition with house on premises. Write for further particulars or call and inspect same. Any reasonable offer will be accepted. Address
Key 485, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.35; per 1000, $6.25. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Sell Surplus Plants

The Season is Late, the demand still good.

ADVERTISE THEM NOW

American Florist Co.
440 South Dearborn Street, CHICAGO

MEMORIAL DAY

NEXT

Order Your Prepared Foliages, Wreaths and Supplies Early.

MAGNOLIA LEAVES

NON-MOULDY. FLEXIBLE. UNIFORM SIZE.
Colors: Green, Brown, Purple.

Per carton	$ 1.60
10 carton lots	per carton, 1.50
25 lb. cartons	per carton, 6.00
100 lb. cases	20.00

CYCAS LEAVES

PLIABLE. NON-CURLING. QUALITY LEAVES at practically the same prices as inferior imitations.

	Per 100		Per 100		Per 100
8 to 12	$3.80	20 to 24	$ 6.75	32 to 36	$12.50
12 to 16	4.50	24 to 28	8.50	36 to 40	13.50
16 to 20	5.50	28 to 32	10.00	40 to 44	17.00

MAGNOLIA WREATHS

Made on mossed wire frames of freshly prepared leaves by expert designers.

Overall.	Per doz.	Overall.	Per doz.
18 inch	$12.00	24 inch	$24.00
20 inch	14.50	28 inch	30.00
22 inch	19.00		

RUSTIC WREATHS

Made up of special assortment of Magnolia leaves, prepared Evergreen, Astral Ferns, Cycas, Pine Cones, etc. A grave wreath that sell at sight.

Overall.	Per doz.
18 inch	$21.00
22 inch	26.00
28 inch	30.00

THE OVE GNATT CO., Inc.

Preservers of Natural Foliages

La Porte, Ind.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorators' Novelties.

FOR JUNE WEDDINGS

Carry a Line of Bayersdorfer Specialties.

Bridesmaids' Baskets, Staffs, Staff Baskets, Bridal Lace Bouquet Papers, Wedding Rope, Silk Bridal Scarfs, pink and white; Chiffon and Netting, all colors.

FOR SCHOOL COMMENCEMENTS, a full line of Vase Baskets in all sizes, novel shapes and colors.

Get your orders in well ahead as transportation facilities are liable to frequent embargoes.

H. BAYERSDORFER & CO., 1129-1133 Arch St., Philadelphia, Pa.

Branch Factory, 709 First Avenue, New York City. Telephone Vanderbilt 4976.

EVERYTHING IN

CUT FLOWERS AND SUPPLIES

We can fill your wants to the letter at a moment's notice. Place your next order here.

KANSAS CITY CUT FLOWER COMPANY

1108-1110 Grand Ave.

Bell Phone Grand 3143

KANSAS CITY, MO.

Home Phone Main 6487

Successors to T. J. Noll & Co., K. C., Mo.

Advertising--

—IS BUILDING THE FLOWER INDUSTRY.
It has passed the mark of expense a long time ago and should be and is now recognized as a safe, sound and practical business investment. Consider what the S. A. F. National Publicity Campaign alone has accomplished in popularizing the famous slogan "Say it With Flowers."

The Allied Florists' Ass'n of Illinois recommends and urges co-operative advertising to all florists and communities in the United States and Canada. The so-called percentage plan has been in operation with them only a few months, but it has proven so successful and equitable for all that it merits widespread encouragement and adoption by every community—the real basis of co-operative advertising is found in

EQUITABLE ASSESSMENT
- Retailer, 1% of purchases
- Wholesaler, 1% of commission
- Grower, ½% of sale

ALLIED FLORISTS' ASS'N OF ILLINOIS

This Space Contributed
To The ALLIED FLORISTS' ASS'N
By
KENNICOTT BROS. CO.
And
J. A. BUDLONG CO.

FLOWERS FOR WEDDINGS AND COMMENCEMENTS

Large Crop of Roses. Buy Direct from the Grower.

We Are Rose Specialists and Are Cutting from 245,000 Rose Plants.

We guarantee our flowers to be perfectly fresh, up to grade, and even in quality. No pickled stock for us. We bring our flowers in from the greenhouse as fast as cut and know they are fresh.

Subject to Change Without Notice **PRICE LIST** IN EFFECT JUNE 1.

OPHELIA, HOOSIER, WHITE KILLARNEY and SUNBURST.

Extra long	per 100,	$12.00
Medium	per 100,	8.00
Good short	per 100, $5.00 to	6.00

RUSSELL and COLUMBIA.

Fancy, extra long	per 100,	$20.00
Long	per 100,	16.00
Medium	per 100,	12.00
Short	per 100, $6.00 to	10.00

ASSORTED ROSES, OUR SELECTION, including some **RUSSELL and COLUMBIA**
Lots of 200 or more ..... per 100, 6.00 to $8.00

Big supplies of miscellaneous flowers are now coming into this market and we will procure the best at lowest market prices.

NEW FANCY FERNS ..... Market Price

ADIANTUM	per 100	$2.00	**ASP. SPRAYS**	per 100	$4.00
GALAX, bronze	per 1000,	2.00	**SPRENGERI**	per 100	4.00

All seasonable flowers not grown by us will be procured for our customers. A trial order solicited.
In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays.

Chicago.

BRISK MEMORIAL DAY DEMAND.

The demand is very brisk for Memorial day, and while there is a large quantity of stock of all kinds in the market, it is possible that it will clean up nicely at good returns before the rush is over. Peonies are not as plentiful as they were last year, and should sell out completely at the advertised quotations, considering that there are only about 35 per cent of the number that were offered last Memorial day. Roses are plentiful, but are in strong demand considering the general market conditions, and it would not be at all surprising if they cleaned up in all items before the rush is over, notwithstanding the fact that this appears doubtful at this writing. American Beauty roses are moving nicely, and there is a heavy call for Premier, Mrs. Charles Russell and Columbia. The other varieties of roses are having a fair movement. Carnations are in good demand and should clean up fairly well, if a lot of pickled stock is not dumped in at the last minute. Lilies and callas are in fair supply. Lilac is more plentiful and is having a good sale. Gladioli are quite a factor in the market this week, with Halley, Pendleton and America the principal offerings. Sweet peas are in exceptionally heavy supply and are being sold in large lots at exceedingly low figures. The average on sweet peas last week was disappointing to the growers, for many were sold in the wholesale market as low as five cents per bunch, and fairly good stock at that. Snapdragons are being sacrificed at low figures this week. Orchids are having a good call, and lily of the valley is holding its own. Daisies, tulips, narcissi, gardenias, calendulas, candytuft, stocks, feverfew, pansies, and other miscellaneous seasonable stock is to be had. Green goods are very scarce, especially fancy ferns.

NOTES.

George Wienhoeber had a very pretty window display of sweet peas, May 22, that attracted considerable attention.

PEONIES

Fine supply of choice stock for

Weddings and Commencements

Also choice **Roses, Carnations** and all other seasonable flowers and Greens.

A. T. PYFER & COMPANY

OUR MOTTO: "Nothing is too much trouble to please a customer."

164 North Wabash Ave., L. D. Phone Central 3373 **CHICAGO**

BIG SUPPLY OF

ROSES

For Memorial Day

Exceptionally Fine Russell, Premier, Columbia, Milady, White Killarney, Killarney, Killarney Brilliant, Sunburst, Ophelia and Champ Weiland.

CARNATIONS

Heavy Crop of White, Pink and Red.

Place your orders with us this year for Memorial Day and you will not go wrong. We will be in full crop with both Roses and Carnations.

The demand will be stronger than ever this year; be prepared to meet it—We took extra good care of all our customers for Mothers' Day—We will do the same for you for Memorial Day.

Buy Direct from the Grower — **MEMORIAL DAY PRICE LIST** — Subject to Change Without Notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00 to $30.00
Select	20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
COLUMBIA	
Specials	$25.00 to $30.00
Select	20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
PREMIER	
Specials	$25.00 to $30.00
Select	20.00
Medium	$12.00 to 15.00
Short	8.00 to 10.00
SUNBURST, OPHELIA	Per 100
Specials	$20.00
Select	$12.00 to 15.00
Medium	10.00
Short	8.00

		Per 100
Champ Weiland, Killarney, Killarney Brilliant, White Killarney, Milady	Specials	$20.00
	Select	$12.00 to 15.00
	Medium	10.00
	Short	8.00
ROSES, OUR SELECTION		6.00
CARNATIONS		
Good and Fancy		8.00 to 10.00
Peonies		8.00 to 12.00
Sweet Peas		1.50 to 3.00
Adiantum		2.00
Asparagus, per bunch		50c to 75c
Ferns, per 1,000		$6.00
Galax, bronze and green, 1,000		$2.00
Leucothoe Sprays		1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

FOR MEMORIAL DAY

Fine Supply Roses and Carnations

MEMORIAL DAY PRICE LIST— Subject to Change Without Notice.

PREMIER	Per 100
Select	$25.00
Fancy	20.00
Medium	15.00
Short	10.00

RUSSELL	Per 100
Select	$25.00
Fancy	20.00
Medium	15.00
Short	10.00

COLUMBIA	Per 100
Select	$20.00
Fancy	15.00
Medium	12.00
Short	10.00

OPHELIA	Per 100
Select	$15.00
Fancy	12.00
Medium	10.00
Short	8.00

SUNBURST	Per 100
Select	$20.00
Fancy	15.00
Medium	12.00
Short	10.00

PINK KILLARNEY	Per 100
Fancy	$12.00
Medium	10.00
Short	8.00
ROSES, Our Selection	$ 6.00
CARNATIONS	Per 100
Fancy, assorted colors	$8.00 to 10.00

MISCELLANEOUS	
Calla Lilies, per doz.	$ 2.00
Ferns, per 1000	6.00
Galax, per 1000	2.00
Sprengeri, per bunch	.50

Mention the American Florist when writing

Wedding Flowers.

Complete line of choice stock. We have both quantity and quality and can supply you best.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

The Antoinette Floral Shop is enjoying a splendid business at 934 East Forty-seventh street, and has a very pretty place which looks better as the finishing touches are being added. Henry M. Hirsch, president and manager, is ably assisted by Louis Ancrola.

Allie Zech says that the Memorial day demand for stock at Zech & Mann's store is exceedingly heavy, with the total sales, so far, comparing most favorably with those of last year.

N. J. Wietor, wife and son, Leo, made an auto trip to Milwaukee, Wis., May 20, returning home the same evening. Mr. Wietor's son, Harry, is attending St. Francis' college.

O Leary has had a number of attractive signs placed on his windows at his store at Forty-seventh street and Grand boulevard, including "Say it With Flowers."

C. L. Washburn says that the demand is very strong for roses for Memorial day at Bassett & Washburn's store, with a heavy call from out-of-town points.

The Weiland-Risch Co. has received unusually high prices for the Pendleton gladioli it is cutting, some of the spikes bringing as high as $6 per dozen, wholesale.

Miller & Musser are doing a land-office business in bedding stock at their North State street store, with a surprisingly heavy transient demand.

H. B. Kennicott says that Kennicott Bros. Co.'s supply of peonies for Memorial day this year is about one-third of that of the same period of 1919.

William Kotsonis, who underwent an operation at the Mercy hospital last week, is doing nicely, and an early recovery is looked for.

A. L. Vaughan & Co. report a brisk demand for stock for Memorial day, with a heavy call for peonies, roses and carnations.

Frank Johnson, of the A. L. Randall Co., and A. Miller, of the American Bulb Co., both have new Cadillacs.

Tonner

Wholesale
Cut Flowers—Supplies
30 E. Randolph St.,
Telephone Central 6284
Chicago

Mention the American Florist when writing

There are some unusually attractive bargains to be had in greenhouse establishments in this vicinity.

August Barnett, of Erne & Company, had an addition at his home this week—seven little ducks.

Robert Newcomb, representing A. Henderson & Co., is back from an out-of-town trip.

Robert Groves, of Hinsdale, Mass., called on the wholesale trade here this week.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

HEAVY SUPPLY

Roses==Peonies

CARNATIONS

Orchids--Lily of the Valley--Lilies, Etc.

Everything you need in Wedding and Commencement flowers—Positively the best stock obtainable. **GREENS.**

Quality and Quantity Reign Supreme Here

Peonies--Roses

CARNATIONS

Are in heavy supply with us now---Can supply you with what you need in these three items together with all other Seasonable Flowers and Greens appropriate for the June Weddings and Commencements.

☛ **You always get the best when you order here.**

A. L. VAUGHAN & Co.

INCORPORATED

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO
Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

ROSES
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier
MINIATURE ROSES
Cecile Brunner

SWEET PEAS
Extra fancy stock in Quantity at reasonable prices. Best in the Chicago market.

CARNATIONS

MISCELLANEOUS
Valley Cattleyas
Lilies
White and Yellow Daisies
Calendulas
Stocks Candytuft
Snapdragons

GREENS
Plumosus Sprengeri
Galax, bronze. Galax, green
Ferns
Adiantum Smilax
Boxwood

T. E. Waters, president of the Florists' Club, addressed the West Ravenswood Improvement Association at Waters school, May 21, at 8 o'clock, his subject being "School Gardens." George Poehlmann, who is a member of the association, distributed 2,000 roses to those present.

The Greenhouse Supply Co., 30 East Randolph street, is the name of the new concern that will cater to the grower. It will handle everything for the greenhouse, including pecky cypress and coal, on which prompt delivery can be made. John Glerum is the manager.

The fund for decorating the graves of American soldiers, in France, raised by the Chicago Tribune and associated newspapers in various parts of the country, amounted to $34,934.65, which was cabled to France, May 25.

Poehlmann Bros. Co. is cutting a fine supply of roses, which are in brisk demand for Memorial day. Orchids are in demand, and have been good property all season.

J. A. Budlong Co. is pleased with its Memorial day business, especially from out-of-town points, the demand for roses and carnations being exceptionally heavy.

The Chicago Flower Growers' Association is handling a good supply of indoor grown gladioli, in addition to a complete line of all other seasonable stock.

Peter Reinberg is having a good call for stock for Memorial day, especially roses and carnations, which are cleaning up every day at this establishment.

The South Park canna beds were planted May 24, a normal seasonable temperature of about 70 degrees prevailing.

The Joseph Foerster Co. moved a large quantity of lilac this week in addition to its regular supply of stock.

Vaughan's Seed Store is doing a wholesale business in vegetable plants as well as in canna plants.

Albert Koehler, of the American Bulb Co., has now reached London, Eng., on the homeward journey.

Visitors: Mrs. Tierney, of the Bills Floral Co., Davenport, Ia.; Frank Gorly, of Grimm & Gorly, St. Louis, Mo.; B. E. Anderson, Hancock, Mich.; James Aldous, Iowa City, Ia.; E. I. Curtis, Webster City, Ia.; M. Phillips, Wausau, Wis.

Pittsburgh, Pa.

LIGHT DEMAND WITH HEAVY SUPPLY.

Business was rather dull the past week, with an extra heavy supply of flowers of all kinds arriving daily, which made it hard for the wholesale houses to realize anywhere near what the stock is worth, and Saturday found the street boys in all their glory with a larger variety than they have had at any time this season. American Beauties in the longer grades are in short supply and sell readily, but the shorts are very poor in quality and are hard to move. Of the tea roses, Premier and Russell seem to stand shipping and the warm temperature best. Columbia is beginning to show the effects of the warmer weather and does not ship well. Ophelia, Sunburst, Hilda, Ward and Pink and White Killarney are in oversupply, and at times are hard to dispose of. Lily of the valley is more plentiful and moves freely. Easter lilies and callas are in short supply and sell readily. Snapdragon still continues to be a big factor in this market. Sweet peas are arriving in poor condition, due to the warm weather. Peonies have not made an appearance yet, and it looks as though there would not be many for Memorial day. The supply of ferns is small and poor, while southern plumosus is arriving in large quantities.

NOTES.

Local firms are all busy now on their landscape work. James Ford, who is in charge of this work for the A. W. Smith Flower Stores Co., informs us that at present he has a force of 42 men at work on different jobs, and could use as many more if it were possible to get them.

E. J. McCallum and family are on a motor trip in the east, Mr. McCallum will visit the firm's peony growers and superintend the cutting and shipping of the Memorial day cut. From there they will motor to Atlantic City, where they will spend several days.

The Pittsburgh Cut Flower Company reports a heavy cut of roses and carnations for Memorial day, but their peonies will not be in bloom for the big event.

Miss E. A. Williams has been featuring a window of Darwin tulips and snapdragon.

M.

Salt Lake City.

MEMORIAL DAY SUPPLY APPEARS LIMITED.

The supply is holding its own at this writing, but will have to improve to meet the demand for Memorial day. Carnations and roses will be the leading factors with a few sweet peas included in the offerings. As to peonies, it is going to be a hard matter to meet requirements without the assistance of California shipments.

NOTES.

The Miller Floral Co.'s store is preparing quantities of magnolia wreaths with clusters of prepared grasses and statice to help overcome the anticipated shortage of flowers.

Miss Childs of the B. C. Morris Floral Co. says it is useless to plan for special events at the last moment. The delivery problem is often a "joy-killer."

Bailey & Sons are having a heavy call for bedding stock, the supply cleaning up daily.

P. R.

BEST QUALITY TO BE HAD IN

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Ward, Weiland, Brilliant,
Double White and Pink Killarney, Sunburst, Hearst, Nesbit and Brunner.
NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

Choice stock of Valley, Sweet Peas, Callas, Daisies, Easter Lilies, Stocks, Calendulas, Peonies, Lupines, Pansies and all other Seasonable Stock.

Don't Forget Us on GREENS, as We Have Mexican Ivy, Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.
WE ARE CLOSED ALL DAY SUNDAY.

Columbus, O.

TRADE IN GENERAL IS GOOD.

Trade has been rather brisk during the past week, with business running largely to loose flowers. There have been some social functions which have taken a number of corsages and bouquets. Graduation exercises are also at hand, and this has stimulated trade among the local florists. Weddings are becoming more numerous, and quite a few are scheduled for the first week in June. Funerals have been about as usual, and that has afforded an outlet for some surplus stock. Generally speaking, business has been satisfactory with rather good prospects for the coming week. Active preparations have been made for Memorial day, and there is considerable buying in the form of advance orders. Local florists never reap a heavy harvest on that day, as the great bulk of the flowers used for the decoration of graves of veterans are donated, but others take advantage of the occasion to decorate graves of their relatives and friends, and this is reflected in a good demand for certain kinds of flowers. Carnations always sell well, and the same is true of roses. Both are on the market in good quantity, and the quality is generally satisfactory. Tulips are selling well at former levels. There is also a good demand for snapdragons, fancy sweet peas and narcissi. There will be no especial advance made in Memorial day prices.

NOTE.

The trouble over the time for collecting flowers for the decoration of the graves of veterans, has been solved by requesting the school children to bring in their flowers on Saturday previous to Memorial day. A special effort will be made to have a large number donated.

J. W. L.

NEW CROP SPHAGNUM

Let us quote your fall and winter requirements; we can save you money and give you good moss.

CHICAGO, 31-33 W. Randolph Street NEW YORK, 43 Barclay Street

VAUGHAN'S SEED STORE

Mention the American Florist when writing

Cincinnatti.

GOOD SUPPLY OF EXCELLENT QUALITY.

With the arrival of hot weather, the excellent quality of the stock that has been offered in this market will gradually deteriorate. Memorial day will use up quantities of flowers, and although the last big holiday of the season, June will usher in a brisk call for lily of the valley for bridal work and peonies, largely used in graduation decorations. Stock at present is showing remarkably good quality, with the possible exception of snapdragons, which are fast running out. Carnations are holding up well, and the same is true of roses. Outdoor lily of the valley is unusually fine and is offered at $2 to $4 per 100. Large quanities are being used at these prices. Peonies are not coming very fast, but should develop rapidly with the change in the weather, but not a great number of the local crop are expected for Memorial day.

NOTES.

All retailers, especially those having glass, are rushed with orders for outside window boxes for the progressive stores here. In this feature of store decoration, this city is one of the leaders.

A train carrying flowers for which the local commission houses rely for their daily supply, was wrecked 35 miles from this city, May 22, resulting in a loss of about 75 per cent of the shipments.

Visitor: Joseph H. Hill, Richmond, Ind. K.

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Peonies. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

For Florists' Supplies, Baskets, Chiffons and Spring Novelties
PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., Pittsburgh, Pa.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Toledo.

SPRING PLANTING ON WITH A RUSH.

Local florists who have greenhouses in connection with their stores, are busy as bees these days taking care of the biggest spring planting business on record. High prices of bedding stock and shrubbery do not seem to deter the buyers. Geraniums which used to bring five and 10 cents are retailing for 25 and 30 cents. Other stock is in proportion. Women's clubs of this city are conducting a city beautiful campaign this year which is a material aid to florists and should be encouraged by them. The weather has warmed up considerably, and stock prospects look good for Memorial day. Business since Mothers' day has not diminished, and there has been a good call for funeral work and also many wedding decorations.

NOTES.

Auditors are installing a new accounting system at Schramm Brothers, which will enable this progressive firm to keep accurate track of every detail of their large business. They are great believers in system. Frank Schramm reports a better-than-ever demand for bedding stock of which they are showing a large variety.

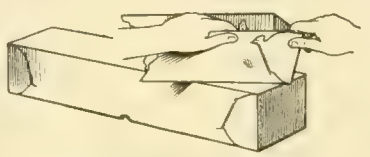
Miss Helen Patten had a large wedding decoration last week which called for all the artistic skill for which her organization is noted. Her Saturday sales of roses and other surplus stock are drawing many people into her store.

The large force at Mrs. E. N. Suder's Cherry street greenhouses is working overtime, supplying their patrons with spring planting needs. This pioneer florist is doing the largest business of her career.

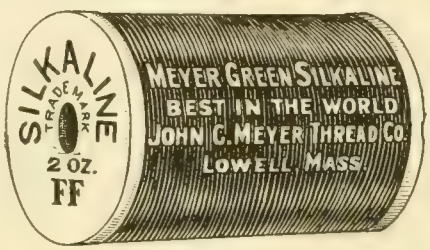
Jake Helmer, of the Helmer Flower Shop, says advertising was the greatest factor in putting across their big Mothers' day trade. He believes that publicity would be helpful for all flower days.

Feniger's Flower Shop is showing a great variety of made-up wreaths for Memorial day and expects a big demand this year.

S. N. Peck, former treasurer of the florists' club, has returned from a long stay in the south, greatly improved in health.



LINDLEY BOXES
are manufactured from high grade, moisture proofed Boxboard in both "Standard" and "AA" grades.
Write for prices on our large assortment.
LINDLEY FLOWER BOX CO.
"Quality Box Makers" MARION, INDIANA



Mention the American Florist when writing

GOLDFISH 1,500,000 (Fancy and Plain)
Ready for market at rock-bottom prices.
Ship anywhere in U. S. or Canada.
Write for our illustrated catalogue.
Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.

Mention the American Florist when writing

The Navarre Flower Shop is doing a constantly increasing business as a result of its aggressive methods.

A. C. K.

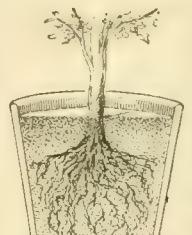
Northport N. Y.

George Jurgens recently closed a contract with the American Greenhouse Manufacturing Co., Chicago, for a new carnation house, 100x100 feet.

John D. Knickman, a brother of C. B. Knickman, of McHutchison & Co., New York, is having splendid success with his nursery, growing manetti for grafting and hardy perennials.

A. F. F.

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a
Little Wonder Plant Irrigator
They keep your plants watered just right.
Wholesale price, $25.00 per 100.
If your supply house does not carry them send us their name with your order.
Sample by mail, 35c.
The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO

The Wonder Plant Irrigator
—AND—
The Wonder Basket Irrigator
Two articles no florist should be without.
Write for prices.
A. F. LONGREN, DES PLAINES, ILL.

FLORISTS'
Cards, Envelopes, Labels, Tags.
Add 20% to our 1920 catalogue prices.
THE JOHN HENRY CO.
LANSING, MICHIGAN

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

MEMORIAL DAY PRICE LIST.

		Dozen	Per 100
Roses,	Beauty	$2.00@$12.00	
"	Mrs. Chas. Russell		10.00@ 35.00
"	Columbia		10.00@ 35.00
"	Premier		10.00@ 35.00
"	Hoosier Beauty		8.00@ 30.00
"	Killarney Brilliant		8.00@ 25.00
"	Killarney		8.00@ 20.00
"	White Killarney		8.00@ 20.00
"	My Maryland		8.00@ 20.00
"	Mrs. Geo. Shawyer		8.00@ 20.00
"	Milady		8.00@ 25.00
"	Mrs. Aaron Ward		8.00@ 20.00
"	Sunburst		8.00@ 25.00
"	Ophelia		8.00@ 25.00
"	Dble. W. Killarney		8.00@ 20.00
"	Champ Weiland		8.00@ 20.00
"	Cecile Brunner		2.00@ 4.00
"	George Elgar		2.00@ 4.00
"	Baby Doll		2.00@ 4.00
"	Nesbit		2.00@ 4.00
"	Our selection		8.00
Carnations			8.00@ 12.00
Cattleyas	per doz.		12.00
Snapdragons	per doz.		2.50@ 3.00
Tulips			8.00
Daisies			2.00@ 4.00
Valley			8.00@ 12.00
Calendulas			4.00@ 6.00
Lilies	per doz.		2.50@ 3.00
Peonies			8.00@ 12.00
Sweet Peas	per 100,		1.50@ 3.00
Ferns	per 1,000		6.00
Galax	per 1,000		2.00
Leucothoe			1.00@ 1.25
Plumosus Strings	each		.60@ .75
Sprengeri, Plumosus, Sprays			3.00
Mexican Ivy			.75@ 1.00
Boxwood, 35c per lb., per case			9.00

ZECH & MANN

WHOLESALE FLORISTS

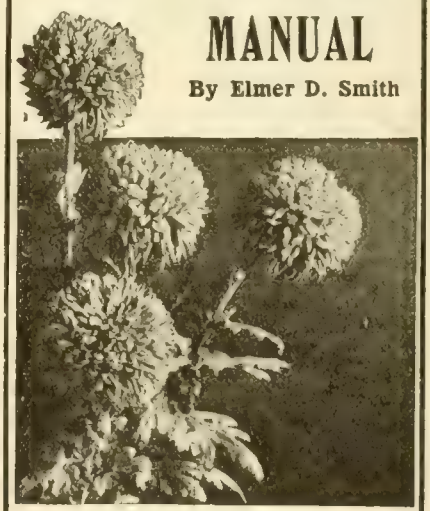
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 No. Clark Street, CHICAGO

During the month of

JUNE

The call for flowers will be mostly for the better grades for Wedding and School Commencements. We do not know of anything we would recommend to you more than

GOOD PEONIES

Nearby grown stock, varieties that keep and ship well in white, light and dark pink. Carefully selected flowers in a uniform condition.

When in need of Peonies let us make you a sample shipment and you will order again.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, May 26. Per 100

Roses, American Beauty	25.00@	60.00
" Shawyer, Russell	10.00@	25.00
" Killarney	6.00@	15.00
" Milady	12.00@	30.00
" Radiance	16.00@	40.00
" White Killarney	6.00@	20.00
" Killarney Brilliant	16.00@	25.00
" Ward	6.00@	16.50
" Victoria	8.00@	16.00
" Hadley	6.00@	25.00
" Ophelia	8.00@	20.00
" Premier	12.50@	30.00
" Columbia	16.00@	25.00
" Maryland	8.00@	20.00
" Hoosier Beauty	15.00@	35.00
" Stanley	12.00@	20.00
Cattleyas, per doz	6.00@	12.00
Sweet Peas		4.00
Carnations	10.00@	16.00
Longiflorum Lilies	6.00@	12.00
Marguerites	4.00-6.00@	8.00
Calendulas...doz.	.75@	1.00
Callas	16.50@	25.00
Snapdragons.doz.	1.50@	4.00
Adiantum		2.00
Asparagus Strings, per doz	9.00@	12.00
Asparagus bunches, each..		.50
Anemones, per doz	1.00@	1.25
French Iris, per spray	.35@	.50
Pansies	2.00@	3.00
Myosotis, a bunch	35@	1.00
Lily of the Valley	12.00@	16.00
Delphinium.....per doz.	4.00@	6.00

BUFFALO, May 26. Per 100

Roses, Beauty, Special	40.00@	50.00
" Fancy	25.00@	35.00
" Extra	15.00@	20.00
" 1st	6.00@	10.00
" Killarney	4.00@	12.00
" My Maryland	6.00@	15.00
" White Killarney	6.00@	15.00
" Sunburst	6.00@	15.00
" Ward	4.00@	6.00
" Columbia	10.00@	25.00
" Ophelia	6.00@	20.00
" Russell	10.00@	25.00
" Shawyer	6.00@	12.00
" Bon Silene	3.00@	4.00
" Cecile Brunner	2.00@	4.00
Cattleyas	75.00@	100.00
Dasies	1.00@	3.00
Valley	10.00@	12.00
Violets	.75@	1.00
Calla Lilies	12.00@	20.00
Japan Lilies	8.00@	10.00
Easter Lilies	15.00@	20.00
Carnations	4.00@	7.00
Mignonettes	3.00@	6.00
Snapdragons	8.00@	15.00
Sweet Peas	1.00@	3.00
Asparagus Sprengeri	.35@	.50
Ferns, per 1000		4.00
Calendulas	3.00@	6.00
Smilax, doz.		4.00
Golden Spur	3.00@	4.00
Von Sion	3.00@	4.00

Write For Our

Price List

On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

Removal Notice

BERGER BROS.

are now located at

1609 Sansom St., PHILADELPHIA, PA.

with a full line of everything—the best the market affords—in Cut Flowers.

Mention the American Florist when writing

CINCINNATI, May 26. Per 100

Roses, Premier	6.00@	25.00
" Russell	6.00@	25.00
" Columbia	6.00@	25.00
" Butterfly	6.00@	25.00
" White Killarney	4.00@	20.00
" Pink Killarney	4.00@	20.00
" Sunburst	4.00@	20.00
" Mrs. Aaron Ward	4.00@	20.00
" Ophelia	4.00@	20.00
" Baby Doll	2.00@	3.00
Carnations	4.00@	8.00
Calendulas	1.00@	3.00
Sweet Peas	.75@	1.00
Ferns, per 1,000		4.00
Leucothoe, per 1,000		6.00
Galax, per 1,000		1.50
Smilax, per string	.15@	.20
Plumosus (south) per bch.		.25
Easter Lilies	8.00@	12.00
Snapdragons	4.00@	8.00
Stocks, per bunch		.50
Valley		8.00

Philadelphia.

SUPPLY HARD TO MOVE.

The past week has been one of strenuous effort to get rid of the stock. There has, however, been a fair amount of business for the season, but as is usual at this time, supply almost always exceeds the demand, and it takes progressive methods to clean up at satisfactory returns. Roses have been the most plentiful item, all varieties except American Beauties being offered in quantity lots at low figures; $15 to $20 per 1,000 buys stock that in 25 to 50 lots was quoted at six to eight cents. The same applies to carnations which were another quantity stock. These sold for $10 to $15 per 1,000, while $4 to $5 was the 100 price. Outdoor stock, such as shrubbery, irises, candytuft, feverfew, etc., is coming strong and hurts the greenhouse products. Callas and Easter lilies are plentiful and considering their quantity, hold up very well. Snapdragon is at its height, and quantities are sold at quick moving figures. As yet, not any of the great Memorial day flower, the peony, has been seen in the market. The past month has been below normal in temperature, and the season, according to Edward Reid, the sage of Ranstead street, who is weather-wise, particularly when it comes to peonies, is eight days behind. As he sizes up the situation, there will be very few, if any, local stocks ready in time, the compensation being that all other flowers will be benefited in increased demand and higher prices. The failure of this flower to make its appearance, May 27, or at the latest, May 28, the last shipping day, causes great inconvenience and loss, first to the grower, with out which great demand, his crop is a heavy loss and practically unsalable. The commission men, who find the peony a great factor in Memorial day trade, are greatly inconvenienced when the crop misses the day. On May 27 or the day following they are worth $60 per 1,000, while the arrivals of the 29th and 30th, which in favorable weather flood the market, hardly bring enough to pay transportation. The retailer, who has to depend on outside markets, is always in a quandry, and is never sure until the expressmen arrive with his boxes.

May 24.—The market opened with full shipments and an edging up of prices. Carnations were firm at $6 for average, and $8 for select grades. There were some shipments of peonies from southern Maryland and Virginia. These brought $12-$15. Roses were plentiful at last week's closing prices.

NEW FERNS ARRIVE.

New crop, hardy ferns are coming to this market from Virginia and find great demand, as the storage stocks are all done. There has been a great deal of loss in the past season's stored ferns. So many moulded and turned black, which required a great deal of sorting and hand-picking of a large number of the cases. The same is true of much of the galax stock, particularly the bronze. It would seem that much of this trouble could be avoided if cases of fresh stock, on arrival, were opened in a cold storage temperature, and the contents thoroughly chilled to the centers of the bunches before repacking. There would then be no latent heat to gather moisture, and an even low temperature, unfavorable to the growth of fungus.

FLORISTS' CLUB LADIES' NIGHT.

The June meeting of the club has had to be set forward one night, as the great demand on the hotel for meetings and banquets, at this time compelled a postponement to Wednesday, June 2. As this is the last scheduled meeting of the season, the exercises after the necessary routine business, will be a regular whirlwind of vaudeville. The gold room, the largest in the hotel, has been secured. The house committee, which

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

White Wood Easels
Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches.....	$0.65	54 inches.....	$1.25
42 inches.....	.80	60 inches.....	1.50
48 inches.....	1 00	66 inches	2.00

(Special price on dozen lots.)
Get our list of other supplies (it's free.)
Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

GUST. RUSCH & CO.

Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

has the entire programme in charge, promises to excel the splendid entertainment of last year, having secured some wonderful talent. After the performance, there will be a wonderful buffet lunch, which Chairman Klinger describes as a little bit out of the ordinary. It will be a fitting windup to a very successful season.

NOTES.

Florists generally should be greatly encouraged by the increased demand for plants and cut flowers as shown in the business of the holiday. People will buy and pay good prices for greenhouse products, when they want them, and retailers whose business it is to place them before the public, should by all means in their power keep up and foster the desire for plants and flowers. The local newspaper publicity has been of excellent quality, very well written, finely illustrated, and without doubt, has had some "influence" in helping to create the great Easter demand.

Charles Marbello, on the Niessen circuit, apropos of the recent lecture tour of Sir Oliver Lodge, offers this one: "Joe Smith, a florist of Mossy Corners, Pa., after a long and useful life, passed to the beyond. Reclining under the palms one day, listening to angel carols, he heard his name called several times by one of the heavenly pages. Answering, and assuring them that he was Joe Smith, of Mossy Corners, Pa., he was told that his wife wanted to speak to him on the Ouije board."

The newly organized American Iris Society will hold its first annual meeting and exhibition in Wanamaker's University hall, June 1-2. This society has made an auspicious start, having some 250 members. George Wister, Germantown, is president and F. C. Sturtevant, Wellesley, Mass., secretary. There are quite a number of iris enthusiasts in this city and the exhibition is expected to be quite extensive.

Berger Bros. had a bad scare May 22, when the building next door to them was gutted by fire, which for a time threatened to spread to their premises. They escaped, however, with only the breaking in of their back door.

At this writing, local peonies are practically given up. There will be none in time for shipment to out-of-town points, with even a few for local consumption Saturday, doubtful.

George Aeugele is on the sick list, and is trying the rest cure for a week.

K.

Wholesale Flower Markets

PITTSBURGH, May 26. Per 100

Roses, Beauty, spl., per doz.		9.00
" " fcy., per doz.		7.50
" " ex., per doz.		5.00
" " No. 1, per doz.		1.50
" Hadley	12.00@	30.00
" Killarney	6.00@	15.00
" Maryland	6.00@	15.00
" Sunburst	6.00@	15.00
" Mrs. Aaron Ward	5.00@	12.00
" Russell	10.00@	30.00
" Columbia	10.00@	25.00
" Ophelia	8.00@	20.00
" Hilda	6.00@	15.00
" Premier	10.00@	30.00
Lily of the Valley		10.00
Easter Lilies		15.00
Carnations		8.00
Cattleyas, each		1.50
Ferns, per 1,000		5.00
Sweet Peas	1.00@	4.00
Daisies	2.00@	4.00
Galax, per 1,000		2.00
Plumosus, per bunch		.40
Sprengeri, per bunch		.50
Smilax, per doz.		4.00
Calendulas	2.00@	6.00
Tulips	4.00@	6.00
Snapdragons, per doz.	1.50@	3.00
Calla Lilies, per doz.		1.50
Jonquils	4.00@	6.00

PHILADELPHIA, May 26. Per 100

Roses, Beauty, special	50.00@	60.00
" " fancy	20.00@	40.00
" Mrs. Chas. Russell	10.00@	25.00
" Killarney	2.00@	6.00
" Hadley	6.00@	25.00
" Sunburst	6.00@	12.00
" Wards	4.00@	6.00
" Ophelia	6.00@	12.00
" Columbia	8.00@	15.00
" Premier	4.00@	20.00
Cattleyas	1.00@	1.25
Mignonette	4.00@	6.00
Gardenias, doz.	1.50@	3.00
Carnations	6.00@	8.00
Carnation, Laddie	10.00@	12.00
Snapdragons, per doz.	1.00@	1.50
Callas	10.00@	15.00
Easter Lilies	10.00@	15.00
Calendulas	2.00@	6.00
Adiantum	1.00@	1.50
Smilax		.35
Asparagus Strings	.75@	1.00
Sweet Peas	.50@	2.00
Lily of the Valley	2.00@	4.00
Asparagus bunches, 12sp.	.50@	.75
Peonies	10.00@	15.00

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPP'IES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.

Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

Mention the American Florist when writing

ST. LOUIS, May 26. Per 100

Roses, Hadley	3.00@	10.00
" Premier	3.00@	25.00
" Killarney	2.00@	6.00
" White Killarney	4.00@	10.00
" Hoosier Beauty	6.00@	15.00
" Russell	4.00@	25.00
" Ward	2.00@	5.00
" Sunburst	6.00@	15.00
Ferns, per 1000		5.00
Carnations	3.00@	6.00
Carnations, Laddie	15.00@	20.00
Carnations, Specials	2.00@	7.50
Sweet Peas	7.50@	20.00
Calendulas		3.00
Callas	10.00@	15.00
Mignonette		6.00
Violets	.75@	1.00
Galax, per 1,000		1.50
Leucothoe, per 1,000		7.50
Boxwood, per lb.		.35
Lily of the Valley		8.00
Freesia		2.00
Jonquils	2.00@	4.00

MILWAUKEE, May 26. Per 100

Roses, Kill'n'y, W. Kill'n'y.	6.00@	15.00
" Ward	6.00@	12.00
" Premier	10.00@	35.00
" Ophelia	8.00@	18.00
" Columbia	10.00@	35.00
" Hoosier Beauty	8.00@	20.00
Carnations, assorted	6.00@	10.00
Cattleyas, per doz.	9.00@	12.00
Callas, per doz.	2.00@	2.50
Sweet peas	1.50@	2.50
Lilies, per doz.	1.50@	2.50
Snapdragon, per doz.	.75@	1.50
Daisies	1.50@	3.00

New York.

HEAVY SUPPLY WITH SHORTENED DEMAND.

Not for many moons has the market been in such a sluggish condition as it is at this writing. There is a heavy supply of good stock, and it has simply outdistanced the demand. The past week brought warmer days, but the nights were cool, a favorable condition for an increased supply, while the demand slackened. A heavy supply of greenhouse stock was reenforced by peonies from the south, and by such an avalanche of lilac as was never before seen in this market, even by the "oldest inhabitant." And the lilac is good, so if fifty cents or a dollar will buy an armful of it, why should anyone spend two or three dollars for a paltry bunch of roses or carnations? We admit that from the greenhousemen's viewpoint, that is not sound reasoning, but it seems to be the popular idea with many of the people. The supply of roses, carnations, sweet peas and various other stocks has been heavy, with a great falling off in prices, as compared with previous weeks and months. In fact, possibly excepting in orchids, prices are about what the buyers make them, and the buyers in this market are not noted as philanthropists. It is hoped that a great Memorial day demand will show a silver lining to the cloud, but in the meantime—that is what the growers and wholesalers are thinking—that until Memorial day buying begins, it will be an all around mean time. But we will not worry just yet. If reports compiled by the Literary Digest are correct, and there is no reason to doubt them, there are big worries ahead. Here are some of them in perspective:

"Soon you will have to go to the farm to hear the dinner-bell ring," predicts Rufus J. Nelson, editor of Farm and Ranch, who agrees with many other witnesses in prophesying soaring prices for farm and live-stock products "because of increased cost of production and scarcity caused by decreased acreage." "There can be no question about the fact that we are approaching a great shortage of food," declares H. W. Collingwod, editor of The Rural New-Yorker, who warns us that "the average city man does not realize what is coming to him within the next year." Mr. Collingwood wonders "how the average city paper can content itself with discussing the ordinary topics of the day when this calamity is slowly but surely approaching." Of some of the factors in the situation he writes: "Next winter there will be less food in the country than at any time during the war, unless we have the most favorable season and better conditions for farming. Our reports here are all one way. Farmers are not hiring labor largely, because they are absolutely unable to obtain help. The average farmer is planning to do what he can with his own labor and with the labor of his family, and stop there. Not only do we face this trouble in the labor question, but we are unable to obtain our supplies.

May 24.—There is fair activity today but prices continue low.

NOTES.

The next meeting of the New York Florists' Club will be held on the evening of June 14. It will be the last meeting before the vacation during July and August. There should be good exhibits. Chairman Harry O. May, of the exhibition committee, will make an effort to have something worthy of the occasion, and should receive the hearty co-operation of growers. There will be other interesting features, so "don't go to sleep at the switch."

Calling recently on Manager Hale, of T. F. Galvin, Inc., we found him making up a basket of rare orchids on an order for Miss Helen Frick, who sailed for Europe that day. The price of the basket was $100.

Max Richter, who for several years has conducted the "Oaks" greenhouses, Bayside, L. I., has bought the range at Bayside, for many years conducted by the late Joseph Bechamps.

The Dolansky-McDonald Co. has added to its sales force, William Wiebert, who is a well-known and popular young man in the wholesale trade.

Futterman Brothers have removed from 102 West 28th street, and are now located just across the street at No. 101.

I. Rosnosky, of the American Bulk Co., Chicago, was in the city May 24-25.

A. F. F.

FOR MEMORIAL DAY
Peonies, Roses, Lilies, Carnations.
Joseph S. Fenrich, 31 and 43 W. 18th St., NEW YORK
Telephones: 420-421-422 Watkins.

FUTTERMAN BROS.
Wholesale Florists, 101 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

HENTZ & NASH INC. N.Y. — WHOLESALE COMMISION FLORISTS — GROWER AGENT — 55 and 57 West 26th St.

Mention the American Florist when writing

S. H. RUSSIN
Importer and Manufacturer of
Baskets, Novelties and Florists' Supplies.
Opposite the New Flower Market
55 West 19th St., NEW YORK
Telephone Watkins 4443.

Mention the American Florist when writing

Traveling Wholesale Florist
INC.
31 and 43 W. 18th St., NEW YORK
Telephones 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

Mention the American Florist when writing

WHOLESALE FLORIST
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

Mention the American Florist when writing

MEMORANDA
Make a note of it on your "PAD."
"RESULTS" and "RELIABILITY" combined.
Our new location is of the best.
"The World's Largest Flower Market"
Exceptional opportunity for growers who are looking for "Results." Consign the next shipment to
GEO. J. POLYKRANAS
43 West 18th St., NEW YORK
Telephone 2264 Watkins

Mention the American Florist when writing

C. Lecakes & Co.
Wholesale Dealers in
Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Moss and Leucothoe Sprays, Our Specialties
31 and 43 W. 18th St., New York
Telephone Watkins 2315

Mention the American Florist when writing

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

Mention the American Florist when writing

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins. NEW YORK CITY

Dolansky-McDonald Co.
WM. SULLIVAN, Mgr.
Wholesale Florists, 31-43 W. 18th St., New York
Orchids a specialty. Novelties of All Kinds.
Consignments Solicited. Reports Daily. Checks Weekly.
Telephone Chelsea 8282.

William Mackie
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Telephone: 759 Watkins
Mention the American Florist when writing

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
31 and 43 W. 18th St., NEW YORK
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
31 and 43 W. 18th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Prompt and careful attention to your interests. Consignments Solicited.
Mention the American Florist when writing

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
31 and 43 W. 18th St., NEW YORK
Established 1887
All consignments receive our special attention.

Wholesale Flower Markets

NEW YORK, May 26. Per 100

Roses, Beauty, Specials	30.00@ 50.00
" " extra and fancy	15.00@ 20.00
" Hoosier Beauty	3.00@ 10.00
" Hadley	4.00@ 35.00
" Francis Scott Key	8.00@ 35.00
" Columbia	2.00@ 12.00
" Prima Donna	2.00@ 10.00
" Dble. Wht. Killarney	4.00@ 10.00
" White Killarney	2.00@ 8.00
" Aaron Ward	3.00@ 8.00
" Ophelia	3.00@ 10.00
" Sunburst	3.00@ 8.00
" J. L. Mock	4.00@ 12.00
" Mrs. Chas. Russell	4.00@ 20.00
" Premier	4.00@ 20.00
" Ulrich Brunner	6.00@ 20.00
Cattleya Gigas	150.00
Cattleya Mossiae	50.00@ 75.00
Carnations	2.00@ 4.00
Adiantum Croweanum and Hybridum	1.00@ 1.50
Asp. Plumosus, doz. bchs.	3.00@ 5.00
Smilax, doz. strings	4.00@ 5.00
Lilies, white	6.00@ 8.00
Gardenias, per doz.	1.00@ 2.00
Callas, per doz.	.75@ 2.00
Sweet Peas	.30@ 1.50
Lily of the Valley	1.50@ 6.00
Yellow Narcissus, per doz.	.30@ .50
Mignonette, per doz.	.50@ 1.25
Darwin Tulips, doz.	.50@ .75
Snapdragons, per doz.	.50@ 1.50
Iris, Spanish, per doz.	3.00@ 5.00
Daisies, Yellow	.50@ 3.00
Larkspur, per doz.	2.00@ 3.00
Peonies, per doz.	1.00@ 1.50

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
31 and 43 W. 18th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
31 and 43 W. 18th St., New York

Telephones 4422 4423 Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE {2335 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
31 and 43 W. 18th St., NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your telegraph orders to us for delivery in Chicago and vicinity.

Member of F. T. D.

Alpha Floral Company
CHICAGO
Northwest Corner of Adams and Wabash

No order for less than $4.00 accepted for delivery. All orders for less than this amount will be absolutely refused.

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST
ELEVEN STORES
Main Store— Lewis Ave Cor. Hancock St.

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Albany, N. Y.

Danker
FLORIST

The Best Service

FRENCH RIVIERA and MONTE CARLO

C. Engelmann

Saffron Walden, England

Can take care of all your orders for above district.
Cable address for Riviera Branch: Carnation, Saint Laurent-du-Var.

SAFFRON WALDEN, ENGLAND

C. ENGELMANN

Can take care of all your English orders.
Cable address: Engelmann, Saffronwalden.

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St. cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRATFORD
BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

BOHANNON FLORAL CO.

75 East Monroe Street, CHICAGO

Member of F. T. D.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Rochester, N. Y.

J. B. KELLER SONS,

FLORISTS

25 Clinton Avenue N

Rochester ph. 506. Long Dist. Bell ph. 2189
Member of Florists' Telegraph Delivery.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Hartford, Conn.

George G. McClunie

165 MAIN STREET

Right in the Hospital District—Hartford, Charter Oak, Williams, Insane, St. Francis and Memorial Hospitals within two blocks of Flower Shop.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Washington, D. C.

Louise Flower Shop

Connecticut Ave. at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Member of Florists' Telegraph Delivery.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

C. H. FREY

Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraphic orders. Regular trade discount.

229 WEST THIRD STREET

E. W. PEARSON

38 State St., Newburyport, Mass.

Covers All New England Points

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The FflorisT

2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.

Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West
Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, Sheboygan, Wisconsin.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

A. LANGE

77-79 E. Madison St., CHICAGO

Telegraph, Mail and Telephone Orders given most prompt and careful attention and filled with the best stock in the market.

YOUR PATRONAGE SOLICITED.

Chicago

H. N. BRUNS

3040 West Madison St., Chicago

Telegraph, Telephone and Mail Orders Given Prompt and Careful Attention

---

FROM NEW YORK EXCEPT AS NOTED.

May 29.
La Lorraine, French Line (Havre).
Minnekahda, I. M. M. Lines (London).
FROM MONTREAL, West Pool, I. M. M. Lines (Antwerp).
K. A. Victoria, Cunard-Anchor (Liverpool).
Anglo-Chilean, Cunard-Anchor (London).
Meissonier, Belgian Line (Havre).

May 30.
FROM PHILADELPHIA, Virgilia, Cunard-Anchor (London).
Ariano, Prince Line (Alexandria-Constantinople).
Tongrier, Belgian Line (Rouen).

May 31.
FROM PHILADELPHIA, Vasconia, Cunard-Anchor (Liverpool).

June 1.
New Amsterdam, Holland-America (Rotterdam).
St. Paul, I. M. M. Lines (Southampton).
FROM PHILADELPHIA, Nervier, I. M. M. Lines (Antwerp).

June 2.
La Touraine, French Line (Havre).
Valacia, Cunard-Anchor (Rotterdam).
Brittania, Fabre Line (Marseilles).

June 3.
FROM BALTIMORE, Westerdyk, Holland-America (Rotterdam).
FROM SAVANNAH, Callisto, Holland-America (Rotterdam).

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

C. Frauenfelder FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK

CHICAGO

Mention the American Florist when writing

Friedman

:::FLOWERS:::

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F. T. D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members Florists' Telegraph Delivery Ass'n

Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.
437-39-41 Milwaukee St
Members Florists' Telegraph Delivery Association.

Omaha, Neb.

Hess & Swoboda

FLORISTS
1415 Farnum St. PHONES: 1501 and L1583
Member of Florists' Telegraph Delivery.

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

For St. Louis.
WIRE

Grimm & Gorly

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.

FREY & FREY,

1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.
Member of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF HEINL'S

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—H. N. Bruns, 3040 W. Madison St.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exchg. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
French Riviera, France—C. Engelmann.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Hartford, Conn.—Geo. G. McClunie.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City Mo.—A. Newell.
Kansas City Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Fl. Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
Newark, N. J.—Washington Florist.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Saffron Walden, Eng.—C. Engelmann.
Salt Lake City, Utah—Miller Floral Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.

AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

Savannah, Ga.

JOHN WOLF

The Largest Grower of Cut Flowers in the South.

Kansas City, Mo.

W. J. Barnes FLORIST, KC, Mo.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890.

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

WICHITA, Kansas Shipments for Kansas and Oklahoma.
W. H. CULP & COMPANY
Quality Flowers
Personal Service
Members F. T. D. A

Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York

Member of Florists' Telegraph Delivery.

DARDS

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction
Nearly 50 Years.

Let Us Fill Your Steamer Orders. Regular European Sailings Now Established.

Mention the American Florist when writing

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

"SAY IT WITH FLOWERS"

Max Schling Flowers

Schling Service
Nothing Better

785 Fifth Avenue
NEW YORK CITY

Member of Florists' Telegraph Delivery.

New York.

The Aphrodite Co.

THE ARTISTIC FLORISTS
Floral Decorations for All Occasions.
2703 Broadway, Phone Academy 2479

Mention the American Florist when writing

SALT LAKE CITY

AND CONTRIBUTING TERRITORY
BAILEY & SONS CO. Member F. T. D.
Est. 1865. 61-63 East Second South
Special consideration given Telegraph Order
Large Stock Always on Hand.

ESTABLISHED 1847

F. T. D.

Thos. F. Galvin INC.

THE NAME PROTECTS YOU

BOSTON
1 PARK STREET
799 BOYLSTON STREET

NEW YORK
561 FIFTH AVENUE

Steamers are Again Sailing on Schedule
Deliveries made on board

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 8414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.

Mention the American Florist when writing

New York

G. E. M. STUMPP

761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

New York.

BROADWAY FLORIST

2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

New York.

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Best Flowers
Best Service

ROSES Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Worcester, Mass.

Randall's Flower Shop

Members of Florists' Telegraph Delivery

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Newark, N. J.

Begerow's

MEMBER FTD

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

LITTLEFIELD, Florist

WORCESTER, MASS.

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co. Ltd
FLORISTS
135 Carondelet St.
ROSES ORCHIDS VIOLETS
NEW ORLEANS
F.T.D.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist
Connecticut Avenue and L Street

Mention the American Florist when writing

Washington, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

Toledo, O

Mrs. J. B. Freeman

(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO
Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building.
4 South Jefferson Street. **Dayton, O.**
Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

Wilkes-Barre and near-by Pennsylvania Towns
Member F. T. D.
14 N. Main St. **A. W. B. EVANS**

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Los Angeles, Calif.

O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell
FLORIST
Established over 30 years.
1122 Grand Avenue.

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Michigan — Orders will be carefully cared for by

HENRY SMITH
Wholesale and Retail Florists.
Grand Rapids.

Mention the American Florist when writing

CHICAGO — DETROIT

Central Floral Co.
132 N. State St., CHICAGO
35 Broadway, DETROIT
Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

ROANOKE, VA.
FALLON, Florist.

Seattle-Rosaia Bros.
Finest floral studio in Northwest.
Member F.T.D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Cleveland, O.

The Smith & Fetters Co.,
LEADING FLORIST
930 PROSPECT AVE., Erie Building. CLEVELAND

Mention the American Florist when writing

LOUISVILLE, KY.
THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

GUDE BROS. CO.
FLORISTS
1214 F ST. N.W.
WASHINGTON, D.C.

WASHINGTON D. C.
Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

QUALITY and PROMPTNESS

New Orleans, La.

Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

Salt Lake City

Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark.
Telephone Market 494

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

St. Louis, Mo.

F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Philadelphia, Pa.

Chas. H. Grakelow
Broad St., at Cumberland
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN
—FLORIST—
710 Nostrand Avenue
Cor. Prospect Place, BROOKLYN, N. Y.
Brooklyn Representative of National Floral Corporation.

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Bufpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

THE price of bags at Chicago, May 26, was $65.

IT is reported the Japanese are buying Paper White narcisus bulbs for growing on in Japan.

VISITED NEW YORK: A. J. Brown, Grand Rapids, Mich.; J. Charles McCullough, Cincinnati, O.

PATRICK O'MARA, for many years with Peter Henderson & Co., New York, died at his home in Jersey City, N. J., May 25.

VISITED CHICAGO: N. B. Keeney, Leroy, N. Y., enroute to California; M. S. Smith, of the Manitowoc Seed Co., Manitowoc, Wis.

ONION acreage in California is 20 per cent less than last year, and condition 60 per cent normal, there being considerable mildew.

SAN FRANCISCO, CALIF.—Frank G. Cuthbertson, of C. C. Morse & Co., says the firm's trials of new winter-flowering sweet peas at San Carlos are now at their best.

SEATTLE, WASH.—Mrs. Mathilda A. Aabling, wife of A. L. Aabling, of the Aabling Seed Farms, Inc., was accidentally asphyxiated in her home recently, while preparing dinner.—C. H. S.

THE department of agriculture is quoted as reporting a falling off in sales of vegetable and also garden seeds, but THE FLORIST has been unable to verify the statement so far as Chicago seedsmen are concerned.

G. C. ELDERING, Overveen, Holland, after an absence of eight years, is again calling on the American trade this season, having visited Chicago, Milwaukee and the Twin Cities this week. Mr. Eldering reports the season thus far, favorable to a good bulb crop.

NEW YORK.—A fund of $500,000 was pledged, May 25, by more than 2,000 business men at a luncheon of the Merchants' Association to finance an independent trucking corporation in an effort to relieve the tieup of freight in the city resulting from strikes of various labor organizations.

CURTIS NYE SMITH, American Seed Trade Association counsel, 19 Congress street, Boston, Mass., announces completion of the compilation of the federal and state seed laws of the United States, full particulars of which, and subscription terms, may be had on application to Mr. Smith at the above address.

BRITISH dealers are deferring the placing of Dutch bulb orders until June 1, when a further meeting is to be held in the hope of securing lower prices and better terms. In America, this year's prices are considered too high to justify placing as large business as usual either by the jobber or the florist grower.

ONION SET specialists in the Chicago district report an increased acreage, the stand averaging good.

L. D. WALLER, of the L. D. Waller Seed Co., Guadaloupe, Calif., and wife, stopped off at Chicago last week, enroute east. Mr. Waller is making his first trade trip, stopping at only a few places so as to return in time for the important work to be done on his firm's 30 acres of trial grounds. On the return trip, he will, however, attend the Milwaukee convention, and hopes to meet his many friends there.

American Seed Trade Association,

MILWAUKEE CONVENTION PROGRAMME.

The thirty-eighth annual convention of the American Seed Trade Association will be held at Milwaukee, Wis., June 22-24, with headquarters at the Hotel Pfister. Early room reservations are urged, the rates being as follows: Single room, without bath, $2.50-$3.50; with bath, $3.-$7. Double room, without bath, $3.50-$4.50; with bath, $4.-$8. For each extra person in room, $1 additional.

Included in the business of the meeting, is the consideration of the following proposed amendments to the by-laws:

That the dues and initiation fee be increased.

That appropriations be referred to the executive committee.

That provision be made to admit seed trade associations to membership.

The following programme has been arranged, its briefness permitting time for the consideration of other topics of a business nature: "Seed Testing Experiences", by A. L. Stone, state department of agriculture, Madison, Wis.; "Nomenclature", J. Horace McFarland, Harrisburg, Pa.; "Fine Turf Grasses, with Special Reference to the Seed Supply," R. A. Oakley, United States department of agriculture, Washington, D. C.; "Trade Ethics and Trade Practices", Kirby B. White, Detroit, Mich.

Badges with the name of the wearer are being provided again this year, and will also bear the name of the firm the wearer represents. To make this feature a success, Secretary Kendel urges the co-operation of members in that cards sent out for that purpose be returned not later than June 10.

Vegetable Seed Crops.

The general condition of vegetable seed crops in the United States (exclusive of California), is below normal, according to the government report of May 15. The weather has been cold and otherwise unfavorable for the development of crops which have been planted. This factor, together with the uncertainty of labor, has also delayed the planting of late-sown crops.

Practically no seed crops have been planted in Connecticut, New Jersey, and other growing sections in the east except the relatively small acreage of biennials. These crops, which include beet, carrot, onion and turnip, are making a fair growth at this time. The growing condition of peppers for seed in Georgia is below normal because of excessive rains and continued cold weather.

Garden peas.—In the principal seed garden pea growing districts of the Pacific northwest, the crop is now being planted under fairly favorable conditions. Seeding as a whole will be completed later than in a normal season. The crop in California is not so promising as earlier in the season because of the abnormally heavy rainfall during March and late frosts which followed. The damage is estimated to be 25 to 30 per cent, and reports indicate that the satisfactory yield which was expected will not be obtained.

Vine crops.—Growers in Colorado are 15 to 30 days late in planting their vine crops, but the soil is in excellent condition and there is plenty of water for irrigation. Reports are conflicting as to the labor situation, but on the whole there seems to be no great shortage. The prices being paid, however, are higher than last year, and some growers are inclined to reduce the acreage of those crops which require the most hand labor. The condition of the watermelon seed crop in Florida is reported about 90 per cent of last year and 85 per cent of normal because of excessive rains and cold weather.

Cabbage.—The unusually small percentage of the cabbage seed crop in the Puget Sound district that survived the winter has made fairly satisfactory progress this spring, but is not in as good condition as at this time last year. The crop on Long Island has made slow growth since transplanted.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA

We are headquarters for the **BEST OF EVERYTHING** in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Michell's Flower Seeds

Cineraria

	½ Tr. Pkt.	Tr. Pkt.
Grandiflora Prize Dwarf	$0.60	$1.00
Grandiflora Prize Med. Tall	.60	1.00

Daisy, Double English

	Tr. pkt.	Oz.
Monstrosa Pink	¼ oz., $2.00	$0.50
Monstrosa White	¼ oz., 2.00	.50
Monstrosa Mixed	¼ oz., 1.75	.50
Longfellow Pink	.40	$2.00
Snowball White	.40	2.00
Mixed	.30	1.50

Myosotis

Alpestris Victoria	.25	1.25
Eliza Fanrobert	.25	1.25

Pansy Seed

Michell's Giant Exhibition, Mixed. a giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c; 50c per tr. pkt.; ⅛ oz., $1.25; $7.00 per oz. **Giant Trimardeau, Mixed.** Large flowering and choice colors. Tr. pkt., 30c; $2.50 per oz.

Also Giant Prize and Regular sorts in separate colors.

Primula Chenensis

Alba Magnifica	$0.60	$1.00
Chiswick Red	.60	1.00
Duchess	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens	.60	1.00
Rosy Morn	.60	1.00
Prize Mixture	.60	1.00

Primula Obconica Gigantea

Lilacina, Lilac	$0.50
Kermesina, Crimson	.50
Rosea, Pink	.50
Alba, White	.50
Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Catalog.

Henry F. Michell Co.

518 Market St., Philadelphia, Pa.

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:

Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, **FREMONT, NEB.** Growing Station, **ROCKY FORD, COLO.**

Mention the American Florist when writing

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) **CHICAGO**

THE HOUSE OF KELWAY

Has a Reputation of 70 Years Behind It as a Guarantee

For three generations we have been growers and selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders **(delivery after 1920 harvest),** not tomorrow, but **NOW.**

Specialties: Garden Seeds and Farm Root Seeds

KELWAY & SON, Wholesale Seed Growers, **Langport, England**

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing

Lily of the Valley Pips

Delphinium Newport Rose
Dracaena Indivisa
Salvia Zurich
Smilax Seeds
Grass Seed Mixtures of all kinds.

Send for our catalogue.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

For SEEDS

Flower, Vegetable and Farm
Send your inquiries to
HURST & SON
152 Houndsditch
LONDON, - - ENGLAND
The Premier British Wholesale and Exporting Seed House.
75 YEARS UNRIVALLED REPUTATION

JAMES VICK'S SONS

Growers of
Flower and Vegetable Seeds
Get the benefit of our 69 years' experience. All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

CHAS. H. TOTTY

MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty

Bolgiano's "Big Crop" Seeds

"Tested and Trusted" Over a Century.
Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.
J. BOLGIANO & SON, Baltimore, Md.

GET QUOTATIONS FROM
LANDRETH
Seeds which Succeed
Bloomsdale Farm BRISTOL, PA.

BURPEE'S SEEDS

Philadelphia
Wholesale Price List for Florists and Market Gardeners.

BULBS HOLLAND BULBS
R. A. VANDERSCHOOT
Wholesale Bulb Grower
HILLEGOM, HOLLAND
The Demand for our Catalogues in Four Languages is Evidence that Quality Production Pays.
299 Broadway
BULBS NEW YORK BULBS
Please direct all correspondence to Headquarters in Holland after May 15th.

Mention the American Florist when writing

Van Meeuwen & Tegelaar

Wholesale Dutch Bulb Growers
1133 Broadway, NEW YORK
Nurseries at Lisse, Holland
Mention the American Florist when writing

Drevon-Tegelaar & Co.

WHOLESALE
FRENCH BULB GROWERS
1133 Broadway, NEW YORK
Nurseries at Ollioules, France

EDGAR F. HURFF

SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED
Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

THE
J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO.
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

Lawn Grass and Golf Mixtures

in bulk, $19.00 per 100 lbs.
Also make mixtures, according to special formula, of fancy recleaned grass seeds.
NEW YORK SEED CO.
83 Water St., NEW YORK CITY
Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS
Angers, - - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.
Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOG
ENVELOPES — RETURN ENVELOPES
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Before Placing Orders for

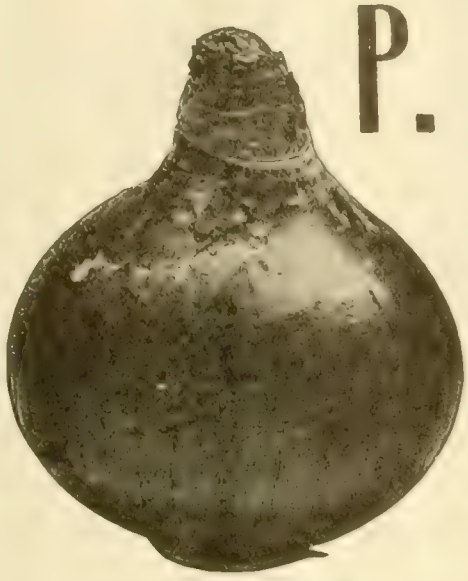
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Yokohama Nursery Co.

LTD.
Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

Are you sure of your "Laid Down" Costs and certain on delivery of your needs in

P. W. Grandiflora



If not, write for our **guaranteed price,** f. o. b. New York and f. o. b. Chicago. It may mean a saving to you.

Vaughan's Seed Store

NEW YORK CHICAGO

BULBS

LILIUM GIGANTEUM, also **HARDIES,** shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

FOR IMMEDIATE SHIPMENT.

DRACAENA CANES, Lord Wolseley, at 15c per foot.

BAMBOO STAKES

Natural and Green, in all sizes—both domestic and Japanese.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

L. D. Waller Seed Co.

Growers of Choice

Sweet Pea, Nasturtium and Flower Seeds

GUADALUPE, - CALIFORNIA

Mention the American Florist when writing

SEEDS

Flower, Vegetable and Farm.

Send your inquiries to

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

Mention the American Florist when writing

English Grown New Crop Seeds

Primula Eureka.

PRIMULA EUREKA

Award of Merit, R. H. S., London.

Akin to Obconica, but an entirely new form. Compact flower heads of large well shaped flowers carried well above the foliage, rich rosy carmine, shaded cerise, per 100 pkts., $18.00; per doz., $2.50; retailing at 36c per pkt.; per 1-16 oz., 12/6. Now ready for delivery.

PANSY, Hurst's Special Prize Strain.

Large flowered show fancy varieties saved from the finest type flowers only, per oz., $7.00.

POLYANTHUS, Hurst's Giant Mixed.

A grand mixture of clear and distinct colors, ranging from white and pale yellow to orange scarlet and crimson, good compact habit, per oz., $2.00.

Pansy and **Polyanthus,** ready for delivery August-September.

HURST & SON

Seed Merchants and Growers

152 Houndsditch, London, England

Cable Address:—"HURST, LONDON." Wholesale Only.

TERMS:—Small orders should be accompanied by cash to cover goods and postage. Unknown correspondents desiring credit terms are requested to furnish satisfactory trade references.

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, Telephone Worth 2376. **New York City**

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

A FARM of 350 acres of corn land in Woodford county, Illinois, recently sold for $650 per acre.

DELEGATES attending the recent meeting of the National Board of Farm Organizations at Chicago, refused to indorse the movement to import Chinese into this country to meet the labor shortage.

MOBILE, ALA.—Rather than sell his beans to produce men at 60 cents per bushel, when wholesale houses were quoting them at $1.60 in carlots, an eastern shore producer dumped his cargo into the bay here, May 20.

Prices of Indoor Fruits and Vegetables.

Chicago, May 25.—Cucumbers, 2-dozen box, $3.00 to $3.50; celery, Florida, crate, $5.50 to $7.50; leaf lettuce, per tomato box, 20 to 30 cents, radishes, per 100 bunches, $6.00; tomatoes, per crate, six baskets, $7.00 to $9.50.

New York, May 22.—Celery, per crate, $1.00 to $6.00; cucumbers, per dozen, 50 cents to $1.25; mushrooms, 50 cents to $1.75 per three-pound basket; tomatoes, per pound, 25 to 50 cents; lettuce, per package, 50 cents to $7.00; radishes, per basket, 25 cents to $2.00.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists — Largest Growers in America

Box 404. DUNDEE, ILL.

Hybrid Tea Roses

6 inch, for planting out.

HYDRANGEAS, French, 6 inch, until further notice.

WM. K. HARRIS

55th St. and Springfield Ave., WEST PHILADELPHIA, PA.

Mention the American Florist when writing

COLEUS

	100
COLEUS, 2-in.	3.00
COLEUS, R. C.	1.25
COLEUS, R. C., 10 kinds....per 1,000	10.00
DAISY SAUNDERS, R. C.	$1.50
DUSTY MILLER, Gymnocarpa, 2-in.	3.00
GERANIUM SALLEROI, 2-in.	3.00
GERANIUM, Dbl. White, 2¼-in.	4.00
HELIOTROPE, Blue, R. C.	1.50
CUPHEA, Ageratum, Gurney and Blue Star	.90
GENISTA, DAISIES, Single white	1.50
FUCHSIA, R. C.	1.50
CHERRY, Cleveland, from seedlings	1.00
STEVIA DWARF, R. C.	1.50
DRACENA INDIVISA, fine seedlings	1.50

Cash.

BYER BROS., CHAMBERSBURG, PA.

VIBURNUM PLICATUM

Also Berberris Thunbergii, Hydrangea Paniculata, Weigelia, Spireas, Etc.

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO — WEST GROVE PENN'A.

Robert Pyle, Pres. — Ant. Wintzer, Vice-Pres.

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Chrysanthemums

THE BEST

In Novelties and Standard Kinds. Catalogue on application.

Elmer D. Smith & Co.

ADRIAN, MICH.

Spring Plants

IN ABUNDANCE

		100	1000
2 -in.	Ageratum, Light or Dark	$ 2.50	$ 22.50
2¼-in.	Calendulas, Orange King	3.00	25.00
2¼-in.	Centaureas, Dusty Miller	3.00	25.00
2 -in.	Coleus, Red or Yellow	3.25	30.00
2¼-in.	Fuchsias, 12 good varieties	3.00	25.00
4 -in.	Fuchsias, 12 good varieties	12.50	120.00
2 -in.	Geraniums, Ricard, Poitevine, Nutt, Buchner, etc.	4.25	40.00
3½-in.	Geraniums, Above kinds	10.50	100.00
2¼-in.	Helitropes, Light or Dark Blue	4.50	40.00
4 -in.	Heliotropes	12.00	110.00
2½ in.	Larkspurs, Separate Colors	3.00	25.00
2¼-in.	Marguerites, White or Yellow	4.00	37.50
4 -in.	Marguerites	12.00	110.00
2¼-in.	Salvias, Scarlet Sages	5.00	45.00
3 -in.	Salvias	8.00	75.00
2¼-in.	Verbenas, Choicest mixed	2.75	25.00
2¼-in.	Vinca, Varieagata	5.00	45.00
4 -in.	Vinca, Varieagata	13.00	125.00

For prices on other stock send for Catalogue, now ready. Cabbage and Tomato plants in abundance, $5.00 per 1000.

ALONZO J. BRYAN,

Wholesale Florist

Washington, New Jersey

DE GRAAFF BROS., Ltd.

(Inc. with S. A. Van Konynenburg & Co.)

NOORDWYK, HOLLAND

Tulips, Daffodils, Iris, Crocus, Etc.

Special Stock Ready Now

	Per 100
Abutilon, Daydawn	$ 6.00
Dahlias, good assortment, divided roots	12.00
Fuchsia, Mrs. E. G. Hill, 2½ inch	6.00
Gladiolus Niagara, best yellow	$5.00 per 100; $45.00 per 1000
Gladiolus Pink Perfection, finest of all pinks, $5.00 per 100; $45.00 per 1000.	
Hardy Pinks, Her Majesty, Gertrude, Essex Witch and **Laura Wilmer,** 2-in., at	$7.00 per 100; $65.00 per 1000
Rose, Baby Rambler, for transplanting, No. 2 field grown	15.00

The Storrs & Harrison Co.

Painesville, Ohio

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

GERANIUMS, ROOTED CUTTINGS

Special prices good until June 7th.

S. A. Nutt and Buchner at ... ... $17.50 per 1000

Poitevine and Ricard at ..... 25.00 per 1000

Equal quantities of each Nutt, Ricard and Poitevine, at $20.00 per 1000; not less than 1000 of each.

Smilax at $3.00 per 100; by parcel post, $3.25.

Albert M. Herr, LANCASTER, PA. R. F. D. No. 8.

If you are interested in

POINSETTIAS

and four and five inch

BOSTON FERNS

for immediate delivery, write

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

CALADIUMS

CALADIUM.

The kind with Real Sound Center Shoots

Sizes	100	1000
5 to 7 in. circum.	$ 6.50	$60.00
7 to 9 in. circum.	7.50	70.00
9 to 11 in. circum.	12.00	115.00
11 to 12 in. circum. (scarce)	25.00	

TUBEROSES

Well Cured. Free from Rot.

	100	1000
Dwarf Excelsior Pearl, 2nd size, 3-4 inch	$3.25	$27.50
Dwarf Excelsior Pearl, 1st size, 4-6 inch	4.00	35.00
Variegated Leaved single	3.00	25.00
Albino, early single white	3.00	25.00
Armstrong's Ever Blooming	3.00	25.00
Mexican	3.00	25.00

—ALSO—

GLADIOLUS and CANNAS

Write for our Spring Book for Florists

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Mention the American Florist when writing

When Buying HOLLAND BULBS

for next season **BUY THE BEST.** Order from

Segers Brothers, Ltd., WHOLESALE BULB GROWERS **Lisse, Holland**

Mention the American Florist when writing

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Geraniums Standard Sorts, labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings. From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA.

From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

MADISON, WIS.—As part of the plan in the city beautiful movement, shrubs have been set out on the corners of one of the downtown streets, property owners co-operating in the expense of the movement. Curb flower gardens will also be planted.

American Association of Nurserymen.

Copies of the announcement regarding arrangements for the forty-fifth annual convention of the American Association of Nurserymen, to be held at the Congress hotel, Chicago, June 23-24, have been mailed to all members, the business sessions to be preceded by a "get-acquainted" dinner at the same hotel on the evening of June 22.

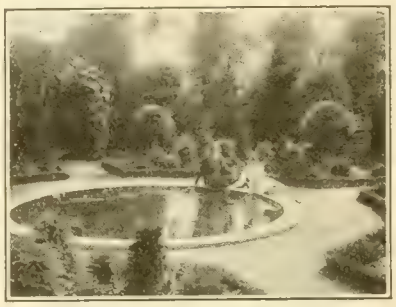
As the association has grown into a business organization, it is the wish of the officers, and presumably of all members, to make this year's meeting a business one. In order to insure this, no formal programme of prepared papers and addresses has been arranged. Somehow, it never seemed exactly the right thing to parcel out the time of the convention in advance. On the other hand, to bring up each subject in turn, with the floor free to every member, with ample opportunity to discuss each subject presented, and to introduce other subjects, seems a very direct way of securing the participation of all members in the work of the convention. The whole idea of this plan is to see that every member has the fullest opportunity to bring forward any subject of interest to him or of possible interest to the trade and the association; to see that ample opportunity is afforded for full discussion and mature deliberation before acting on any matter affecting the policy and activities of the association. That we shall have some programme to discuss is rather eloquently indicated by the following list of subjects that the association has on hand right now.

Market development.
Publicity.
Costs.
Seedlings and raw materials.
Inspection and quarantine.
The lansscape gardener.
Standardization of plant names.
The planter's viewpoint.
Business ethics.
Advertising.
Credits and collections.
Surpluses and shortages.
Relations with professional landscape architects.
Co-operation with seedsmen and florists.
Standardization of grades.
The agricultural and horticultural press.
Co-operation with pomological and horticultural societies.
Nursery training in agricultural colleges.
Legislation.
Packing.
Tariff.
Federal and state competition.
Compensation by the government for stock destroyed as a precautionary measure.
Provision for plantings around federal buildings.
Transportation.
Express weight limits.
Arbitration.
Storage.
Any other subject that any member wishes to introduce.

Letters received already indicate that members have enjoyed a busy and prosperous season and that they intend to use some of their well-earned profits in attending the convention. Nurserymen will be on hand who have not been at a convention in five years. It will unquestionably be the largest turnout we have ever had.

JOHN WATSON, Sec'y.

Princeton, N. J., May 24, 1920.



Garden Bordered With Box-Barberry.
Electros of this illustration with each order for 1000 or more if requested.

Have you seen a garden bordered with

Box-Barberry

this spring? Every plant bright and green—not a dead one. A strong contrast to the northern Buxus bordered garden, now either dead or sadly winter injured, brown and dejected looking.

Mr. Siebrecht, the veteran plantsman, on seeing the garden the other day shown in accompanying illustration, exclaimed with his characteristic enthusiasm, "Magnifiicent. There is a fortune in it for the nurserymen."

We offer you well rooted dormant summer frame cuttings ready to set out direct into the nursery without further expense to you at

$65.00 per 1000; all sold out of larger sizes.

Many of the leading catalogue firms have already contracted with us for their supply for the ensuing season, and others are buying these *frame grown plants* for their own planting, preparing for the enormous demand which is sure to follow.

It is a safe statement that **BOX-BARBERRY** will soon be the plantsman's best seller.

The Elm City Nursery Co., Woodmont Nurseries, Inc.
New Haven, Conn. **Introducers.**
Send for Trade Bulletin.

Bargain in Flowering Shrubs

Owing to delay by strike, we have just received shipment of fine well shaped shrubs in splendid condition. Owing to lateness of season we are offering same at one-half original cost.

	Per Bundle of 10	Per 100
Althea, Double Red, Pink, Purple, White	$1.25	$10.00
Cornus, Alba Siberica	1.25	10.00
Deutzia, Pride of Rochester	1.25	10.00
" Crenata Rosea Plena	1.25	10.00
Forsythia, Suspensa	1.25	10.00
" Viridissima	1.25	10.00
Hydrangea, Paniculata Grandiflora	1.50	12.00
Lonicera, Tartarica (Honeysuckle)	1.25	10.00
Lilac, Common Purple	1.00	8.00
" Common White	1.00	8.00
Philadelphus, Grandiflora	1.25	10.00
Spiraea, Van Houttei	1.25	10.00
" Billardii	1.25	10.00
Weigelia, Rosea	1.80	15.00

We do not break bundles at these prices. 10% added for packing.

A. HENDERSON & CO., 166 N. Wabash Ave. **CHICAGO**

We have on hand the largest stock of
BOXWOOD
in New England; all shapes.

Rhododendrons
Parsons' Hardy American Seedlings.

1000 BAY TREES
All sizes, pyramidal and standard shapes.

MONTROSE NURSERIES
Wakefield Center, Mass.
(Office and Salesroom) **31 Otis St., Boston, Mass.**
N. F. McCARTHY & CO., Props.

Ready Reference Section.

12 CENTS, NET, PER LINE.

AGERATUMS.

Ageratum, light or dark, 2-in., $2.50 per 100; $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

ASPARAGUS.

Asparagus plumosus seedlings. $1.00 per 100, $8.00 per 1,000; 2-in., $3.50; 2½-in., $5.00; 3-in., $10.00; 4-in., $15.00 per 100. All first-class stock. HENRY SMITH, Grand Rapids, Mich.

Asparagus Sprengeri Seedlings, $1.00 per 100. Cash please. CHAS. E. COUGILL, Auburn, Ind.

Asparagus Sprengeri, 2½-in., 4 cts. each. ODOR GREENHOUSES, Iola, Kan.

ASTERS.

Asters. Transplanted Queen of Market and Crego Giant, separate colors, per 100, $1.00. ODOR GREENHOUSES, Iola, Kan.

BARBERRY.

Box-Barberry, well rooted summer frame cuttings, $65.00 per 100. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BULBS.

Bulbs. Lilium Giganteum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

Gladiolus bulbs. Now is planting time. See list of sorts in our display adv. on another page. VAUGHAN'S SEED STORE, Chicago and New York.

Cold storage lily bulbs. Giganteum 7-9. Write for special prices. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Tulips, daffodils, iris, crocus, etc. Write for prices. De Graaff Bros., Ltd., Noordwyk, Holland.

Bulbs. Holland, of all kinds. Write for prices. R. A. Vanderschoot, 299 Broadway, New York.

CALADIUMS.

Caladiums. 5-7, $5.00 per 100; 7-9, $8.00 per 100. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

CALENDULAS.

Calendulas. Orange King, 2½-in., $3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Calendula Orange King, 2-in., $2.50 per 100. Byer Bros., Chambersburg, Pa.

CALLAS.

CALLAS-GODFREY

3-in. Ready to bloom..........	$10.00 per 100
3-in. Smaller plants	8.00 per 100

THE PARK FLORAL CO.
Denver, Colorado

CANNAS.

CANNA PLANTS, 2½ and 3½-inch pots. King Humbert, 8 cents and 12 cents.
All the leaders ready now.
VAUGHAN'S SEED STORE, Chicago and New York.

Cannas. Three-in-pot plants, ready for immediate shipment: $1.00 per doz.; $5.00 per 100; $40.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Cannas. King Humbert, extra fine plants, out of 2½-in. pots, $8.00 per 100. THE REESER PLANT CO., Springfield, O.

CARNATIONS.

LAST CALL
ROOTED CARNATION CUTTINGS

	100	1000
Nebraska	$2.50	$20.00
Mrs. Ward	2.50	20.00
Enchantress	2.50	20.00
Matchless	2.50	20.00
White Wonder	2.50	20.00
Bonfire	2.50	20.00

Fine large plants out of soil ready for planting:

	100	1000
White Wonder	$7.00	60.00

WIETOR BROS.,
30 East Randolph St., Chicago.

Carnation plants from 2-in. pots. Pinched once, 2 strong shoots.

	100
900 Pink Enchantress	$7.50
700 White Enchantress ..	7.50
500 Matchless	7.50

Cash please.

GEORGE SEUBOLD,
Huntingburg, Indiana.

CARNATION PLANTS FROM FIELD

	100	1000
Mrs. C. W. Ward...........	$8.00	$70.00
White Perfection	8.00	65.00

The plants are fine and all pinched back.

GEORGE PETERS & SONS,
Hempstead, L. I., N. Y.

ROOTED CARNATION CUTTINGS

Enchantress Supreme, $60 per 1000; 2¼-inch stock of Matchless and Rose Pink Enchantress, $50 per 1000. Immediate delivery.

ALLAN HUMASON
30 East Randolph St., Chicago

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CENTAUREA.

Centaurea Gymnocarpa, Dusty Miller, fine 2½-in., per 100, $3.50. ODOR GREENHOUSES, Iola, Kan.

CHRYSANTHEMUMS.

"NEW POMPON ANNABEL."

A sport from Mrs. E. D. Godfrey: is a sturdier grower with exceptionally good foliage. Has long stiff stems, well branched, with an unusual number of flowers about 3½-in. across. Excellent keeper, in bench, or cut. Color, a beautiful cerise, tending toward lavender. Flowers of anemone type, with several rows of petals, and yellow center. Season of blooming, Thanksgiving to Christmas. Past season, I cut the first on Dec. 2nd and the last Jan. 10th. It is far better than parent, or any other Pompon and will bring more money.

Sold under agreement that you permit no other person to obtain stock untl 1922. Prcies, 2¼-in. pots, $3.00 per dozen; $20.00 per hundred. Rooted cuttings, $15.00 per 100. Sold out to about May 15. After that will have about 5,000 a week. Can be benched as late as Aug. 15 for good crop.

GRAND VIEW GREENHOUSES,
Hopkins, Minn.

CHRYSANTHEMUMS
Standard Varieties

	100	1,000
Marigold	3.50	30.00
Buckbee	3.50	30.00
Enguehardt	3.50	30.00
Seidewitz	3.50	30.00
Nagoya	3.50	30.00
POMPONS		
Yellow Baby	$2.50	$20.00
Golden Climax	2.50	20.00
Buckingham	2.50	20.00
Beu	2.50	20.00

PETER REINBERG,
Wholesale Florist
30 East Randolph St., Chicago

ROOTED CHRYSANTHEMUM CUTTINGS

	100	1000
Yellow Nagoya, Bonnaffon, Golden Queen, Halliday, Marigold. Roman Gold....	$3.00	$25.00
Pink Chieftain, Engnehard.	3.00	25.00
White Chadwick	4.00	35.00
White Chieftain, Charles Razer, Oconto, Smith's Ideal	3.00	25.00
Red, Intensity	3.00	25.00
Pompons, Aster, Billy Primrose, Lillian Doty, Mensa. Godfrey, Diana	3.00	25.00

WIETOR BROS.,
30 E. Randolph St., Chicago

Chrysanthemums. Standard varieties for cut flowers and potted plants. R. C. at $3.00 per 100; 2¼-in. plants, $4.00. Send list of varieties required. HENRY SMITH, Grand Rapids, Mich.

Chrysanthemums. Trade list of the 200 best chrysanthemums for the asking. STAFFORD CONSERVATORIES, Stafford Springs, Conn.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

Coleus. R. C., $1.50 per 100; 2¼-in. pots, $5.00 per 100. Standard varieties. HENRY SMITH, Grand Rapids, Mich.

CYCLAMEN.

Cyclamen, 2¼-inch, $10.00 per 100; 3-inch, $15.00 per 100. Ready now. Fine stock. J. E. MATTHEWSON, Sheboygan, Wisc.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It

DAHLIAS.

15 choice tubers, no two alike, each labeled, my selection, several classes and colors, $1.00; retail value $3.00.

Surplus stock, one tuber may be worth entire cost. Seven sets (105 dahlias), $5.00.

Complete collection 30 plump dahlias, all different, labeled, true to name, $2.00.

Dozen, all different, either ball, cactus, decorative, peony or single, labeled, my selection colors, $1.00.

Standard cut-flower sorts; white, pink, yellow or red, doz., $1.00; 100, $6.00; my selection varieties.

Mixed and unlabeled dahlias, doz., 60c.; 100, $4.50.

Sand pollinated hybrid dahlia seed from best varieties, selected mixture, $1.00 packet.

Your selection any seven "dollar" collections, $5.00. Any 15 "dollar" collections, $10.00. Everything prepaid. Dahlia trade list with color key free.

ALT F. CLARK
Netcong, N. J.

FERNS.

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 6-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Table ferns. Standard varieties. 2¼-in., $5.00 per 100. Adiantum Cuneatum, 2¼-in., $5.00 per 100; 3-in., $12.00 per 100; HENRY SMITH, Grand Rapids, Mich.

Fern runners. Immediate shipment on Wanamaker, Teddy Jr., $3.00 per 100; $25.00 per 1,000. CAMPBELL BROS., Route 1, Madison, Tenn.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FREESIAS.

FREESIA PURITY BULBS.
Fresh, sound, plump bulbs of a heavy-flowering strong-stemmed strain, for high-class florist trade. Prices per 1,000 bulbs: ½in., $10.00; ⅝-in., $15.00; ¾-in., $20.00.

SEVIN-VINCENT CO.
417 Montgomery St. San Francisco, Calif.

FUNKIAS.

Funkias Var., strong, field-grown divisions, $5.00 per 100. Cash. B. SCHELLER, Warren, Pa.

GERANIUMS.

100,000 geraniums. Poitevine, Barney, Oberley, Castellane, 2¼-in., 4½c; Nutt, 3-in., 10c; Nutt and Castellane, 4-in., 15c; Nutt and Castellane, 4-in., extra large spread, **17½c; Am. Beauty, Barney, H. Michell, 20c.** Cash. L. J. ROWE, Box 244, Titusville, Pa

Geraniums. Ricard, Poitevine, Nutt. Buchner, etc., 2-in., $4.25 per 100; $40.00 per 1,000; 3½-in., $10.50 per 100; $100 per 1,000. Alonzo J. Bryan, Washington, N. J.

Geraniums. Nutt, Buchner, Ricard and Poitevine, 4-in., $15.00 per 100. Leonard Cousins, Jr., Concord Junction, Mass.

MOONVINES.

Moonvines. White, good, strong plants, out of 2¼-in. pots, $5.00 per 100. THE REESER PLANT CO., Springfield, O.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANSIES.

200,000 Steele's Mastodon Pansies. Extra fine plants, Sept. transplanted. In bud and bloom. Good pansies are scarce so place your order now for future delivery. Extra large, well branched plants, $35.00 per 1000. Cash with order please. JENSON & SONS, 9801 S. Western Ave., Chicago.

Pansies. Ready now, 200,000 full transplanted, in bud and bloom. Superb strain, $2.25 per 100; ,$20 per 1000. Leonard Cousins, Jr., Concord Junction, Mass.

PRIMULAS.

Primula obconica gigantea, Kermesina and Vesuvius, plenty of red. Fine, strong transplanted plants as good as 2¼-in., $4.00 per 100, postpaid; cash; immediate delivery. BRILL CELERY GARDENS, Kalamazoo, Mich.

Primula Malacoides, 2½-inch fine stock at $6.00 per 100. Would like to trade for chrysanthemum plants. JOHN RINDFLEISCH, Beloit, Wis.

You Need Room

All surplus plant stock should be sold now.

The plants need more room this warmer weather and will soon spoil if they don't get it.

Every plant has cost you money and you can readily sell the surplus by advertising NOW.

ROSES.

ROSES
Quantity and Quality
2¼-in. ROSE PLANTS

Ophelia	$14.00	$115.00
White Killarney	14.00	115.00
Sunburst	14.00	115.00
Milady	16.50	150.00
Columbia	16.00	140.00
Russell	22.00	200.00
Premier	21.00	180.00
BENCH PLANTS		
Pink Killarney	$12.00	$115.00
White Killarney	12.00	115.00
Ophelia	15.00	140.00
Milady	15.00	140.00
Russell	16.00	150.00
Champ Weiland	15.00	140.00
American Beauty	17.50	165.00

M. C. GUNTERBERG
Wholesale Florist
159 North State St. Chicago

ROSES—2½-INCH STOCK.

	100	1000
Ophelia	$8.00	$70.00
Sunburst	8.00	70.00
BENCH PLANTS.		
Richmond	10.00	90.00
Ophelia	8.00	70.00
Sunburst	7.00	60.00
White Killarney	6.00	50.00

All plants shipped at owner's risk.
GEORGE REINBERG
162 N. Wabash Ave., Chicago.

ROSES.

ROSE PLANTS—2½-INCH STOCK

	100	1000
White Killarney	10.00	90.00
Ophelia	10.00	90.00
Columbia	15.00	125.00
BENCH PLANTS	100	1000
Pink Killarney	10.00	90.00
Killarney Brilliant	10.00	90.00
Ophelia	10.00	90.00

WIETOR BROS.
30 E. Randolph St. Chicago.
L. D. Phone Randolph 2081.

YOUNG ROSE STOCK
2½-inch pots.

	1000
Russell	$200.00
Columbia	150.00
Ophelia	120.00
Sunburst	120.00
White Killarney	100.00
Hoosier Beauty	150.00

BASSETT & WASHBURN
178 N. Wabash Ave., Chicago

ROSES OWN ROOT PLANTS
From 2¼-inch Pots.
A good assortment of the best varieties for forcing, bedding and lining out; ready for May and June delivery. Send us your list.

AMERICAN ROSE AND PLANT CO.
Springfield, Ohio.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison N. J.

BENCH ROSE PLANTS

	100
Ophelia	$10.00
White Killarney	10.00
Hoosier Beauty	10.00

BASSETT & WASHBURN
178 N. Wabash Ave., Chicago

Roses. Vaughan's White Baby Rambler. The best double white grown. Strong 2½-**in. plants. Doz., $1.25; per 100, $8.00; per** 1,000, $75.00. Vaughan's Seed Store, Chicago and New York.

Bench roses. Richmond, Hoosier Beauty, Ophelia, Aaron Ward, $12.00 per 100; Mrs. Chas. Russell, $15.00 per 100. American Bulb Co., 172 N. Wabash Ave., Chicago.

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

Rose Plants. Premier and Butterfly, 2½-in., and 3½-in. Write for prices. VAUGHAN'S SEED STORE, Chicago.

SEEDS.

Seeds. Primula Chinensis and P. Obconica Gigantea. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Specialists in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Delphinium Newport Rose, Dracaena Indivisa, Salvia Zurich, and Smilax. Also grass seed mixtures of all kinds. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. English grown, new crop. Primula Eureka, Pansy and Polyanthus. For prices see display advertisement elsewhere in this issue. Hurst & Son, 152 Houndsditch, London, Eng.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices, Kelway & Son, Langport, Eng.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

SEEDS.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorsinera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds, Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedericktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. **S. D. Woodruff & Sons, 82 Dey St.,** New York.

Seed. Asparagus Plumosus Nanus, $2.75 per 1,000. Special prices for large quantities. **McHutchison & Co., 95 Chambers St.,** New York.

Seeds. Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30; 5 lbs. and over, $25 per lb. D. Landreth Seed Co., Bristol, Pa.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax. Extra good, strong, well rooted plants. 2-in., $2.50 per 100. Elmer Rawlings, Allegheny, N. Y.

SNAPDRAGONS.

Snapdragons. Silver Pink and Nelrose, 2¼-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SPHAGNUM MOSS.

Sphagnum Moss for florists and nurserymen. For spot shipments or contract. Write us. Vaughan's Seed Store, Chicago and New York.

STRAWBERRY PLANTS.

STRAWBERRY PLANTS
50,000 Progressive Everbearing, $10.00 per 1000. I. N. KRAMER & SON, Cedar Rapids, Ia.

THUNBERGII.

Thunbergia 2½-in., 4c each. ODOR GREENHOUSES, Iola, Kans.

TO EXCHANGE.

To Exchange. For geranium R. C. or 2½-in. pots. Poitevine, Ricard, American Beauty, Jean Viaud, Gen. Grant, or what have you to offer. Above runners Wanamaker and Teddy Jr., $3.00 per 100; $25.00 per 1,000. CAMPBELL BROS., Route 1, Madison, Tenn.

VEGETABLE PLANTS.

Vegetable plants. Delivered to you, all charges prepaid. Cabbage, tomato, beet, lettuce and celery. 100, 65c; 1,000, $3.50; 5,000, $15.00; 10,000, $28.50. Price list free. COMMERCIAL PLANT CO., New Bohemia, Va.

Celery plants, Easy Blanching; now grown exclusively by 90% of Kalamazoo growers in place of Golden Self-Blanching. Strong plants, ready for the field, $3.00 per 1,000. Cash.
BRILL CELERY GARDENS
Kalamazoo Mich.

Tomato plants. Earliana, John Baer, Bonny Best, Chalk's Jewell, Greater Baltimore, Red Rock, New Stone, Acme, Matchless, Truckers' Favorite, per 1000, $1.50, parcel post or express. Sweet potato plants, $2.00 per 1000. CODEN NURSERIES, Coden, Ala.

New crop plants ready. Cabbage, lettuce, celery, tomato. We have all varieties; order what you want. 100 lots, 50 cts. prepaid. 1,000 lots or more, $1.50 per 1,000. Express or P. P. CODEN NURSERIES. Coden, Ala.

Rhubarb roots, strawberry variety, $30.00 per 1,000. H. CORVAL RICHMAN, Malaga, N. J.

Asparagus plants, 1 year old, 75 cts. per 100. ODOR GREENHOUSES, Iola, Kan.

VERBENAS.

Verbenas. Strong transplanted, separate colors, per 100, $1.25 prepaid. ODOR GREENHOUSES, Iola, Kan.

VINCAS.

Vinca, Minor Periwinkle, Alba and Rosea. 2½-in., 4c each; large, transplanted from soil, $1.25 per 100. ODOR GREENHOUSES, Iola, Kans.

MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

White Wood Easel. Very desirable for mounting floral designs. For sizes and prices see display advertisement elsewhere in this issue. Geo. H. Angermueller Co., 1324 Pine St., St. Louis, Mo.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works,, Lowell, Mass.

Good fresh tobacco stems in bales, $1.50 per hundred pounds, $25.00 per ton. Check with order. LEON S. BOUCHER CIGAR CO., Joplin, Mo.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., W. Philadelphia, Pa.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Baskets, novelties and florists' supplies. S. H. Russin, 55 W. 19th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

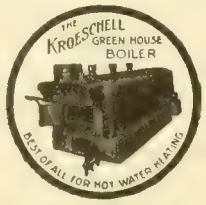
Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

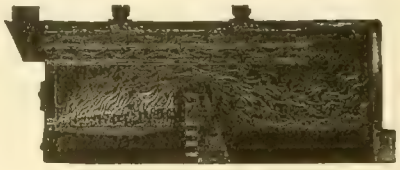
THE CUSTOMERS' INTEREST FIRST

This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all the Greenhouse Boiler business

NOT CAST IRON



NOT CAST IRON



A KROESCHELL

is the key to fuel economy.

Kroeschell Bros. Co. 452 W. Erie St. CHICAGO

THE KROESCHELL POLICY

We make every kind of boiler, but it is our policy to supply only the type of boiler best suited for the conditions. You get the highest boiler value.

NOT CAST IRON

NOT CAST IRON

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FERTILIZERS

For results use "Master Brand" prepared concentrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

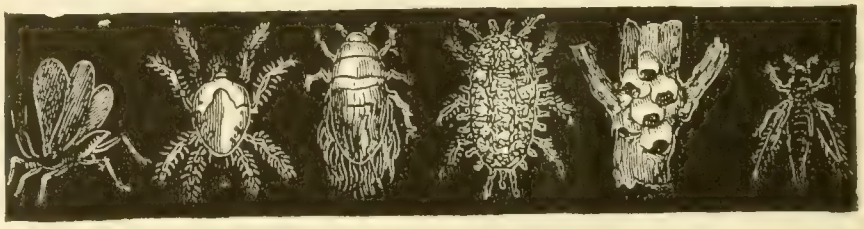
Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.



Some common Sucking Insects, magnified.

HAMMOND'S PAINT & SLUG SHOT WORKS, Beacon, N. Y.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J. Inc., New York.
Dolansky—McDonald Co., New York.
Erne & Company, Chicago.
Fenrich, Joseph H., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuhl, Geo. A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
Neidinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Rusch & Co., Gust., Milwaukee, Wis.
Siebrecht, Geo. C., New York.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Welland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

"Everything for the Greenhouse"

Our business will be to sell you anything you need. We are direct agents for the best materials.

RIGHT NOW IS THE TIME TO BUY PECKY CYPRESS FOR YOUR BENCHES and COAL FOR YOUR BOILERS.

Coal is going to be very scarce. Order now or you may freeze up next winter. We can quote you very low prices for prompt shipment.

Write us now. Tell us what you need. Let us quote you.

Greenhouse Supply Company

30 East Randolph Street, CHICAGO, ILL.

Mention the American Florist when writing

Union Hill, N. J.

It may be that the post office department is partial to old names, just as it is—or seems to be—partial to old horses and mail wagons. However, that may be, the post office in the above mentioned borough is about the only place where the name "Weehawken" is to be found. The business men date their letters from Union Hill, and the public service corporations route their street cars for Union Hill. It is a thriving place, and has a number of retail flower stores that would be creditable to a larger city.

The "Fernery," 426 Hackensack plank road, has been for some time conducted by Miss Frances M. Steinhoff. It is unnecessary to state that Herman C. Steinhoff's children are wise to the florist business.

A. Daggetts, 294 Bergenline avenue, has been so prosperous that, in addition to his retail business, he has bought part of the McMillan range, located at North Hudson Heights.

The large store, formerly the flower department of the Neelser undertaking establishment, has recently been taken over by C. G. Cosmas, who is doing a good business.

All the stores called upon reported a good Mothers' day business and best of all, it was stated that the trade was far from being confined to carnations.

Durso & Fox, two clever young men, who graduated from the wholesale district of New York, recently opened a good store at 149 Fourth street.

Rey, Woolsey & Berglund have two "Flower Shops," one at Fourth street and Bergenline avenue, the other at 223 Bergenline avenue.

The "Margaret Florist Co." 12 Bergenline avenue, is conducted by young men who show taste in floral arrangement.

A. F. F.

When building new Houses or repairing the old ones it will pay you to write us and get one of our catalogs.

We manufacture

Advance Ventilating Equipment

and a complete line of **GREENHOUSE FITTINGS.** Illustrations, descriptions and all the necessary information right in the catalog. Send for one today.

ADVANCE CO., Richmond, Ind.

Mention the American Florist when writing

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Ea.	Doz.	100
10	20 in.	$4.50	$49.50	$375.00
20	18 in.	3.30	36.00	293.00
30	16 in.	2.35	26.00	200.00
40	14 in.	1.90	21.50	170.00
50	12 in.	$1.30	$15.00	$115.00
60	10 in.	.90	9.90	77.50
70	8 in.	.75	8.00	61.00

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, **714-716 Chestnut St., Philadelphia, Pa.**

Mention the American Florist when writing

FORT WORTH, TEX.—The annual convention of the state florists' association will be held in this city, July 20-22.

BALTIMORE, MD.—Chas. E. Smith & Co. will remove shortly from Liberty street to their new store, 1822 North Charles street.

WIZARD BRAND TRADE MARK

WITH A KICK IN IT!!

Sheep Manure with a kick in it! That's **WIZARD BRAND** because Wizard Brand is best quality Feeding Station and Stock Yard Sheep Manure. Not leached out; air-dried western corral manure with 15% to 20% moisture.

Wizard Brand is new, fresh stock, dried and sterilized by high-temperature direct-heat process that always makes a bone-dry, uniformly pulverized product; weed seed, fungus and disease germs destroyed, highly concentrated, always safe and dependable. The highest standard of quality in Pulverized Sheep Manure. Unequaled under glass or in the field.

Insist on WIZARD BRAND through your supply house or write us direct.

The Pulverized Manure Co., 32 Union Stock Yards, **Chicago**

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

GIBLIN & CO., UTICA, N. Y.

John C. Moninger Co.

GREENHOUSES

Designers - Manufacturers - Builders

We sell the complete house or any part

908 Blackhawk St., CHICAGO, ILL.

Wired Toothpicks

10,000, $2.50; 50,000, $11.00. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For Sale by Dealers.

Rochester, N Y.

UNUSUALLY STRONG DEMAND FOR PLANTS.

There has been a shortage of plants and cut flowers since Mothers' day, the former being in greater demand this year than ever before, taking the place of flowers to a considerable extent, which is an encouragement to plant growers as to the future. Carnations have been none too good in quality and the supply decreased during the past week. Roses of all kinds are excellent. The warm weather has caused quite a spurt in bedding stock sales and good business in filling veranda boxes, urns, etc.

CLUB MEETING.

The monthly meeting of the florists' association was held May 14. John Dunbar was to speak on "Some Facts About the History and Development of Garden Roses" but was prevented from being present by a severe cold. As president of the Rochester Rose Society he is in a position to handle this subject most interestingly, and his talk will be awaited with interest.

NOTES.

The H. E. Wilson Co. recently purchased the former chamber of commerce building on Main street, the consideration said to have been $630,000. The building has about 175 offices with a large store on the ground floor.

C. W. Curtis has returned from a trip to Atlantic City, N. J. He is now supplying the local trade with excellent Nutt geraniums.

George T. Boucher is now doing a rushing business in bedding stock. He also is well supplied with excellent Easter lilies.

In the Erection of

FOLEY GREENHOUSES

Only the Best of Material Is Used.

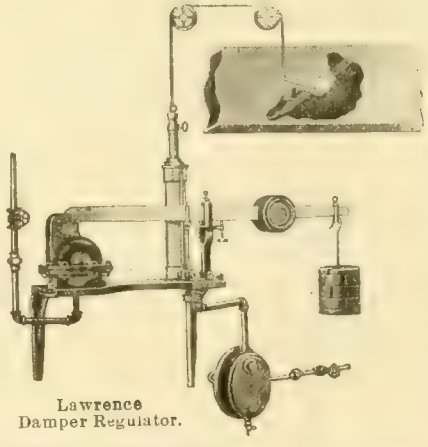
in designing your house, we always consider the use for which the house is intended—thereby assuring you of proper design and bench arrangement—not forgetting the importance of an efficient heating system.

THE FOLEY GREENHOUSE MFG. CO.

Designers Builders Heating Engineers

Main Office and Factory: 3100 S. Spaulding Ave., CHICAGO, ILL.

Mention the American Florist when writing



Lawrence Damper Regulator.

Watts Regulator Company

Manufacturers of

STEAM AND WATER SPECIALTIES

Established 1874. Factory: LAWRENCE, MASS.

Western Representatives:

FRED H. SCHINNEER CO.

549 W. Washington Blvd., Chicago

Tel. Franklin 2797

REED & KELLER

122 W. 25th St., NEW YORK

Florists' Supplies

We manufacture all our

Metal Designs, Baskets, Wire Work and **Novelties**, and are dealers in **Glassware, Pottery, Decorative Greens** and **Florists' Requisites.**

The "elite" of the H. E. Wilson sales force are continuing their theater parties and suppers during the present month.

Aphine

The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MFG. COMPANY

MADISON, N. J.

Mention the American Florist when writing

Split Carnations

Easily Mended with **Pillsbury's Carnation Staples.**

"They are indispensable to the careful florist. Increase the value at least 50%." Fifth Ave. Floral Co.

1000, 35c; 3000 for $1.00, postpaid

I. L. Pillsbury, Galesburg, Ill.

Mention the American Florist when writing

Felix Alberts keeps up attractive displays in his windows with striking changes.

CHESTER.

WE ARE SPECIALISTS N
GREENHOUSE GLASS
Free From Bubbles—Uniform in Thickness.
PAINTS and PUTTY
Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.
It will pay you to get our estimates.
THE DWELLE-KAISER CO.
251 Elm St., - BUFFALO, N. Y.

Mention the American Florist when writing

Azalea Pots, Hanging Baskets, Lawn Vases, Urns. Etc.
Red Pots
Refined Clays—Skilled Labor
The Peters & Reed Pottery Co.
SO. ZANESVILLE, OHIO
"Moss Aztec" Ware
HORACE C. GRAY CO.
200 Fifth Avenue New York

Mention the American Florist when writing

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of
FLOWER POTS
Why?
A. H. HEWS & CO., INC.
Cambridge, Mass.

George Keller Pottery Co.
Successor to

GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Mention the American Florist when writing

Mention the American Florist when writing

Greenhouse Builders

When You Are Ready
To Talk Building
Say When and Where
and We'll Be There
Lord & Burnham Co.
Irvington Boston New York Cleveland Philadelphia Toronto Chicago Montreal

Mention the American Florist when writing

Nebraska Red Pots
ARE RECOGNIZED EVERYWHERE FOR QUALITY
Your orders always receive prompt and careful attention. Made of high grade material by skilled workmen in a modern plant. Write for prices on your requirements.
Kahler Pottery Co., Louisville, Neb.

Mention the American Florist when writing

Horticultural Trade Journal
Published weekly. The Largest, Brightest and Best British Trade Publication. Also
THE INTERNATIONAL EDITION
Published quarterly. Annual subscription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.
THE HORTICULTURAL PRINTING COMPANY
BURNLEY, ENGLAND.

Mention the American Florist when writing

The Regan Printing House
Large Runs of
CATALOGUES
OUR SPECIALTY
WRITE FOR PRICES
523 PLYMOUTH COURT, CHICAGO

Mention the American Florist when writing

SUPERIOR
RED POTS
Quality and prices right. ASK US.
FLORIST SPECIALTY CO.
IDAVILLE, INDIANA

Mention the American Florist when writing

Index to Advertisers.

Advance Co.....1033
Allen J K.....1015
Allied Florists' Ass'n.....1003
Alpha Floral Co....1016
American Bulb Co.. I
American Greenhouse Mfg Co..... IV
Amling E C Co.....1011
Anderson S A 1016
Angermueller G H Co.....1013
Aphine Mfg Co.....1034
Aphrodite Co 1019
Astoria Florist 1019
Avenue Floral Co..1021
Baer Julius 1021
Bailey & Sons Co..1019
Barnard W W Co..1025
Barnes W J.....1018
Bassett & Washburn1004
Baumer Aug.....1018
Baur Window Glass Co..... IV
Bayersdorfer H & Co1002
Begerow's.....1020
Berger Bros.....1012
Berning H G.....1012
Blackistone Inc . 1020
Bodger J & Sons Co1024
Bohannon Flo Co..1016
Bolgiano J & Son...1024
Bramley & Son.....1020
Braslan Seed Growers Co.....1022
Breitmeyer's J Sons1020
Brenner Edward....1015
Broadway Florist...1019
Brown A J Seed Co 1022
Brown Bag Filling Machine Co 1024
Bruns H N 1017
Bryan Alonzo J 1026
Buckbee H W.....1020
Budlong Co J A....1009
Bunyard.....1019
Burpee W A Co.....1024
Byer Bros.....1026
California Florists .1018
Central Floral Co...1021
Central Refrigerator & Equipment Co.1011
Chicago Feed & Fertilizer Co.....1036
Chicago Flower Growers Assn ...1007
Clark E B Seed Co.1024
Clarke's Sons D....1019
Clay & Son.....1036
Clipper Lawn Mower Co.....1036
Coan J J.....1015
Conard & Jones Co.1026
Cooke Geo H 1020
Cowee W J.....1034
Coy H C Seed Co..1027
Craig Robt Co1026 1027
Culp W H & Co....1018
Danker Fred A ...1016
Dards Chas.. 1019
De Graaff Bros.....1026
Dietsch A & Co ... IV
Dolansky-McDonald Co.....1015
Dominion Floral Co1017
Dorner F & Sons Co1026
Dreer H A 1033 1035
Drevon-Tegelaar Co1024
Dunlop John H.....1020
Dwelle-Kaiser Co..1035
Eble Charles.....1017
Edwards Fold'g Box1035
Elm City Nurs Co..1028
Engelmann C.....1016
Erne & Co 1010
Evans A W B 1020
Excell Laboratories III
Eyres H G.....1016
Fallon Florist.....1021
Fenrich Jos S.....1014
Fleischman 1020
Florist Specialty Co1035
Foerster Co Jos 1006
Foley Greenhouse Mfg Co.....1034
Ford M C 1015
Ford William P....1015
Fox J M & Son Inc.1018
Frauenfelder C.....1017
Freeman Mrs J B...1020
Frey C H.....1016
Frey & Frey.....1018
Friedman.....1017
Froment H E.....1015
Futterman Bros....1014
Galvin Thos F.....1019
Gasser J M Co.....1016
Giblin & Co.....1034
Gnatt Ove Co The..1002
Godineau R & M...1024
Goldstein I.....1015
Gorham Printery Inc IV
Grakelow Chas H 1021
Grand Rapids Flo Co1021
Greenhouse Supply Co ... .1033
Grimm & Gorly....1018
Gude Bros.....1021
Habermehl's Sons J J1016
Hammond's Paint & Slug Shot Wks ...1032
Hardesty & Co.....1020
Harris Wm K.....1026
Hart Geo B 1015
Hart Henry.....1019
Haven Seed Co.....1027
Heinl John G & Son1018
Henderson A & Co1 1028
Henderson Lewis...1018
Henry Co The John1010
Henshaw Floral Co1015
Hentz & Nash.....1014
Herr Albert M.....1027
Hess & Swoboda...1018
Hession.....1019
Hews & Co A H....1035
Hill D Nursery Co.1026
Hogewoning & Sons1025
Hollywood Gardens1018
Holm & Olson.. 1018
Holton & Hunkel Co1013
Hort Trade Journal1035
Hurff Edgar F 1024
Hurst & Son. .1024 1025
Ickes-Braun Mill Co IV
Idlewild Greenhs...1021
Jahn Hugo.....1021
Joy Floral Co.....1017
Kahler Pottery Co.1035
Kansas City Cut Flower Co 1002
Kasting W F Co... I
Keller Pott'y Co Geo1035
Keller Sons J B.....1016
Kelway & Son.....1023
Kennicott Bros Co.1003
Kervan Co The.....1015
Kessler Wm.....1015
Kottmiller A. 1019
Kroeschell Bros Co1032
Kruchten John.....1011
Kuhl Geo A 1027
Landreth Seed Co..1024
Lang Flo & Nurs Co1018
Lange A.....1017
Lecakes C & Co ..1014
Lindley Flower Box Co.....1010
Littlefield Florist...1020
Longren A F.....1010
Lord & Burnham Co1035
Louise Flower Shop1016
McCallum Co 1013
McClunie Geo G...1016
McGill R C & Co...1023
McHutchison & Co.1025
Mackie William....1015
Malandre Bros.....1019
Matthews the Flo'st1020
Matthewson J E....1017
Meconi Paul.....1015
Metaire Ridge Nurs1020
Meyer John C Florist Thread Works....1010
Michigan Cut Flower Exchange.....1011
Michell Henry F Co.1023
Millang Jos A 1014
Miller Floral Co....1021
Miller & Musser ...1011
Mominger J C Co...1034
Montrose Nurseries1028
Murray Samuel.....1021
Neidinger Jos G Co.1013
Newell A 1021
N Y Cut Flower Ex.1015
N Y Floral Co.....1018
New York Seed Co.1024
Niessen Leo Co... 1012
Oriental Goldfish & Supply Co.....1010
Papadem J G Co....1019
Park Floral Co.....1021
Peacock E R Co....1023
Pearson E W.....1016
Pedrick G R & Son 1024
Penn the Florist....1020
Peters & Reed Pottv1035
Philips Bros.....1017
Pierce F O Co IV
Pierson F R Co ... I
Pierson A N (Inc) .. I
Pieters-Wheeler Seed Co 1022
Pikes Peak Flo Co.1021
Pillsbury I L.....1034
Pittsburgh Cut Flo Co 1010
Podesta & Baldocchi1020
Poehlmann Bros Co II
Pollworth C C Co..1013
Polykranas Geo J...1014
Potter Floral Co....1021
Proto-Feed & Guano Co.....1036
Pulverized Manure Co The.....1034
Pyfer A T & Co.....1004
Raedlein Basket Co1011
Randall A L Co....1011
Randall's Flo Shop.1020
Randolph & Mc-Clements.....1016
Rawlings Elmer....1027
Ready Reference...1029
Reed & Keller.....1034
Regan Ptg House ..1035
Reid Edw 1012
Reinberg Geo.....1011
Reinberg Peter.....1005
Rice Bros..... 1013
Rice Jerome B Seed Co.....1023
Robinson J C Seed Co1024
Rock Wm L Flo Co.1018
Rodgers J W.....1020
Rohnert Waldo. .. 1027
Rosaia Bros.....1021
Rosery Floral Co...1021
Routzahn Seed Co 1027
Rusch G & Co.....1013
Russin S H.... .1014
Saake O C.....1021
Salzer Seed Co J A.1018
Sceery Edw.....1021
Schiller the Florist.1017
Schillo A Lum Co .. IV
Schlatter W & Son 1036
Schling Max.....1019
Schmidt Chas L....1016
Segers Bros Ltd....1027
Shaffer Geo C 1020
Sharp Partridge & Co..... 1036
Sheppard H W.....1020
Siebrecht Geo C....1015
Simon & Son I N...1027
Situations & Wants1001
Skidelsky S S & Co. I
Smith A W & Co...1016
Smith & Co E D .. 1026
Smith & Fetters Co1021
Smith Henry.....1021
Storrs & Harrison..1026
Stumpp G E M.....1019
Thorburn J M & Co.1024
Tonner O A & L A.10 6
Totty Chas H 1024
Traendly & Schenck1015
Traveling Wholesale Florist.....1014
Trepel Joseph.....1016
United Cut Flo Co.1015
Vanderschoot R A.1024
Van Meeuven & Tegelaar 1024
Vaughan A L Co . 1007
Vaughan's Seed Store .....I 1009 1025 1027
Vick's Sons Jas.....1024
Vincent R Jr & Sons Co..... I
Walker F Co..... 1021
Waller L D Seed o1025
Watts Regulator Co1034
Weber F H.....1021
Weiland & Risch..1011
Weir Jas.....1016
Western Seed & Irrigation Co.....1023
Wietor Bros.....1006
Williams Mrs E A.1016
Winterson Co E F.1010
Wittbold G Co.....1017
Wolf John 1018
Wolfskill Bros & Morris Goldenson1016
Wonder Plant Irrigator Co.....1010
Woodruff S D & Sons1027
Yokohama Nurs Co1024
Young A L & Co...1014
Young John & Co..1015
Zech & Mann.1008 1011

"Master Soil Builders"

Send for prices on Master Brand Vine and Plant Manure—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.
4121 South La Salle Street, CHICAGO

Mention the American Florist when writing

Before

No loss if you mend your split carnations with **Superior Carnation STAPLES** 85c per 1000; 8,000 for $1.00 Postpaid

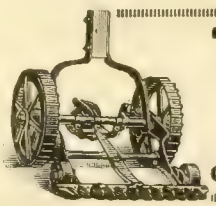
Wm. Schlatter & Son
422 Main Street SPRINGFIELD, MASS.

After

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.
809 Exchange Avenue, U. S. Yards, Chicago



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plantain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER COMPANY Dixon, Illinois

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER
TRADE MARK
EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS
MANUFACTURED BY
CLAY & SON, STRATFORD, LONDON, ENGLAND

GREENHOUSE GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST., CHICAGO, ILL.

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES
Price: $6.00 Per Volume
Carriage prepaid to any part of the United States

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas"

Vol. LIV. **CHICAGO AND NEW YORK, JUNE 5, 1920.** **No. 1670**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company.

Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,

440 S. Dearborn St., Chicago.

Long Distance Phone: Harrison 7465.

Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treas. The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa. President; F. L. ATKINS, Rutherford, N. J., Vice President; E. A. WHITE, Cornell University Ithaca, N. Y., Secretary; HARRY O. MAY, Summit N. J., Treasurer.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at New York, September 27-29, 1920. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK, 205 Elwood Av., Newark, N. J., Sec'y.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition, Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I. Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Reading, Pa., June 10-11 (Provisional), 1920. LEE R. BONNEWITZ, Van Wert, O., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Cleaning Up.

The bedding season is over, the year's work is practically finished, the young stock for another year in preparation, and now is the time to clean house. Do not leave a lot of worthless stock scattered around the houses that takes a man's time to water, but what it is desired to save block up all together where it can be watered in a short time, and, above all things, throw out anything that has passed its usefulness. How often have we seen plants that would never have been of any value left standing in the greenhouses until fall planting; neglected, yet taking more or less room, to be thrown out at last, and the houses never thoroughly made ready for the coming crop. Get the plants that need care and attention all together, and clean up the other houses. If the stock is grown in benches, these will need repairing, and if badly decayed take them down and rebuild. Those who have cement benches are fortunate, for they will only need repairs. Throw out all the old soil and clean up under the benches and in all the corners, and throw out any old, rotting boards or pieces of crocks, and thus get rid of the vermin that invariably infest greenhouses. After the benches are cleaned out, give them a good, thick coat of whitewash in which sulphur was mixed while the lime was slacking. The advantage of this is too little appreciated by many growers. It costs but little and the prevention from fungus will often amount to a great deal. After the whitewash has dried throw a few ashes or a mulch of some kind on the benches to protect them from the hot rays of the sun. Give the inside of the house a good coat of white paint; this should be done at least every other year, for the difference in the amount of light in a clean white house and in a dirty one during the dark short days is material, and the increased quality and quantity of stock will more than repay for the expense and labor. Any repairs that the heating system needs should be made at once and the boilers cleaned up ready for fall. Too often the boiler is never thoroughly cleaned out after the last firing, and ashes and clinkers are left lying around in a moist condition, rusting the boilers. The steam boilers should either be emptied or filled, for if the water is left standing, rust will form inside just above the water line and rapidly eat into the iron. These are all necessary details to be looked after at the earliest possible moment.

Canterbury Bells.

There is always a demand in the spring for something different than the flowers which the buyers have seen all through the winter, and many growers have a call for some of the forced perennials. Canterbury bells are grown for this purpose, and if well grown find a ready sale. Seeds sown now and grown on in pots, being shifted into larger sizes as may be required, will bloom next spring and help furnish the grower with a variety of stock. They should be grown cool during the early winter, a violet house or one of a similar temperature being about right, and then brought into a warmer house with a temperature of 50° degrees in late winter, where they will produce fine blooms for early spring. By bringing a few at a time into the warmer house, a succession of blooms may be had.

Ardisia Crenulata.

The seeds of ardisia may be sown at any time during spring and, as it will take until another year to grow plants that will fruit, it is not material at which particular time they are sown. The seeds are a little slow in germinating, and it is better to sow them in the the manner of sowing cyclamen, about

half an inch apart. In early summer they should be potted in 2½-inch pots, and are better grown in a frame than in the greenhouse. In the fall, when brought into the houses, they should again be potted in 3 or 4-inch pots and grown in a temperature of 50°. The plants are of a woody nature and grow slowly, and should not be potted into too large pots, for it is far better to allow the roots to fill the pots before shifting. The following spring they will bloom and should then be potted in 6-inch pots and given a cool location in the houses. After the fruit has formed and grown to good size the plants should be given a good, sunny position, that they may take on a bright color by Christmas. If the plants are grown too warm the foliage will be thin and lack the substance and luster which make them so much admired in the cooler grown plants, and the warmer grown stock gets chilled very easily, when the berries will drop off. The only insect which infests this plant is the brown scale, which, if not destroyed, will cover the plant stem completely. These should be carefully removed and continually guarded against. If there are any old plants that have dropped their lower leaves, the tops of these can be rooted in a similar manner to rooting rubbers, that is, by cutting into the stem and mossing the cut and, after the roots have appeared in the moss, the tops cut off below the moss and potted.

Calceolarias.

A plant that always attracts attention and is as decorative as cineraria or other plants of that kind, and yet but little grown, is the calceolaria. The culture is very similar to that of the cineraria, and is fully as easy. The seeds should be sown at once and shaded until they have produced one or two leaves, when the shade should be made lighter. As soon as large enough they should be potted into small pots and shifted along into larger sizes as fast as required. They should, as soon as well established, be given a light, airy location, not shady enough for them to become drawn, but if in the full sunlight they will have to be watched closely that they do not get dry. They will require cool quarters during the winter, if nice, stocky plants are desired, and under this treatment fine 6-inch pot plants may be had in bloom in early spring that will surely attract attention. For the last potting a good, rich soil will be required, and when they begin to bloom, watering with liquid manure will be beneficial. Like the cineraria, they are quickly ruined by aphis, and constant fumigation will be necessary. Many growers stand the plants on tobacco stems, which are renewed as the strength is lost.

VANCOUVER, B. C.—A floral concern, to be known as the Richmond Gardens, Inc., has been organized in this city as a private corporation with a capital stock of $15,000.—C. H. S.

NEWCASTLE, IND.—It is reported the South Park Floral Co. has sold four of its larger greenhouses to a Tennessee firm, and that the others will be torn down to make room for residences.—W. B. C.

PHOENIX, ARIZ.—A severe hail storm visited this section May 21, breaking all the glass in Charles Burroughs' greenhouses, the plants, however, escaping serious injury. The cotton crop suffered considerable damage.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

The June Wedding.

The first two weeks of this early summer month is the greatest wedding period of the year. There are house weddings, church weddings, and weddings on the lawn. As many as a dozen or more fashionable events of this character will take place in a day at this season in all large communities. At most of these functions, the decorations will be quite elaborate, while even the most modest nuptials, will not be considered complete without something in flowers.

At important affairs of this character, all the various details are planned, and orders given for the main features several months before the event. At times, the florist is given six months' notice, so that he may engage and secure the necessary material well in advance. At far too many weddings, however, the florist is called in after all other details are settled and appropriations have nearly run out and a lot is expected for very little. Again, a perfectly good wedding order will come along on the same day, for which others are already booked that about engage the capacity of the store. This necessitates extra equipment and a realignment of the force and other preparations so that all may be managed satisfactorily.

A good stock of accessories, such as pedestals, pot covers, floor vases, several kneeling stools, standards and staffs, wall brackets, half baskets, vase baskets, with and without handles, folding lattice screens, wedding rope, etc., are essentials that quicken and allow for artistic arrangement and conservation of stock, that would be impossible without them. A low, flat iron stand or foot, that can be placed on any pedestal, which supports a tilting adjustable clasp or holder that will keep a cibotium or palm at any angle, is a most effective decorative device. Folding lattice screens, five to six feet high, are almost indispensable, as they can, with a little decoration, be made to take the place of a lot of plants in screening a doorway or an orchestra, or be used as a background, and at times, are useful in dividing or partitioning off a portion of a large room,

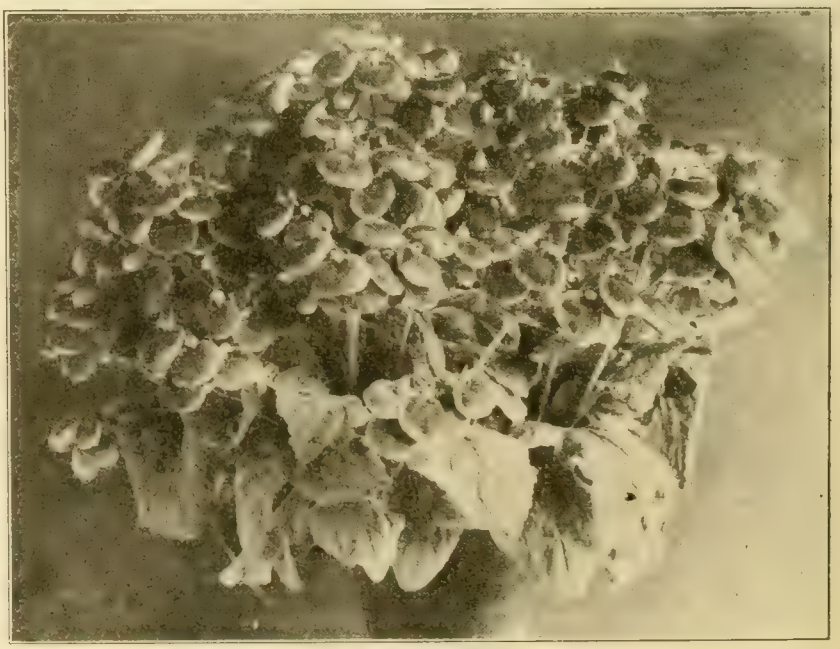
Skeleton wicker wall-brackets, with liners, when filled with flowers and vines, very effective in the decoration of blank wall spaces. They can be hung from the picture moulding without defacing the wall in any way. Half-baskets with handles, also with liners, when filled with flowers, and hung along the walls or in the center of a large mirror, will make an artistic display.

Shepherd's crooks or staffs can be used to good advantage when set into a foot or flat, round wooden base. They can then be placed at regular intervals and used to support a wedding rope either side of an aisle, in a large room through which the wedding party is to pass to the altar. A loose bunch of flowers tied to each staff with a ribbon, streamers of which connect the various standards, can be used in this way to take the place of the rope.

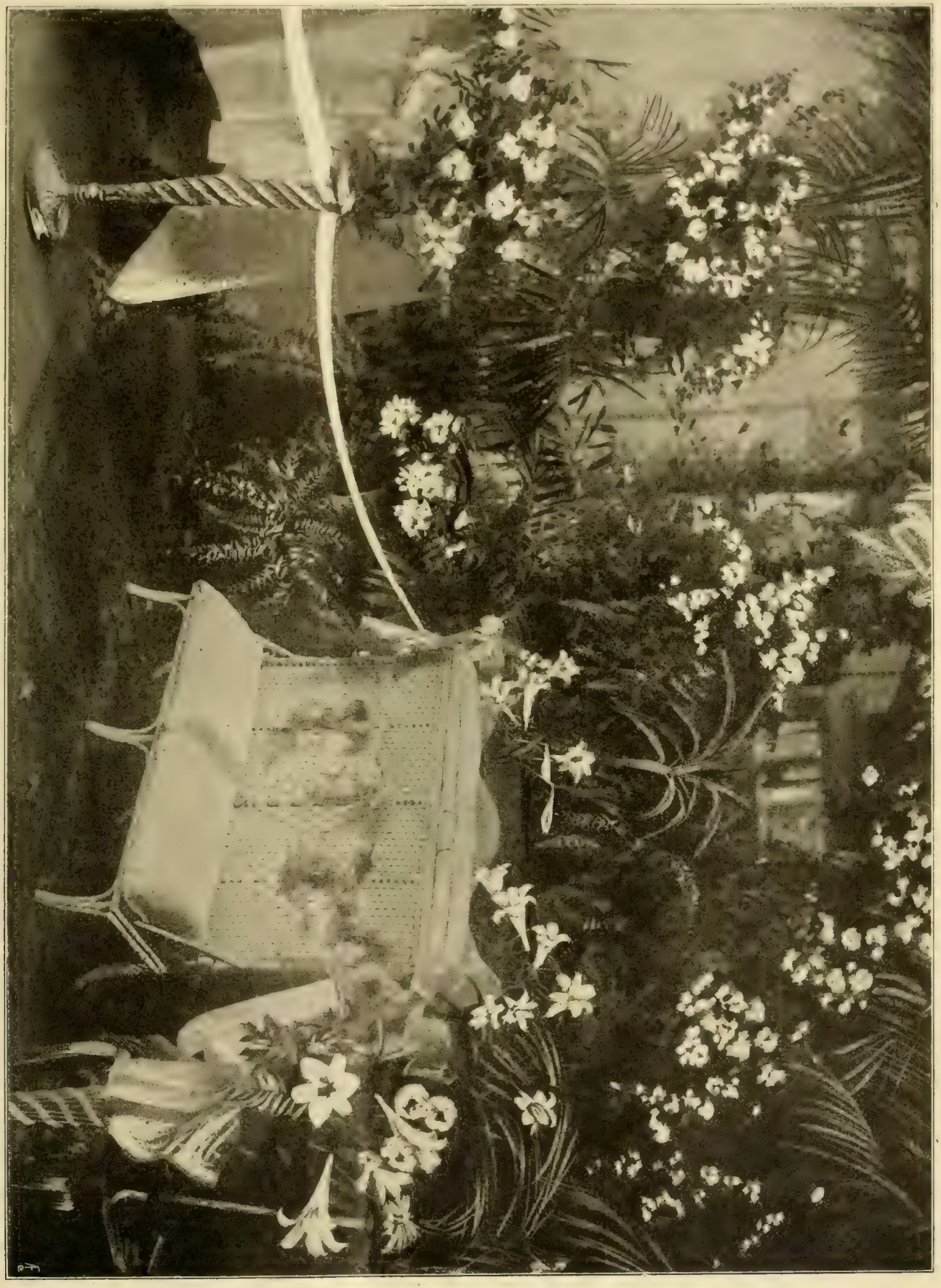
At all house weddings, decorations over doorways, windows, mirrors and picture frames are most effective. Southern smilax or its equivalent in oak leaves or hemlock boughs or laurel in blossom, can be used with wonderful effect. The bannister and railing to the second floor, or even higher, can be trimmed with the same material.

In the grouping of palms or cibotiums at the place of the ceremony or reception, hydrangeas or marguerite daisies can be used to give color and relieve the somber green. Tall floor vases, filled with long stemmed roses, Easter lilies or snapdragons, are used when the decorations are more elaborate.

For all home weddings, the indispensable kneeling stool, placed in front of the palms, marks the place of the ceremony. Behind this, the clergyman stands and awaits the happy couple. After the nuptials, this is pushed back against the plants, and makes an attractive background for the wedding party during the reception.



CALCEOLARIA HYBRIDA IN 8-INCH POT.



HOME WEDDING DECORATION.

AT THE CHURCH.

The decorations of the church for the spring wedding should be bright and gay, as full of color as the garden outside. There are always quantities of shrubbery or tree blossoms, which at comparatively small expense, can be used to give quite an elaborate and artistic effect. Peonies are at their best the first two weeks in June; these, arranged in floor vases, and in bracket baskets to attach to the side of columns or wall spaces, are very decorative. The flowers should be kept in deep jars of water over night before using. Snowballs and other shrubbery and long sprays of rambler roses, the latter trained as if growing, will give to the interior a beautiful garden effect. A very useful device for the decorator, by which can be placed long stemmed flowers or branches of blossoms in almost any position, is a round tin tube, 12 inches in length by 2 in diameter, with a stout wire hook soldered to the top at one side. This will hold sufficient water to keep flowers fresh over night, or at least, for six to eight hours. These can be hooked on the edges of pot covers, on the leaves of stout palms, or tied to stakes in the pots. Stout twine, wound around a pillar, will support the hooks, affording a means for beautiful effects in a very short time. Being of the same color, the tubes are easily concealed with foliage.

The vantage points in the church are, first, the chancel or platform. In Episcopal churches, or others where the choir pews face the center aisle back of the rood-screen, the grouping of palms, ferns and also cut flower decorations in the chancel, should be high. The ends of the choir pews, facing the body of the church, can be banked with low palms and plants in flower, but not allowed to come above the pews, so as to avoid obstructing the view.

The main aisle is next in importance. Clusters of peonies, shrub blossoms, long roses, or other quantity flowers can be attached to each pew end, with or without a bow of ribbon or chiffon. This will give a very decorative effect. Standards that support baskets or bouquets of flowers at the top, six feet above the floor, is another form of decoration that is very showy. These can be placed at every second to fifth pew, making a more or less elaborate arrangement. Banking the windows with flowers and foliage, either flowering plants or jars of foliage, gives a generous finish or setting to the entire decoration. Where the raised platform and pulpit come out close to the front pew line, this affords space for a liberal banking of foliage and flowering plants. Frequently, some of the front pews have to be removed and a platform built, a foot above the floor, to make space for the bridal party. Here again, the kneeling stool is necessary, being placed at the head of the main aisle in the center of the raised platform, marking the place of the ceremony.

THE WEDDING ON THE LAWN.

When it is decided to have the wedding take place on the lawn, as is often the case in beautiful home surroundings, a spot should be selected in an open space, with a good background of trees or shrubbery. A floral setting, or altar, can take one of a number of forms. A canopy of shrubbery or of rambler roses, or an arch of the same, will be effective. A white latticed background, decorated with rambler roses, will make an appropriate setting. The kneeling stool will be found here to be an important feature.

The path or walk, leading from the dwelling to this improvised altar, should be outlined and bordered with a garlanding of flower-decked wreathing, suspended from short posts driven into the ground. Where a canopy or tent-like structure is erected to cover the chairs of the guests, this should also be festooned with wreathing and flowers. The house decoration consists mostly of vases of cut flowers, placed at vantage points, and colors that will fit into the decorative scheme of the various rooms.

BOUQUETS AND BASKETS.

One of the most important features of the wedding are the flowers carried by the bride and her attendants. From the formal colonial, compact bouquet, with the silk lace fringe finish, to the loosely arranged, elaborate shower bunch, there is great latitude and variety in the flowers for the bride. With the long shower, the short shower, the cluster bunch, without any such festoons, the arm bouquet, the all lily of the valley bunch or just white lilacs or white roses, the variations are innumerable and all not forgetting the decorated prayer book, beautiful and suitable.

The maid of honor's bunch, is a large bouquet, generally of a color different from the bridesmaids, which as a rule, are all of one shade. These vary greatly in form, clusters of roses, snapdragons, sweet peas, daisies, hats or baskets of the same or many other flowers. By way of variety, they carry shepherd's crooks or staffs, each decorated with a bunch of flowers and ribbon, which latter is an important feature of all wedding flowers. The little flower girls carry small baskets in keeping with their size or of larger open design, from which they strew the path in front of the bride with short stemmed flowers. The ushers are all provided with boutonnieres of gardenias, lily of the valley or pompons of white carnations. The mothers and other ladies of the bridal families should be furnished with suitable corsages.

COAL

To get your supply of coal for next winter it will be necessary to write your representatives in congress at once requesting them to use every possible means to stop our enormous exports of coal to England.

Write your representatives in congress today or it may be too late to save the coal.

See the latest coal news from Washington, on page 1044, of this issue.

National Publicity for Flowers.

The publicity fund is augmented this week by a cheque from the St Louis florists' publicity committee for $434.70, equivalent to a further contribution of 25 per cent of money collected by the committee for publicity purposes. Altogether, this makes $1,205.70 contributed to the campaign this year by the St. Louis florists. Secretary J. J. Beneke writes that the committee is looking for a big increase to their fund this fall, which means further support to the national campaign. There are very many more communities which could give combined aid to our fund. Some of these are, of course, small in so far as the number of florists is concerned, but if only half a dozen florists would get together and make a joint subscription, it would be quite satisfactory and show a good feeling toward a movement designed only to benefit the trade.

The good results forthcoming from our campaign have excited the jealousy of other trades. A particular instance of this is found in the Keystone for May, a trade paper in the jewelry industry. In this number, occupying a full page, is a poetic effusion under the heading, 'Say it with Jewelry," and illustrated with a picture supposedly showing the advantage of jewelry as a gift that is permanent over one of flowers, quickly perishable. These jealous interests may pervert our slogan, as they will, but "Say it with Flowers" was well conceived, and it cannot suffer as long as we keep on exploiting it. There has always been a "language of flowers," and flowers speak this language as nothing else in this world's goods can. Flowers are more than gifts; they are messengers entrusted with the sweetest messages possible of conveyance. In sickness, sorrow, and joy, they speak—could anything else supplant them?

It is this sentiment that our publicity has been promoting. Flowers were never considered in this light as they are now. Look over our beautiful advertisements, which have appeared in the national magazines, and it must be admitted that they touch the sentimental side of their readers; they place flowers in a different category to that in which they have ordinarily figured. They excite a desire to possess or use flowers under conditions not previously considered, and they remind readers of forgetfulness in the matter of many little courtesies which go to make up the spice of life.

This has all along been the prime object of the campaign—to induce a greater and more intelligent use of flowers. And it is for this purpose that the support of florists has been asked, support which should enable us to finance the cost of this very necessary publicity. There is no getting away from the fact that the campaign is exerting a wonderful influence for our good, and it should be the absolute duty of every florist, no matter where located, to contribute to the fund whatever amount he can. As we have so often said, such a contribution is an investment, pure and simple, and pays mighty good interest. Our committee is sorely in need of further funds to arrange for a vigorous continuance of the campaign, the best movement ever

inaugurated in the florists' industry.

If you, reader, have not subscribed already, will you not favor the committee, and, incidentally yourself, by sending a cheque to the secretary forthwith? Do not worry about the amount—you can send more later if you wish to do so.

JOHN YOUNG, Sec'y.
43 West 18th street, New York.

National Association of Gardeners.

CONVENTION, ST. LOUIS, SEPT. 14-16.

The date for the annual convention of the National Association of Gardeners has been set for September 14-16, at St. Louis, Mo. The Marquette hotel has been selected as the headquarters and meeting place and the following committee is in charge of the local arrangements: Programme, George H. Pring; reception, Hugo Schaff; entertainment, Ernst Strehle; decoration, John Moritz; publicity, Prof. H. C. Irish.

This year's convention of the national association will be the most important in its history, as several matters which will have much bearing on the future of the gardening profession will be presented to the convention for consideration. The subject of examination and classification for gardeners, which was referred by the Cleveland convention to the next convention, will be submitted for final action.

As the convention of the American Association of Park Superintendents will be held in Louisville, Ky., September 9-11, a good attendance is looked for at both conventions, as many members are affiliated with the two associations. The dates have been arranged so that members may attend both meetings.

The following country estate owners have recently subscribed as sustaining members of the National Association of Gardeners: W. R. Coe, Oyster Bay, N. Y.; J. Pierpont Morgan, Mrs. J. Pierpont Morgan, Glen Cove, N. Y.; E. H. Inman, Atlanta, Ga., F. M. Sackett, Louisville, Ky.; H. E. Converse, Marion, Mass.; Mrs. C. G. Rice, Ipswich, Mass.; Mrs. W. Stursberg, Great Neck, N. Y.; W. E. Kimball, Glen Cove, N. Y.; E. F. Price, Port Chester, N. Y.; A. C. Loring, Mound, Minn.

Cincinnati, O.

SHORT MEMORIAL DAY SUPPLY FELT.

At the beginning of the past week cloudy weather prevailed which had the effect of shortening the supply, especially in peonies. Sunshine came at the end, however, and helped to relieve the strain under which the wholesalers found themselves in their efforts to meet the demand. Lilies and carnations arrived in good numbers, as well as flowering shrubs, such as weigelia, spiraea, etc., which came in time to help considerably. Cornflowers are now in more plentiful supply and fitted in well for Memorial day. The trade for this occasion was very good, but unfortunately there were not enough flowers available to meet the requirements. Roses are still received in good condition and find a ready sale, due to graduations and weddings, which absorb the supply as fast as received. Carnations are now showing the effects of the spring sun and are very small and burnt. The best for Memorial day brought $8. Lilies appear to be at their best, the choice offerings moving freely at $12 per 100. With the passing of outdoor lily of the valley, indoor stock is moving well at $8 per 100. In general, the local trade seems to have had a very satisfactory Memorial day business.

NOTES.

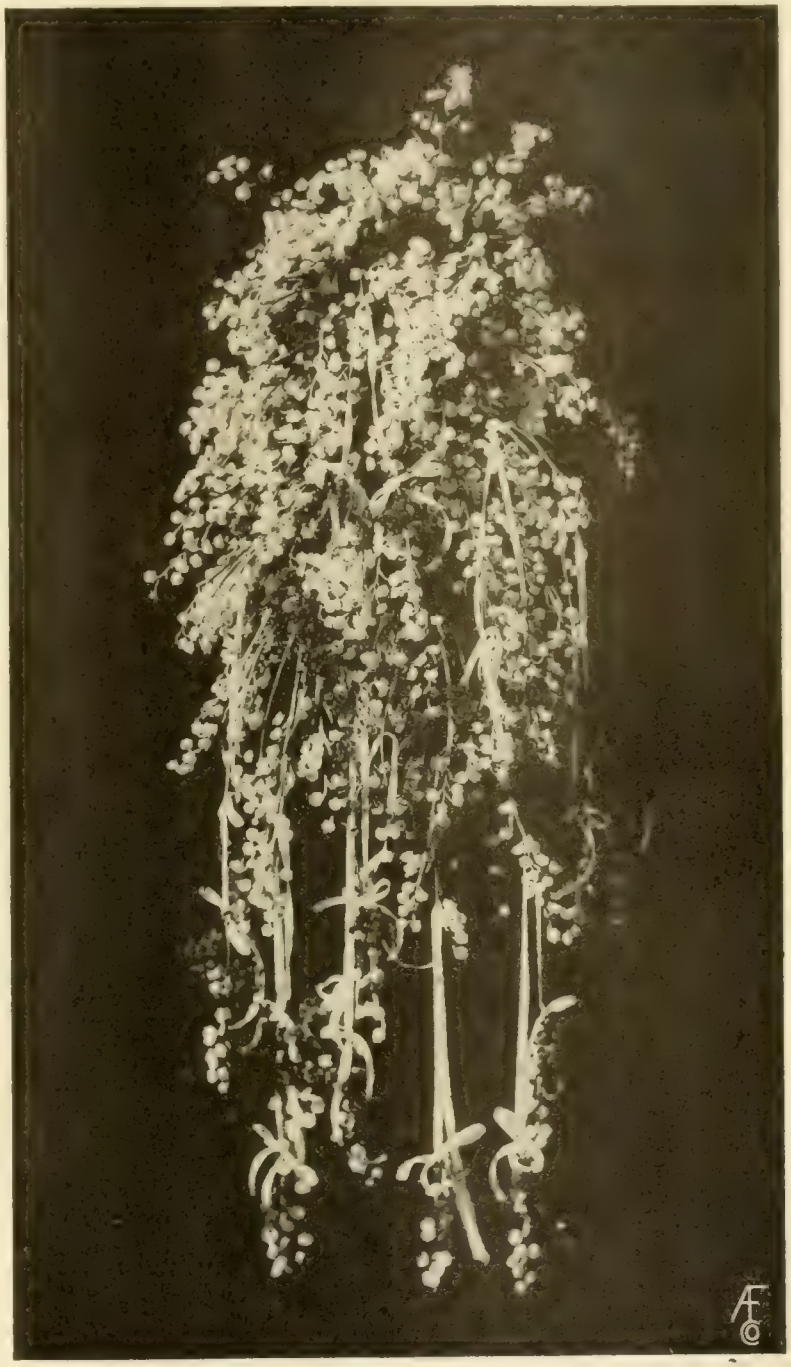
H. E. Klunder, of the H. W. Sheppard staff, has gone to Toledo, O., his old home, where he will engage in growing outdoor summer flowers. In his departure, this city has lost an excellent artist.

Frank Volz is finding a ready sale for fine Otaksa hydrangeas, which he is sending to this market.

The Wm. Murphy Co. continues to receive some excellent America and Pendleton gladioli.

Shuman & Whalers, of the Highlands, are showing some very good Boston ferns.

Visitor: Joseph H. Goldman, Middletown, O. G. K.



BRIDAL BOUQUET OF LILY OF THE VALLEY.

Richmond, Ind.

The E. G. Hill Co. reports business good, notwithstanding the many worries incident to shipping and coal supply.

Mrs. E. H. Mann is on the road to recovery after an extremely serious experience, following the breaking of her leg in January.

ST. LOUIS, MO.—The growers' county association is discussing the organization of a local of the National Flower Growers' Association.

WINNIPEG, MAN.—A $250,000 plant to manufacture lignite briquettes, to help relieve the coal shortage, is to be erected at Bienfait, Sask. The product will be sold for $10.50 to $11.00 a ton, and, it is said, will equal the best American anthracite.

Pittsburgh.

MEMORIAL DAY HOLDS ITS OWN.

The last big day in the florists' calender, Memorial day, for this season, held its own, like all the rest, and helped make this the largest season in the history of the business. Contrary to expectations, with the exception of peonies, stocks of all kinds were plentiful, and prices reasonable. Geraniums and bedding stock of all sorts were scarce and high May 29. Good geraniums, in full bloom, were quoted at 50 and 75 cents each, retail. The weather was warm, which made it hard on cut flowers, especially roses and carnations. Roses were in heavy supply, especially in the short and medium grades, which cleaned up early. The supply of carnations was about equal to the demand, and the quality was good, considering the lateness of the season. Snapdragons and sweet peas showed the effects of the warm weather. The local crop of peonies did not bloom in time, and the only ones to be had were shipped stock. The supply of ferns and greens proved sufficient to meet all needs.

May 31.—The market is flooded with stock that arrived too late; peonies are coming in heavy, good local stock which just missed it by about two or three days. The demand is light, as all the retail stores seem to have enough stock left over and do not buy until they clean up.

NOTES.

Last week, The A. W. Smith Flower Stores Company executed a large funeral order which gave them the opportunity to show their artistic ability. It took a special express car to take the flowers from this city to East Palestine, O.

The McCallum Company made a specialty of peonies, of which they handled many thousands. E. J. McCallum and family are making an automobile tour of the East.

The Pittsburgh Cut Flower Company had one of the finest cuts of roses this season, which they disposed of to advantage.

Randolph & McClements report many large wedding orders booked for the month of June.

All the retail stores report the largest business for Memorial day in their history. M.

San Francisco.

STOCK PLENTIFUL WITH GOOD MOVEMENT.

Stock is quite plentiful, with business moving along nicely. The rose situation is still unchanged. American Beauties are very plentiful and of a better grade than hitherto received. All other sorts are to be had in any quantity. Carnations are in large supply and cheap. Peonies are not in over-supply and sell quickly. Offerings of giganteums are very few these days. Sweet peas are coming in in all colors and of the finest possible quality. They are probably the most popular flower at present. Orchids continue very scarce. Lily of the valley is gradually becoming more plentiful again. Gardenias are on the short side of the market. Delphiniums are the leaders among outdoor stock, although some excellent snapdragons are offered. Gladioli America is now to be had in larger quantities. Peach Blossom is also a good seller. Red poppies, coreopsis and campanulas also add to the variety offered. Pot plant trade is reported slow with very little offered that is attractive in flowering stock. Green goods of every description are in heavy supply.

NOTES.

Leslie Doolittle, the dahlia specialist of Del Monte, has enlarged his nurseries by acquiring five adjoining acres which will be planted to dahlias this season. He has also secured a piece of property at Pacific Grove, and has established a branch dahlia garden there. He reports a splendid trade this season, the heavy demand for his novelties, necessitating the enlargement of his nursery.

B. M. Joseph had a busy week with steamer sailings, and sent many fine baskets to the docks for customers departing for the Orient. He has made steamer trade a specialty since opening his store here, and has developed a large business along this line.

Wm. Uremack, who acted as publicity man for the Dahlia Society of California in 1917 and 1918, has returned from Siberia, where he served with the Y. M. C. A. He will be in charge of publicity for the coming dahlia show in September.

The Late Patrick O'Mara.
From Recent Photo.

The Menlo Park Horticultural Society will hold a spring exhibition next month. The show will be almost entirely devoted to sweet peas. This society is in a very flourishing condition, and all of the meetings are largely attended.

The many friends of Mrs. E. W. Lymbery, proprietor of the Bessie Boston Dahlia Farm at San Mateo, will be glad to learn that she has recovered from her recent illness which confined her to her bed for several weeks.

The firm of Albert O. Stein is kept busy these days on wedding decorations, for which they have a wide reputation for originality. Mr. Stein says the season, so far, has been a most satisfactory one.

According to J. A. Axell, the demand for gladioli for Memorial day was far in excess of the supply. He handled the cuts of some of the leading Santa Cruz growers, besides those from his regular growers.

Angelo J. Rossi, of Pelicano, Rossi & Co., has been appointed one of the captains in the war memorial drive, which is now taking place in this city. He will represent the Downtown Association.

F. C. Burns, the San Rafael grower, has erected a large greenhouse at his nursery. It will be used chiefly for propagating purposes and the raising of seedling dahlias, in which he specializes.

The Art Floral Company has received some elegant specimen Rhapis flabelliformis from the south. Many of the specimens are in 20-inch tubs, and all are perfect in shape.

JAMES T. LYNCH.

OBITUARY.

The Late Patrick O'Mara.

The death of Patrick O'Mara, May 25, briefly noted in last week's issue, has brought out kindly expressions of regret from a host of friends in widely separated parts of the country. Failing health caused Mr. O'Mara to retire from business about 18 months ago, and though he had in the interim made at least one short visit to a health resort, and been at times up and about until a few days before his death, it appears he had been slowly but steadily sinking from a nervous breakdown.

Patrick O'Mara was born in Ireland 62 years ago and came to this country with his parents when a child. At an early age, the family home being in Jersey City, he found employment in the greenhouses of Peter Henderson, who at that time was an active and prominent man in the florist and seed trades. Later, he was transferred to the New York store. Under any circumstances, 50 years of service with one firm would be called an honorable record. In the case of Patrick O'Mara, it was preeminently so, for starting as a poor boy without influential friends, he rose by honesty, industry and ability, to what was the highest and most confidential position in the gift of the firm he served, that of treasurer and general manager. The writer's relations with Mr. O'Mara were largely social. We met at conventions, flower shows, the club and in his office, where he was seldom too busy to have a brief chat on current events and the news of the day. As a presiding officer, toastmaster or platform speaker contending for what he believed was right, he had no superior, and few equals, in any branch of the horticultural trade, his ready Irish wit carrying no sting. At a dinner given at the Hotel Astor, New York, on the occasion of the twenty-fifth annual convention of the American Seed Trade Association, he acted as toastmaster. He began by saying that he believed the duties of a toastmaster were to look pleasant and throw anyone out that created a disturbance. "Now," said he, "we are up here on the eighth floor, and if you are thrown out of here you will get hurt, unless you are from Philadelphia, in which case, you will fall slow." Similar anecdotes of him might be multiplied indefinitely. His wit and unfailing good humor usually carried his audience with him. He had written many clever articles for publication. A pamphlet written some 15 years ago, in which he took exception to some of the claims of discovery in plant breeding put forth by friends of Luther Burbank, had a wide circulation. Faithful to his friends, there are doubtless many who might say in the language of the poet:

Green be the turf above thee,
Friend of my better days!
None knew thee but to love thee,
Nor named thee but to praise.

Mr. O'Mara never married, and as a final tribute to his fine character, his devotion to his home and the members of his household, is worthy of mention. One brother, Daniel, and one sister, Miss Anna O'Mara, with whom he lived, survive him.

The funeral was held May 28, and many friends assembled at the home to take a last look on the peaceful face. Members of the trade noted in attendance included President Miller and Secretary Young of the Society of American Florists, Charles H. Totty, Robert Craig, of Philadelphia, Walter F. Sheridan, Charles B. Weathered, and many others. There were many beautiful floral tributes from Peter Hen-

derson & Co. and their employes, from the Society of American Florists and the New York Florists' Club, members of the family and individual friends far and near. The remains were taken to St. Patrick's church, Jersey City, where a solemn requiem mass was offered. A. F. F.

APPRECIATION.

Looking back over 30 years of an enjoyable association with Patrick O'Mara in the many phases of the work of the New York Florists' Club, in which he was particularly interested, I am impressed with the great energy and influence he exerted in everything to which he lent his interest. In the councils of the club, he was a most wise counselor, gifted with a marvelous foresight, in which he ever had faith. No matter what the opposition ranged against his view, he could generally over-ride it, for his arguments were always based upon sound, common sense. He could unite factions, temper grievances, dispel forebodings and bring harmony into inharmonious situations as no other man in our circle could. Withal, he was most generous in his views, often refraining from an expression of them where they might be likely to destroy a project dear to a majority. He was an orator of no mean order, speaking at all times without embarrassment, and with a silver tongue. A deep student of human nature, he had a sense of humor which made him most companionable, and his fund of stories seemed inexhaustible. An excellent conversationalist, and unusually well-informed upon a generality of matters, he was the life of many a gathering, which, without him, would have been dull. In his death, our organization has suffered a distinct loss, and our work a distinguished enthusiast.

Personally, I feel that I have lost a friend and co-worker whose passing will be materially felt, and whose genial companionship will be greatly missed. JOHN YOUNG.

Patrick O'Mara was not only a great man and a great horticulturist. He was also a wit, an orator and a statesman, and a glorious old fighter for liberty and truth at the drop of the hat. One of the finest examples of his fighting qualities, to my mind, was when he went to California single handed, and ventilated Burbank. Keeley, and his Keeley motor, had nothing on Burbank. We all knew it; but he had the press of the country hypnotized, and it took the genius of Patrick O'Mara to wake them from their pipe dream. If he had never done another thing, his fame for that alone would remain with us in fadeless brilliance. But he was a grand and a glorious man for countless other things, and his memory will endure with us to the end of time.

GEORGE C. WATSON.

I am truly sorry to note that Patrick O'Mara has passed on, our friendship having been of long standing. I first met him in 1880 when that grand old man, Peter Henderson, gave me a place in his greenhouses on Jersey Heights. Mr. O'Mara and the writer soon became fast friends and remained so until the end. He was a brilliant man, and I was delighted in seeing him climb the ladder rung by rung until he reached the top. He has passed to the great beyond where he will be fully rewarded for the good done here below. Horticulture has sustained a great loss. I have had his photo in my office for years, and will ever treasure it in loving remembrance of a true friend.

SAMUEL MURRAY.

In the death of Patrick O'Mara, the trade has met with a severe loss, and we, his brother florists, will miss him greatly. He was one of the brightest lights in our profession and a hard worker all his life for its advancement. He was indeed a true friend to horticulture. Those who have known him intimately as I have for many years, will miss him for his genial personality, and his steadfast, helpful spirit. He was a man true to the core, and we all loved him.

JOHN WESTCOTT.

Edward W. Reid.

Edward W. Reid, vice-president of Holm & Olson, Inc., St. Paul, Minn., passed away May 26 after a week's illness. His death came as a great shock to his business associates and to his many friends who had seen him so recently, apparently in his usual vigorous healthy condition.

The Late E. W. Reid

Mr. Reid was born at Bridgeport, O., 56 years ago. In his early life, he was associated with his father in conducting a fruit farm near that city. Later on, the growing of small fruit plants was started, and this later developed into a general line of nursery stock. Some 30 years ago, a mail order business was added and successfully conducted for about 12 years, the last catalogue appearing about 1901. Many of the older members of the nursery trade will remember the Upland Nurseries under which name the business was conducted.

Seeing a wider field for activity in the growing northwest, Mr. Reid went to St. Paul in the spring of 1902, associating himself with L. L. May & Co., as manager of the nursery and landscape departments. In the summer of 1910, he severed his connection with May & Co. and went with Holm & Olson, Inc., to establish a landscape department, of which he became manager. A few years later he was made vice-president of the company, which office he held at his death. The Park Nurseries, a branch of Holm & Olson, Inc., was established, and a mail order business of large proportions built up under his management. Many of the finest homes in the city, and throughout the northwest, bear silent tribute to his artistic ability in planning and executing plantings. Parks, cemeteries, golf links, schools, public buildings and boulevards in scores of towns and cities in the northwest were planned and planted under his directions. His knowledge of varieties suited to the needs of this section was probably not surpassed by anyone in the business, and landscape architecture has suffered a great loss in his death.

Mr. Reid possessed to a rare degree, a genial and winning personality. His nature was sympathetic, and he was ever ready to help a person in distress. Funeral services, which were attended by several hundred friends and associates, were held from the residence, May 28, interment being made in the beautiful Roselawn cemetery, adjoining the city on the north.

Mr. Reid was married about 30 years ago to Laura Speer, who survives. He had two children, Harold S., who was associated with his father in the business, and Lois A., teacher in the public schools. S. D. D.

Maurice Fuld.

Maurice Fuld, well known in the seed trade of New York and other cities, was found dead in a furnished room, which he occupied at 106 West 73d street, New York, on the evening of May 27. The body was found by the housekeeper, who had been unable to enter the room during the day. She finally looked through a window across the air shaft and saw Fuld, dressed in pajamas, lying on the floor. A doctor, called from Knickerbocker hospital, said that death was from natural causes.

Maurice Fuld, who was probably about 45 years old, has been in the past 20 years, with different seed trade firms. For some time he had been in business for himself, and at the time of his death had an office at 7 West Forty-fifth street, New York. His relatives live in Baltimore, Md., and a sister went to New York and took the body home for interment. A. F. F.

Dr. Frederick K. Ravn.

Dr. Frederick Kolpin Ravn died May 25 at the home of his mother-in-law, Mrs. Josephine L. Munn, East Orange, N. J. His death followed a short illness from blood poisoning that started from a slight cut on one of his fingers. Dr. Ravn was born in Denmark in 1873 and received the liberal education available under the enlightened government of that country. In time, he became connected with the Royal Agricultural College in Copenhagen, with an international reputation as an authority on the diseases of plants. He had paid several visits to this country to deliver lectures on his chosen theme, having delivered a short course at Cornell University, Ithaca, N. Y., this spring. He was the author of several standard works on plant pathology. His wife, Mrs. Margaret Munn Ravn, survives him.

EAST MILTON, MASS.—The Boston Gardeners' and Florists' Club will hold its annual outing here, July 22.

BALTIMORE, MD.—Wm. E. McKissick, of the Leo Niessen Co. is rapidly recovering after a four-weeks' illness.

LONDON, ONT.—The London Plant Growers' Association has been formed with the following officers: Harry A. Taylor, president; J. Pawlurkii, vice-president; Thomas J. Hill, secretary.

MINNEAPOLIS, MINN.—The first iris show ever held in this city will be staged in the Northwestern National Bank lobby, in June, under the auspices of the American Iris Society and the Northwestern Peony and Iris Society.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 48 PAGES WITH COVER

CONTENTS.

Suggestions for plant growers....1037
—Cleaning up....1037
—Canterbury bells....1037
—Ardisia crenulata....1037
—Calceolarias....1038
The retail trade (illus.)....1038
—The June wedding....1039
National publicity for flowers....1040
National Association of Gardeners....1041
Cincinnati....1041
Richmond, Ind....1041
Pittsburgh....1042
San Francisco....1042
Obituary....1042
—The late Patrick O'Mara (portrait)..1042
—Edward W. Reid (portrait)....1043
—Maurice Fuld....1043
—Dr. Frederick K. Ravn....1043
Personal....1044
Memorial day trade....1044
Coal going to England....1044
Railroad congestion....1044
Club meetings next week....1044
Boston....1046
Chicago....1048
Evansville....1052
Detroit....1053
Salt Lake City....1053
Columbus....1054
Philadelphia....1056
New York....1058
The seed trade....1066
—Iowa Seed Dealers' Association....1066
—Onion sets....1066
—Free seed situation....1066
—Polish sugar beet used....1066
The nursery trade....1072
—Early lilacs....1072
Market gardeners....1070
—Prices of indoor fruits and vegetables 1070
—Nova Scotia strawberry growers....1070
The nursery trade....1072
—Early lilacs....1072
Seattle....1077

COAL.—The startling announcement comes from Wahington this week that our industries are compelled to close down all over the land for lack of fuel, while enormous supplies of coal are being shipped regularly to England from Atlantic ports. If our readers desire to secure any supply of coal for the coming winter, it will be necessary to write their representatives in congress, at once, urging the immediate stoppage of this export business in coal.

Personal.

E. G. Hill, of Richmond, Ind., sailed on the S. S. Megantic, from Montreal, for Liverpool, May 29.

Adam Graham, and daughters, of Cleveland, O., returned from the Orient, May 31.

Charles H. Totty, Madison, N. J., expects to sail for England, June 6.

Eelworm and Daffodils.

To cure narcissus bulbs attacked by eelworm it is necessary to immerse the bulbs in water brought to a temperature of 110 degrees Fahrenheit for three hours, after which immersion both the eels and what is even more important, the eggs, are destroyed.—British Horticultural Trade Journal.

FROM 400,000 to 500,000 imported laborers are needed in the devastated regions of France, according to the council of labor of that country. The pre-war force of 1,100,000 workers, it is estimated, has been reduced to 650,000 by war casualties and the application of the eight-hour law.

Railroad Congestion.

The number of freight cars tied up in traffic or congested on sidings has been reduced from the peak of 286,000 on April 15, to approximately 190,000.

Railroad congestion at Chicago is easing somewhat, switching being reported 60 per cent to 75 per cent of normal.

Memorial Day Trade.

Notwithstanding the disappointment resulting from the failure of the peony crop in most sections to fill its wonted place, due to the backward season, the Memorial day trade this year, from general reports, seems to have been quite satisfactory, showing on an average an increase in sales over previous years. The movement of cut flowers, benefitted by the peony shortage, was very good, and in most instances, there was an adequate supply of good quality. Plants also moved freely and wreaths proved as popular as ever. Moderate prices prevailed and added to the usually satisfactory conditions.

Coal Going to England.

THAT'S WHY YOU CANNOT GET IT.

The high prices and restricted supply of coal in this country are due almost entirely to the fact that exports of American coal have risen 100 per cent in the last two or three months, according to Senator Walsh, of Massachusetts, who has introduced in congress a resolution calling upon the interstate commerce commission to investigate the situation with a view to determining whether an embargo should be placed upon further exports.

While Great Britain is taking drastic steps to conserve her supply for her own industries, declared the senator, coal producers in this country are shipping coal out of the United States with a lavish hand, the result being that industrial plants in New England have been forced to close down on account of the fuel shortage, while manufacturers in the northwest, are today facing a coal famine.

British buyers are securing all the American coal possible, and are using it in barter for sugar from Cuba, and raw materials from European countries which are in need of fuel. Thus England is well supplied with coal and raw materials, while the United States is paying big prices for sugar and is suffering from a lack of fuel.

"During the month of April," declared Senator Walsh, "while New England industries were left to face suspension and paralysis on account of the lack of fuel, due to the car shortage, there was a 25,000 car movement, carrying coal from the mines to the seaboard. The New England all-rail gateways are blocked with loaded cars, New England industries are closed. The whole country is facing a car shortage and a coal shortage, and we complacently permit foreign agents to buy our coal at fabulous prices, and transport it to vessels in American ports with the facilities which we need for the transportation of our own merchandise and our own coal."

B. F. L.

Club Meetings Next Week.

[Secretaries of clubs and Societies are requested to send notice of change in time, date and place of meetings.]

Cleveland, O., June 7, 8 p. m.—Cleveland Florists' Club at Hollenden hotel. James McLaughlin, secretary, care of McCallum Co., High street, Cleveland.

Davenport, Ia., June 10, 8 p. m.—Tri-City Florists' Club at home of member. Wm. Knees, Jr., secretary, Moline, Ill.

Grand Rapids, Mich., June 7.—Grand Rapids Florists' and Gardeners' Club at office of member. Edward Freyling, secretary, 1057 Wealthy avenue, Grand Rapids.

Hartford, Conn., June 11, 8 p. m.—Connecticut Horticultural Society at county building. Alfred Dixon, secretary, Wethersfield, Conn.

Knoxville, Tenn., June 8, 7:30 p. m.—Knoxville Florists' Society at store of member. Robert E. Mapes, secretary, Box 116, Knoxville.

La Crosse, Wis., June 11, 8 p. m.—Associated Florists of La Crosse at the Flower Shop. L. E. Metcalf, secretary, 501 Main street, La Crosse.

Lenox, Mass., June 9, 7:30 p. m.—Lenox Horticultural Society at town hall. Henry Heeremans, secretary, Lenox.

Louisville, Ky., June 9, 8 p. m.—Kentucky Society of Florists at Y. M. H. A. hall. Joseph Abele, secretary, Louisville.

Madison, N. J., June 9, 8 p. m.—Morris County Gardeners' and Florists' Association at Masonic hall. Edward Reagan, secretary, Morristown.

Montreal, Que., June 7, 8 p. m.—Montreal Gardeners' and Florists' Club at 642 St. Catherine street. W. H. Horobin, secretary, 283 Marquette street, Montreal.

Newark, N. J., June 10, 8:30 p. m.—Essex County Florists' Club at Roever's hall. David Murphy, secretary, 181 Clinton avenue, Irvington, N. J.

New London, Conn., June 10, 8 p. m.—New London Horticultural Society at municipal building. Stanley Jordan, secretary, Harkness estate, Waterford, Conn.

Newport, R. I., June 10, 8 p. m.—Newport Horticultural Society at music hall. Fred P. Webber, secretary, Nelville, R. I.

New York, June 9, 8:30 p. m.—Greek-American Florists' Association at 119 East 23rd street. Spiros Sakas, secretary, 260 Third avenue, New York.

New York, June 12, 4:30 p. m.—Horticultural Society of New York at botanical garden. George V. Nash, secretary, Bronx Park, New York City.

Poughkeepsie, N. Y., June 9, 2 p. m.—Dutchess County Horticultural Society at Falkill building. Theo. H. DeGroff, secretary, Hyde Park, N. Y.

Rochester, N. Y., June 11, 8 p. m.—Rochester Florists' Association at 95 East Main street. Irving W. Briggs, secretary, Rochester.

Saginaw, Mich., June 7, 7:30 p. m.—Saginaw-Bay City Floricultural Society at Saginaw. Henry W. F. Goetz, secretary, 124 Michigan avenue, Saginaw.

St. Louis, Mo., June 10, 2 p. m.—St. Louis Florists' Club. No regular meeting place. J. J. Beneke, secretary, 3648 Humphrey street, St. Louis.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

June 10-11 (Provisional), Reading, Pa.—Annual exhibition of the American Peony Society. A. P. Saunders, secretary, Clinton, N. Y.

July 10-11, Boston, Mass.—Annual exhibition of the American Sweet Pea Society. Wm. Gray, secretary, Newport, R. I.

August, Cleveland, O.—Annual exhibition of the American Gladiolus Society. Prof. A. C. Beal, secretary, Ithaca, N. Y.

September 27-29, New York.—Annual exhibition of the American Dahlia Society. Edward C. Vick, secretary, 205 Elwood avenue, Newark, N. J.

November 3-5, New York.—Annual exhibition of the American Institute of the City of New York of chrysanthemums, roses, carnations, fruits, etc. Wm. A. Eagleson, secretary board of managers, 322 West 23rd street, New York.

November, Washington, D. C.—Annual exhibition of the Chrysanthemum Society of America. Charles W. Johnson, secretary, Morgan Park, Chicago.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

HELP WANTED — All-around man and landscape gardener. **Johnson & Chronis,** 4701 Lake Park Ave., Chicago.

Help Wanted—Experienced saleslady and designer; must speak German; state salary and all particulars in first letter. **John C. Arnold,** 784 Third St., Milwaukee, Wis.

For Sale—200 feet of four-inch pipe. **Massas Floral Co.,** 129th St. and Lenox Ave., New York.

For Sale.—Used galvanized wire stakes, No. 8 and No. 9, in excellent condition; 3 ft. stakes, $12.00 per 1000. **Amling Bros., Desplaines, Ill.**

For Sale—Greenhouse in good town about 80 miles west of Boise. It must be sold; only greenhouse in this town. **A. Gonderman,** 7th Street and 18th Avenue south, Nampa, Idaho.

For Sale—Greenhouses, 14,000 feet of glass; store and residence. A modern plant; cement walls, large cement service shed, boiler room, coal shed and heated garage. Located in a live college town of about 25,000; 85 miles northwest of Chicago; the only large greenhouses in the city. Possession can be taken at once. Reason for selling: retiring from business. Can be bought with or without residence or store. Terms easy. Would be willing to rent for one year to the right party with option to buy; a good chance for a young live florist that means business. Address
Key 477, care American Florist.

HELP WANTED

Thoroughly experienced grower for cyclamens, poinsettias, primroses and other pot plants; steady position and best of wages to the right man; state references, experience and wages wanted.

ERIC BUCHHOLZ, Muncie, Ind.

HELP WANTED.

Gardener, single, for summer home, Mackinac Island. Vegetable and flower garden. Good reference required.
Apply

J. L. Cochran
Room 609 40 No. Dearborn St.
CHICAGO

FOR SALE.

Here is an unusual opportunity to purchase, on very favorable terms, a modern, well-stocked greenhouse establishment, with excellent shipping facilities direct to two large nearby markets, supplying a good demand. The property includes:

Six and one-half acres of land with modern, up-to-date range of 50,000 feet of glass, residence, storage plant and barn, six tons of fertilizer, approximately 600 feet of pipe and fittings, $600 worth of glass, and the following stock all in good condition: 6,500 Columbia (1 yr.); 2,000 Columbia (2 yrs.); 1,000 White Killarney (1 yr.); 1,000 White Killarney (benched April 15); 1,000 Premier (1 yr.); 1,500 Ophelia (2 yrs.); 1,000 Sunburst (2 yrs.); 1,000 Mme. Butterfly (benched April 15); 5,000 Carnation Plants, 3-inch pots (ready for June benching); 2,000 Chrysanthemum Plants in 3-inch pots. Outside stock; 1,200 carnations and 2,500 gladioli.

Coal mines in immediate vicinity; spur track on property. This year's supply should cost not to exceed $3.55 per ton, mine run, delivered.

Price—$35,000. **Terms:** One-half cash; satisfactory arrangements can be made for balance.

GEORGE SEUBOLD, Florist,
Huntingsburg, Indiana.

HELP WANTED

An all around storeman or woman for west side retail establishment in Chicago. Splendid opportunity for right party to make permanent connection at an attractive salary. For further particulars address
Key 484, care American Florist.

Designer Wanted

With ability and pep; for permanent position; good wages to the party who can show results. State references and wages in first letter.

ERIC BUCHHOLZ, Muncie, Ind.

WANTED
RETAIL STORE MAN

For city in Colorado. Good place for man who knows his business. State age, experience and wages. Address
Key 488, care American Florist.

Grower Wanted

Experienced man for carnations and chrysanthemums. Must be able to produce and take charge. Good steady position and good wages. Address
Key 483, care American Florist.

FOR SALE

Or for rent; 10 greenhouses, 20x125 ft., in first-class condition; two new boilers; easy terms; pay same as rent; must sell on account of ill health. A bargain.
J. A. Schreiber, 6450 Ridge Ave., Tel. Rogers Park, 4911. Chicago.

For Sale

Five greenhouses, 250 feet long, complete as they stand, $800 each.
PETER REINBERG
30 East Randolph Street, CHICAGO

FOR SALE

Three modern greenhouses, running to full capacity; about 10,000 sq. ft. glass; 5-room modern bungalow; garage; a large store up town; located in best part of city; population about 6,000; doing good business; price is right if taken at once; if interested, write or come; good reasons for selling.
Alliance Floral Co., Alliance, Neb.

FOR SALE.

Four greenhouses (27x125); 5 acres of land; 4-room house; city water and gas; located within Chicago limits. For particulars apply
Key 475, care American Florist.

FOR SALE

Carnation range near Chicago at a sacrifice if taken at once. Place in good condition with house on premises. Write for further particulars or call and inspect same. Any reasonable offer will be accepted. Address
Key 485, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.35; per 1000, $6.25. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Sell Surplus Plants

The Season is Late,
the demand still good.

ADVERTISE THEM NOW

American Florist Co.
440 South Dearborn Street, CHICAGO

SUPPLIES YOU'LL NEED FOR

Weddings and Commencements

Shower Ribbon

Rainbow Shower Ribbon — A fine quality narrow shower ribbon, four stripe pattern; colors, pink, Am Beauty, lavender, Nile and purple; 50 yds. per bolt. **Price, $2.75 per bolt.**

Picot Edge White Shower Ribbon. A narrow silk shower ribbon, with picot edge in white only. **$3.75 per bolt.**

Satin-Edge White Shower Ribbon — A mezaline satin-edge shower ribbon in white only; 50 yds. per bolt; **$3.50 per bolt; dozen bolts, $3.25 each.**

Corsage Ribbon

Maple Corsage Ribbon—This is a high grade two-tone satin corsage ribbon used by many of the leading florists. Colors—White, pink, blue, lavender, purple, Am. Beauty, Nile, sunburst. Two widths only, 10 yds per bolt. No. 7, 1 in. width, **$2.25 per bolt.** No. 9, 1½ in. width, **$2.85 per bolt.**

Corsage Pins

Corsage Pins—With fancy colored heads, pink, white, lavender, orchid, Nile, gun metal. 3 in. size..... **$1.75 per gross**
5 in. size .... **4.75 per gross**

Violet Pins
3 in. size..... ..... **$4.50 per 1000**
3½ in. size..... .... **5.25 per 1000**
4½ in. size .... **6.00 per 1000**

Corsage Shields

Plain Corsage Shields—Velvet black, waterproof facing, the most desirable plain corsage shield; moss green only. **Price per doz., $2.00; per gross, $21.00.**

Peerless Corsage Shields—Fancy chiffon edge colors, pink, white, lavender, moss, purple and Nile. **Price per doz., $3.50; per gross, $36.00.**

Lily of the Valley Chiffon 6-in. width, white only, 20c per yard.

THE OVE GNATT CO., Inc.

Preservers of Natural Foliages

La Porte, Ind.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorators' Novelties.

FOR JUNE WEDDINGS

Carry a Line of Bayersdorfer Specialties.

Bridesmaids' Baskets, Staffs, Staff Baskets, Bridal Lace Bouquet Papers, Wedding Rope, Silk Bridal Scarfs, pink and white; Chiffon and Netting, all colors.

FOR SCHOOL COMMENCEMENTS, a full line of Vase Baskets in all sizes, novel shapes and colors.

Get your orders in well ahead as transportation facilities are liable to frequent embargoes.

H. BAYERSDORFER & CO., 1129-1133 Arch St., Philadelphia, Pa.

Branch Factory, 709 First Avenue, New York City. Telephone Vanderbilt 4976.

Boston, Mass.

LARGEST MEMORIAL DAY TRADE IN YEARS.

Memorial day business in this city was the best in a period covering many years, the strong demand being for magnolia wreaths, laurel, ivy and galax, with flowers on the side. The call for small plants exceeded the supply. Myosotis, geraniums, hydrangeas, etc., were entirely sold out early in the week. Rose bushes, calceolarias and spiraeas moved slowly. Cut roses, carnations, sweet peas, feverfew and candytuft sold well with supply about equal to requirements. Artificial flowers were in greater demand than ever.

NOTES.

Henry M. Robinson & Co. report the largest business in their history. Their establishment worked a double shift during the past month to meet the demand.

John J. Cassidy was unusually busy with orders for fraternal organizations and a large amount of funeral work.

Joseph O'Donnell, formerly with Thomas Roland, is now with Dolansky & McDonald.

S. K. G.

THE STANDARD BULB COMPANY

Benton Harbor, Michigan

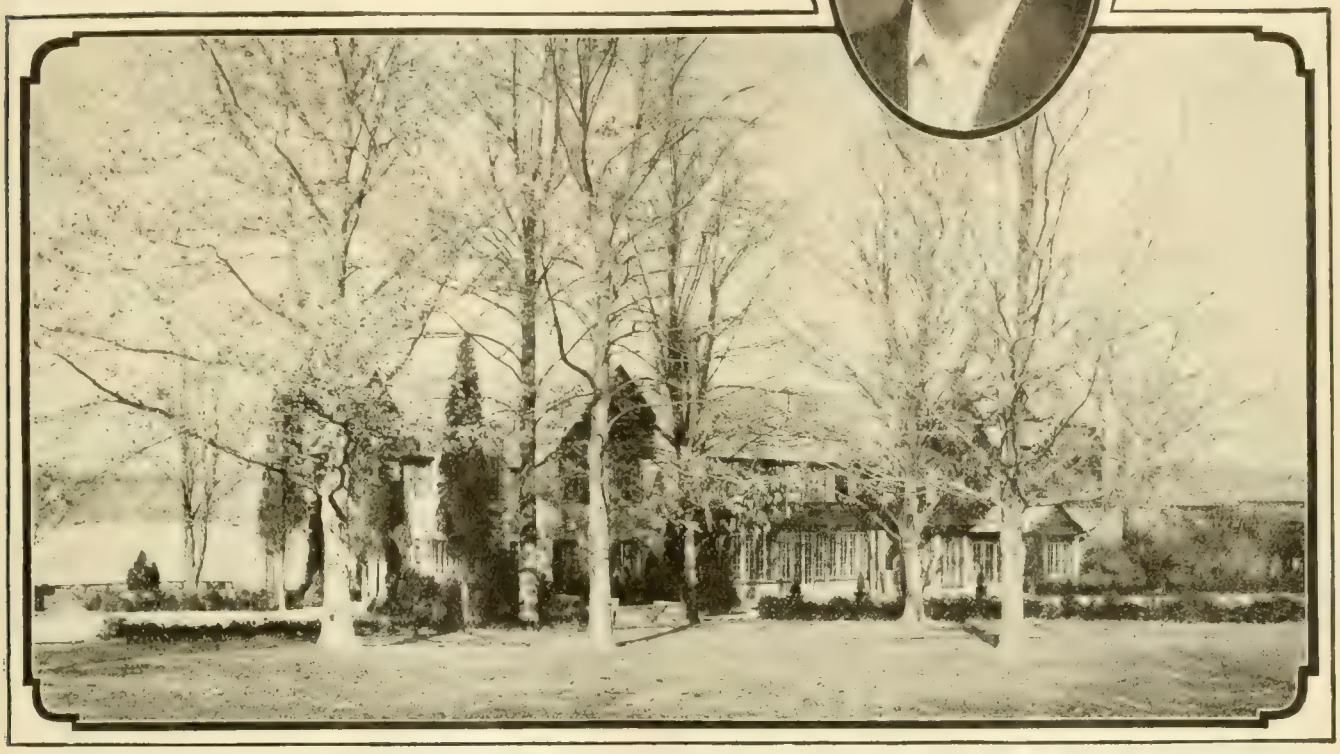
Holland and French Bulbs

High Time to Order for Direct Shipment to You from Holland.

Ask Quotations.

The tribute of William Turner to Davey Tree Surgery

View of Bertram H. Borden estate, The Riverlands, Oceanic, N. J. Wm. Turner is superintendent of this estate



The Riverlands, Oceanic, N. J.

The Davey Tree Expert Co., Inc., Kent, Ohio

Gentlemen: At different periods we have called on Davey Tree Surgeons to examine our trees and attend to their needs in cutting out decayed wood, filling cavities, etc.

I have had the opportunity of watching their progress and their methods of accomplishing their work so often that I feel my pen inadequate to express the full benefit derived from same. The tree speaks for itself, a monument to the skill of Davey Tree Surgery.

Yours truly, Wm. Turner, *Supt.*

* * * * * * *

The saving of priceless trees is a matter of first importance on every estate. Davey Tree Surgery is a fulfillment of the maximum expectations of those who love and value trees. A careful examination of your trees will be made by appointment.

THE DAVEY TREE EXPERT CO., Inc., 2306 Elm St., Kent, O.

Branch Offices with telephone connections: New York City, Astor Court Building; Chicago, Westminster Bldg.; Philadelphia, Land Title Bldg., and Boston. Write nearest office

Until Davey Tree Surgeons filled the V-shaped crotch with sectional joints of concrete, and then bound the limbs together with steel rods, this tree was at the peril of almost any storm

Permanent representatives available in districts surrounding Boston, Springfield, Lenox, Newport, Hartford, Stamford, Albany, Poukeepsie, White Plains, Jamaica, Montclair, New York, Harrisburg, Philadelphia, Baltimore, Washington, Richmond, Buffalo, Pittsburgh, Toronto, Cleveland, Cincinnati, Chicago, Milwaukee, Detroit. Canadian address: 252 Laugauchitree West, Montreal

JOHN DAVEY
Father of Tree Surgery

DAVEY TREE SURGEONS

Every real Davey Tree Surgeon is in the employ of The Davey Tree Expert Co., Inc., and the public is cautioned against those falsely representing themselves. An agreement made with the Davey Company and not with an individual is certain evidence of genuinenes

s

FLOWERS FOR WEDDINGS AND COMMENCEMENTS

Large Crop of Roses. Buy Direct from the Grower.

We Are Rose Specialists and Are Cutting from 245,000 Rose Plants.

We guarantee our flowers to be perfectly fresh, up to grade, and even in quality. No pickled stock for us. We bring our flowers in from the greenhouse as fast as cut and know they are fresh.

CURRENT PRICE LIST Subject to Change Without Notice.

OPHELIA, HOOSIER, WHITE KILLARNEY and SUNBURST.

Extra long	per 100,	$10.00 to $12.00
Medium	per 100,	8.00
Good short	per 100,	4.00 to 6.00

RUSSELL and COLUMBIA.

Fancy, extra long	per 100,	$20.00
Long	per 100,	16.00
Medium	per 100,	12.00
Short	per 100,	$6.00 to 10.00

ASSORTED ROSES, OUR SELECTION, including some **RUSSELL and COLUMBIA**
Lots of 200 or more ..... per 100, $6.00

Big supplies of miscellaneous flowers are now coming into this market and we will procure the best at lowest market prices.

NEW FANCY FERNS ..... Market Price

ADIANTUM	per 100	$2.00	**ASP. SPRAYS**	per 100	$4.00
GALAX, bronze	per 1000,	2.00	**SPRENGERI**	per 100	4.00

All seasonable flowers not grown by us will be procured for our customers. A trial order solicited.
In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

NOTICE:—We close at 5 o'clock week days.
Closed all day Sundays.

Chicago.

HEAVY DEMAND FOR MEMORIAL DAY.

The demand for stock for Memorial day was exceptionally heavy, especially from out-of-town points. The city trade was fairly good, but not near as large as was expected, although the sales for the entire week were encouraging. Peonies had a heavy call and cleaned up completely, including what stock was in storage, at practically the advertised quotations. Some sales were made in quantity lots at low figures, but these consisted mostly of inferior blooms that the dealers were glad to get rid of at any price. Roses were in good demand and sold well considering the general market conditions and the large quantity of outdoor stock that was offered in this market. Carnations sold surprisingly well, and good, fresh stock, especially red and pink, brought satisfactory returns, but white could have moved better. Some of the growers held their carnations too long, consequently their average will be disappointing, for much of this stock had to be sacrificed to dispose of it. Lilac was in large supply and met with ready sale. Double White narcissus was to be had in quantity and sold well at fair prices. Sweet peas were in strong demand, and good, fresh stock cleaned up early at high figures. Calendulas, snapdragons, stocks, daisies, tulips, Ilies, callas, lupines, pansies and other miscellaneous stock, were in good supply, with some items cleaning up well at satisfactory prices. Greens were exceedingly scarce, especially good ferns at $6 per 1,000. Taking everything into consideration, the Memorial day demand this year was exceptionally heavy, and there probably was never so much stock moved before for this occasion, notwithstanding the reported shortage of peonies. There is

PEONIES

Fancy stock in quantity to meet any demand. Some of our customers in distant cities inform us in their letters that they like our Peonies so well that they have used no others for more than eight consecutive years.

KENNICOTT BROS. CO.
174 North Wabash Avenue
CHICAGO

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

Most Cut Flower Buyers Know That Their Best Chance to Get What They Want at All Times is From Us.

Try Us On

Peonies, Roses, Carnations, Lilies, Valley, Orchids, Sweet Peas, Daisies, Gladioli, Calendulas, Snapdragons, Greens, Etc.

This house is rapidly being recognized as the most satisfactory to do business with in the whole Chicago Market.

ROSES AND CARNATIONS

Large supply of fine stock in all the leading varieties.
Try our stock for June Weddings and Commencements.

Buy Direct from the Grower — **CURRENT PRICE LIST—** — **Subject to Change Without Notice**

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$10.00 to 15.00
Short	6.00 to 8.00
COLUMBIA	
Specials	25.00
Select	20.00
Medium	10.00 to 15.00
Short	6.00 to 8.00
PREMIER	
Specials	25.00
Select	20.00
Medium	10.00 to 12.00
Short	6.00 to 8.00
SUNBURST, OPHELIA	
Specials	15.00
Select	10.00 to 12.00
Medium	8.00
Short	5.00 to 6.00

		Per 100
Champ Weiland	Specials	$15.00
Killarney	Select	10.00 to 12.00
Killarney Brilliant	Medium	8.00
White Killarney	Short	5.00 to 6.00
Milady		
ROSES, OUR SELECTION		5.00
CARNATIONS		
Good and fancy		4.00
Peonies		6.00 to 10.00
Sweet Peas		1.50 to 2.00
Adiantum		2.00
Asparagus, per bunch		50c to 75c
Ferns, per 1,000		$6.00
Galax, bronze and green, 1,000		$2.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

Special Prices

This Week on Quantity Lots of the Following Items:

Extra Fancy Russell, Premier, Columbia, Ophelia, Sunburst and Pink Killarney Roses

ALL THE LEADING CARNATIONS

Send Your Orders Here and We Will Fill Them to Your Entire Satisfaction.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

Mention the American Florist when writing

plenty of stock in the market at this writing, and in some instances it can be had in large lots at very attractive prices.

MEMORIAL DAY IN RETAIL STORES.

The Memorial day trade was very good this year, according to many of the florists, but there was not very much doing as far as the loop stores were concerned, one dealer saying that his sales for this occasion were the smallest in the history of his firm. Others say it was good, and even better than last year, but the majority agree that it was not up to expectations. The florists on the outskirts did a big business, and experienced a heavy call for plants which sold out early. Peonies were in strong demand, and there was a good call for carnations. Roses sold well. Made-up wreaths of magnolia leaves and other prepared goods, moved nicely. Miscellaneous cut flowers at medium prices sold quickly. The weather was ideal for Memorial day, and while complaints have been heard in regard to poor business from some quarters, it is safe to say that the total Memorial day business of 1920 greatly exceeded that of any previous year.

NOTES.

The Juvenile Furniture Co., 902-904 South Morgan street, is manufacturing florists' novelties and toy furniture. It has a factory, 50x100 feet, consisting of three stories and a basement. James Michal is president, John Ziska, secretary, and Joseph Ziska treasurer. The company is incorporated for $10,000.

George Wienhoeber has a very appropriate window this week, which is right in keeping with the times. A large elephant, which occupies the center of the scene, tells the passerby at a glance that it has something to do with the republican convention.

William Kotsonis, proprietor of the store known as the White House Florist, has recovered sufficiently from his recent operation to be removed from the Mercy hospital to his home.

Walter Mott, formerly with Hammond's Paint & Slug Shot Works, Beacon, N. Y., is now with the W. W. Barnard Co., as traveling representative.

Joe Bieber, who has been with A. I. Simmons, 242 West Sixty-third street, for sometime, left this week for Toledo, O., to spend the summer.

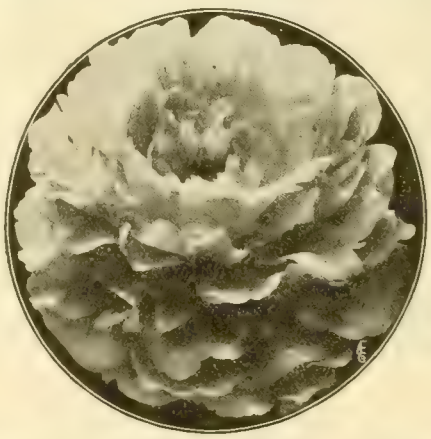
A. E. Turner, of Mosinee, Wis., called on the wholesale trade here this week. He is now in the fern picking business for himself.

William Langhout, of the American Bulb Co., returned this week from a successful western business trip.

The Florists' Club will meet at the Hotel Randolph, next Thursday evening, June 10, at 8 o'clock.

Chas. W. Potuznik, 3706 West Twenty-sixth street, has purchased a new Chalmers touring car.

Paul Weiss presented his wife with a new Ford sedan for a birthday present last week.



PEONIES

Fine supply of choice stock for

Weddings and Commencements

Also choice **Roses, Carnations** and all other seasonable flowers and Greens.

A. T. PYFER & COMPANY

OUR MOTTO: "Nothing is too much trouble to please a customer."

164 North Wabash Ave., L. D. Phone Central 3373 **CHICAGO**

Mention the American Florist when writing

Tonner

Wholesale
Cut Flowers—Supplies
30 E. Randolph St.,
Telephone Central 6284
Chicago

Mention the American Florist when writing

The E. F. Winterson Co. distributed a car of moss, May 27.

PEONIES IN QUANTITY

We can supply you with all that you need
at attractive prices all through this month.

Roses, Carnations, Valley, Lilies, Daisies, Orchids, Sweet Peas, Gladioli, Snapdragons, Candytuft, Double White Narcissus, Tulips, Etc. Greens.

You always get the best when you order here.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

Mention the American Florist when writing

PEONIES

There is no better supply in this market.
Complete line of Roses, Carnations and
all other seasonable flowers. Greens.

JOSEPH FOERSTER CO.
WHOLESALE FLORISTS
160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

The A. L. Randall Co's. total sales for May were the largest in the history of the firm in every department. The cut flower department had a wonderful business, and shipped out an exceptionally large quantity of stock.

Tonner's report the best Memorial day ever, with a strong call for peonies. This house disposed of a large supply for Dr. Knapp.

Orchids were so scarce in this market, June 1, that it was impossible, late in the afternoon, to obtain them at any price.

Fred Colpert, of Vaughan's Seed Store, who has been in Belgium for a year, is returning this month.

Allan Humason returned from an out-of-town trip in time to spend Memorial day at home.

Floral Albums

Illustrating 50 desirable designs, etc.
Price, each, $1.50.
(Special list of other supplies sent free.)

Geo. H. Angermueller Co.
Wholesale Florists
1324 Pine Street, ST. LOUIS, MO.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO
Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

ROSES
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier
MINIATURE ROSES
Cecile Brunner
SWEET PEAS
Extra fancy stock in Quantity.
Best in the Chicago Market.
CARNATIONS
MISCELLANEOUS
Peonies
Valley Cattleyas
Lilies
White and Yellow Daisies
Calendulas
Stocks Candytuft
Snapdragons
GREENS
Plumosus Sprengeri
Galax, bronze. Galax, green
Ferns
Adiantum Smilax
Boxwood

Peter Morgan, who arrived here recently from California, has purchased a half interest in Doctor A. J. Knapp's peony farms near Evansville, Ind., and will make his future home there. Mr. Morgan was formerly employed as a grower in this vicinity, having at one time been with Wietor Bros. and several other large local concerns.

F. D. Hepke's new double snapdragon was on display at several of the wholesale stores here this week and attracted much favorable attention. The stock came from his greenhouses at Marshfield, Wis., and the flowers shown were cut from a third crop. The color is a beautiful pink.

Bassett & Washburn are very well satisfied with their Memorial day business, and were sold out so early that they kept their store closed for two days, May 30-31. Mrs. Charles Russell roses of splendid quality are seen in quantity at this house.

The J. A. Budlong Co. had a large Memorial day business with a heavy call from out-of-town points. Lily of the valley and Nesbit roses are arriving in good supply at this store, and are in good demand for wedding work.

The Joseph Foerster Co. received several large shipments of peonies in time to take care of the heavy late demand for their Memorial day trade and disposed of all they had to offer as quickly as they were unpacked.

Zech & Mann had a splendid Memorial day business, with the total sales showing a wonderful increase over those of 1919. Their shipping trade was particularly heavy and the city demand surprisingly good.

Poehlmann Bros. Co. had a heavy Memorial day business, with an extra heavy call for stock from out-of-town points. The supply department is dressing up for the Elks' convention to be held here shortly.

A. L. Vaughan & Co. were pleased with their Memorial day business and cleaned up early in peonies and carnations. Double White narcissus are now arriving at their establishment in good sized quantities.

Kennicott Bros. Co. sold out completely in peonies for Memorial day, including what were in storage. This house is more than pleased with the total sales which were much larger than expected.

The Chicago Flower Growers' Association has no complaint to make in regard to its Memorial day business which was the best ever, and kept the boys on the jump every minute to take care of it.

Wietor Bros. are cutting a fine supply of roses, particularly Mrs. Charles Russell, Premier and Columbia. This firm's Memorial day business was very good, with an extra heavy call for carnations.

Peter Reinberg cleaned up nicely in everything for Memorial day, according to Herbert Hansen, who reports the total sales as very satisfactory.

A. T. Pyfer & Co. had about all it could do to handle its Memorial day business, which was very heavy and the best ever as far as this house was concerned.

The E. C. Amling Co. had a big Memorial day trade and moved an exceptionally large supply of stock, including a large cut of peonies.

Vaughan's Seed Store is finding demand strong from both the trade and consumers for insecticides, sprayers and like stocks.

The John Kruchten Co. had its share of the Memorial day business and cleaned up a nice supply of stock for this occasion.

Percy Jones, Inc., cleaned up a large supply of carnations for Memorial day, in addition to all the other regular offerings.

Erne & Company are more than pleased with their Memorial day business, which was the best in the history of the firm.

Visitors: Sam Seligman, with the McCallum Co., Pittsburgh, Pa.; A. J. Knapp, Evansville, Ind.; C. Gould, Onarga; Geo. Franks, Champaign.

Evansville, Ind.

The peony growers, in this city and vicinity, report a splendid Memorial day business in these flowers, the crop being just right for the holiday, while north of the city, they were too late. George H. Blackman, of the William Blackman Floral Co., says the peony growers here have a good crop about once in three years. This is one of the bountiful seasons. Last year, this crop was almost a failure with the local growers.

The William Blackman Floral Co. had a great variety of stock for the holiday and report an excellent business in both plants and cut flowers.

At Niednagel's, they were strong on peonies, roses and carnations, all of which sold well at prices about the same as last year.

W. B. C.

Nashville, Tenn.

MEMORIAL DAY WELL OBSERVED.

Memorial day was quite generally observed in this city and thousands of persons visited the national cemetery where lie buried 17,000 soldier dead, every grave having been decorated with flowers and a flag. Contrary to expectations stock was plentiful, especially crimson rambler and Dorothy Perkins roses, both of which bloomed with greater profusion than in any previous year. Other outdoor flowers were used to help in the decoration. Many beautiful roses are now being received and numerous weddings and social events are helping to hold business up to the mark, the volume being quite satisfactory.

M. C. D.

USE OUR

Blue Ribbon Valley and Nesbit Roses

FOR YOUR JUNE WEDDINGS

BEST QUALITY TO BE HAD IN

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Double White and Pink Killarney, Sunburst, Hearst, Nesbit and Brunner.

NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

Choice stock of Valley, Sweet Peas, Callas, Daisies, Easter Lilies, Stocks, Calendulas, Peonies, Lupines, Pansies and all other Seasonable Stock.

Don't Forget Us on GREENS, as we have Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

WE ARE CLOSED ALL DAY SUNDAY.

Detroit, Mich.

MEMORIAL DAY TRADE DISAPPOINTMENT.

Memorial day business in this city was to many a disappointment. At no time has the event been looked upon with special interest here, but this year, many were led to believe that it would take on greater commercial importance, and prepared accordingly. Florists adjacent to cemeteries, who arranged for big stocks, had all they could handle in the plant line, while cut flower sales with them, as with all others, had no special impetus due to the day. Prices on all items in the cut flower list ruled somewhat lower than usual, and there was little surplus when the stores closed for the day, May 31. There was a call for cemetery wreaths of artificial flowers, and with some arranged with fresh stock, formed a considerable volume of the trade done. There was no co-operative advertising, although some of the stores used individual space in the daily papers.

NOTES.

W. B. Brown, M. Bloy and J. F. Sullivan were the judges at the tulip show given by the Kingsville Horticultural Society, at Kingsville, Ont., May 27. About 2,000 blooms in 21 classes were shown.

NEW CROP SPHAGNUM

Let us quote your fall and winter requirements; we can save you money and give you good moss.

CHICAGO, 31-33 W. Randolph Street NEW YORK, 43 Barclay Street

VAUGHAN'S SEED STORE

George Doemling, of the Indian Village Greenhouses, has purchased a piece of property at Mack avenue and Maxwell street, to which he will remove his retail business at the expiration of the lease on his present location on Van Dyke avenue.

A great scarcity of Boston ferns in salable retail sizes has been noticeable in this market during the past month.

The Garden Club of Michigan held its annual tulip show, June 3, at the Board of Commerce building.

Philip Breitmeyer and E. A. Fetters have been on jury service the past 10 days. J. F. S.

Salt Lake City, Utah.

MEMORIAL DAY SUPPLY SHORT.

Adverse weather conditions have been a big factor this year resulting in a short supply for Memorial day although the growers worked hard to meet the demand. Carnations are still on the list at 10 cents and Laddie is in limited supply at 15 cents. Roses are in fair crop and for Memorial day brought 10 to 25 cents. A few summer-flowering sweet peas met with good sales at two cents. With the exception of a few Boston and Whitmani ferns, the pot plant offerings are not worth mentioning.

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Peonies. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

CHIFFONS, 4-inch, 6-inch, All Colors. Buy Now.

Baskets of Wonderful Value.

PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., Pittsburgh, Pa.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

NOTES.

The Miller Floral Co. has received a large shipment of palms from California consisting of cocos, pheonix, kentia and some very fine rhapis. Some of the plants are 15 feet high, with a spread of 25 feet. Paul Richmond, of the above firm celebrated his twenty-eighth birthday, May 25.

The Intermountain Greenhouses, of Murray, have just finished a large order for one of this city's largest apartment buildings. With their carnation cut about done for, when the bedding needs are supplied, fishing time will be at hand.

Bailey & Sons have found the bedding stock demand a big factor of the past month's business. They prepared for a big Memorial day demand, and were not disappointed with results.

E. C. Lambourne, of the Lambourne Floral Co., is planning to attend the Rotarian convention in the east this month. Good business during the month is anticipated by this firm.

The Sugar House Floral Co. is cutting some very fine Spencer sweet peas which clean up quickly. This firm's carnation cuttings are planted outdoors and have a fine appearance.

E. C. Morris & Co. took time by the forelock and placed orders for large quantities of peonies well in advance for Memorial day requirements.

P. R.

Columbus, O.

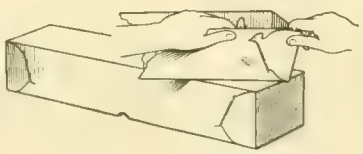
PEONY FAILURE HELPS GENERAL SALES.

Owing to the fact that peonies failed to appear Memorial day, local florists reported a much larger business than usual. In this city it is the custom to use peonies largely for the decoration of graves, and since they were a few days late, those who desired to follow the practice, applied to florists for flowers. As a result, business among the down-town shops was exceedingly brisk in every way. The principal flowers used were sweet peas, carnations, roses, snapdragons, irises and snowballs. Prices were not advanced, and the result was that stocks were pretty well cleaned up. There was also a good demand for magnolia wreaths, which were used profusely. Plants were also taken to a large extent, and the supply was rather plentiful. There was probably more decoration of private graves than was ever known, and Saturday and Sunday were the days used for that purpose. Weddings are now fairly numerous, and all florists are having an increasing demand as a result. Party work, especially that having to do with graduation ceremonies, is also brisk. There is a fair amount of funeral work. On the whole, the market is in good shape, as the supply about balances the demand.

NOTES.

All of the local florists made liberal donations of flowers to the committee which had charge of collecting flowers for the decoration of the graves of the fallen heroes of all wars. This has been a custom for years, and the offerings this year were somewhat larger than usual.

J. W. L.



LINDLEY BOXES

are manufactured from high grade, moisture proofed Boxboard in both "Standard" and "AA" grades.

Write for prices on our large assortment.

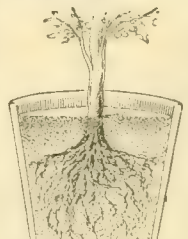
LINDLEY FLOWER BOX CO.
"Quality Box Makers" MARION, INDIANA

GOLDFISH 1,500,000 (Fancy and Plain)

Ready for market at rock-bottom prices.
Ship anywhere in U. S. or Canada.
Write for our illustrated catalogue.

Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a

Little Wonder Plant Irrigator

They keep your plants watered just right.
Wholesale price, $25.00 per 100.
If your supply house does not carry them send us their name with your order.
Sample by mail, 35c.

The Wonder Plant Irrigator Co.
2918 N. Clark St., CHICAGO

The Wonder Plant Irrigator
—AND—
The Wonder Basket Irrigator

Two articles no florist should be without.
Write for prices.

A. F. LONGREN, DES PLAINES, ILL.

FLORISTS'

Cards, Envelopes, Labels, Tags.
Add 20% to our 1920 catalogue prices.

THE JOHN HENRY CO.
LANSING, MICHIGAN

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 579 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen
Roses, Beauty	$1.50 @	$ 8.00
	Per 100	
" Mrs. Chas. Russell	6.00 @	30.00
" Columbia	6.00 @	30.00
" Premier	6.00 @	30.00
" Hoosier Beauty	4.00 @	25.00
" Killarney Brilliant	4.00 @	20.00
" Killarney	4.00 @	15.00
" White Killarney	4.00 @	15.00
" My Maryland	4.00 @	20.00
" Mrs. Geo. Shawyer	4.00 @	20.00
" Milady	4.00 @	20.00
" Mrs. Aaron Ward	4.00 @	20.00
" Sunburst	4.00 @	20.00
" Ophelia	4.00 @	20.00
" Dble. W. Killarney	4.00 @	20.00
" Champ Weiland	4.00 @	20.00
" Cecile Brunner	2.00 @	4.00
" George Elgar	2.00 @	4.00
" Baby Doll	2.00 @	4.00
" Nesbit	2.00 @	4.00
" Our selection		6.00
Carnations	4.00 @	6.00
Cattleyas per doz.		24.00
Snapdragons per doz.	2.50 @	3.00
Tulips		8.00
Daisies	2.00 @	4.00
Valley	8.00 @	12.00
Calendulas	4.00 @	6.00
Lilies per doz.	2.50 @	3.00
Double White Narcissus		2.00
Peonies	6.00 @	10.00
Sweet Peas per 100	1.50 @	3.00
Ferns per 1,000		6.00
Galax per 1,000		2.00
Leucothoe	1.00 @	1.25
Plumosus Strings each	.60 @	.75
Sprengeri, Plumosus, Sprays		3.00
Mexican Ivy	.75 @	1.00
Boxwood, 35c per lb., per case		9.00

ZECH & MANN

WHOLESALE FLORISTS

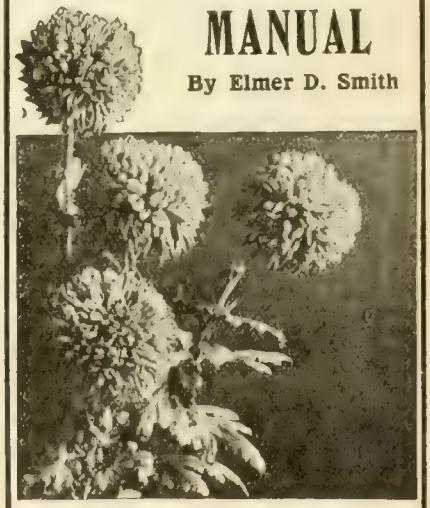
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 No. Clark Street, CHICAGO

During the month of

JUNE

The call for flowers will be mostly for the better grades for Wedding and School Commencements. We do not know of anything we would recommend to you more than

GOOD PEONIES

Nearby grown stock, varieties that keep and ship well in white, light and dark pink. Carefully selected flowers in a uniform condition.

When in need of Peonies let us make you a sample shipment and you willorder again.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

MEMORIAL DAY BUSINESS VERY GOOD.

The business of the past week hinged on the Memorial day trade and the peony situation. There was a normal demand for the season the first three days of the week, there being a number of weddings and other social events. Carnations held firm at from two to three cents over the prices of the week previous. Thursday they jumped to eight cents, and Friday and Saturday the market cleaned up at eight to 12 cents, the latter for pink, while Laddie brought 15 cents. Roses, Friday and Saturday, were plentiful, and in good demand at an advance of about 20 per cent over early week figures. There were quantities of sweet peas of very good quality for so late in the season. They ranged from 50 cents to $2. Callas and Easter lilies, considering the quantity, held up well. There was an abundance of southern iris, stock jillys, candytuft, feverfew and outside shrubbery. The demand was general, every item in the list going strong. Flowers most favored, were those with color, as pink snapdragons, pink or red roses, sweet peas in all colors, and bright pink and red carnations. It was a banner Memorial week business, the best ever experienced in this market. Never have carnations sold at such high prices for this event. One hundred bright pink in five hundred other colors, mostly white, was the rule. The splendid market conditions are attributed, not so much to an extra demand, but to the continued, cool weather which kept the greenhouse stock in good condition and held back the peony competition. In short, there were no local peonies, just a few from the southern markets of Richmond, Washington and lower Maryland, but as these were quoted at $12 to $15 and not very numerous at that, they were scarcely a factor, which enabled the local greenhouse stocks to make their great cleanup at record prices. This is the first time that the local peony crop failed entirely; oftimes it has been in doubt, but favorable weather conditions generally set in, and enabled the growers to cut from 25 to 33 per cent of their total. In commenting on the situation and its benefit to the greenhouse men, one of the large wholesalers thought it would be a good move for these indoor growers to get together and buy up or boycott the peonies in the spring, and also the dahlias in the fall. Of course, the farmers or field growers of these products, will have to be heard from. The lot of the peony men this year is certainly not an enviable one, as when they lose the Memorial day sales, the supply is so large and the demand so light that returns are hardly sufficient to pay for gathering and marketing.

Wholesale Flower Markets

BOSTON, June 2. Per 100

Roses, American Beauty	25.00@	60.00
" Shawyer, Russell	10.00@	25.00
" Killarney	6.00@	15.00
" Milady	12.00@	30.00
" Radiance	16.00@	40.00
" White Killarney	6.00@	20.00
" Killarney Brilliant	16.00@	25.00
" Ward	6.00@	16.50
" Victoria	8.00@	16.00
" Hadley	6.00@	25.00
" Ophelia	8.00@	20.00
" Premier	12.50@	30.00
" Columbia	16.00@	25.00
" Maryland	8.00@	20.00
" Hoosier Beauty	15.00@	35.00
" Stanley	12.00@	20.00
Cattleyas, per doz	6.00@	12.00
Sweet Peas		4.00
Carnations	10.00@	16.00
Longiflorum Lilies	6.00@	12.00
Marguerites	4.00-6.00@	8.00
Calendulas...doz.	.75@1.00	
Callas	16.50@	25.00
Snapdragons.doz.	1.50@4.00	
Adiantum		2.00
Asparagus Strings, per doz	9.00@	12.00
Asparagus bunches, each		.50
Anemones, per doz	1.00@	1.25
French Iris, per spray	.35@	.50
Pansies	2.00@	3.00
Myosotis, a bunch	.35@	1.00
Lily of the Valley	12.00@	16.00
Delphinium...per doz.	4.00@	6.00

BUFFALO, June 2. Per 100

Roses, Beauty, Special	40.00@	50.00
" Fancy	25.00@	35.00
" Extra	15.00@	20.00
" 1st	6.00@	10.00
" Killarney	4.00@	12.00
" My Maryland	6.00@	15.00
" White Killarney	6.00@	15.00
" Sunburst	6.00@	15.00
" Ward	4.00@	6.00
" Columbia	10.00@	25.00
" Ophelia	6.00@	20.00
" Russell	10.00@	25.00
" Shawyer	6.00@	12.00
" Bon Silene	3.00@	4.00
" Cecile Brunner	2.00@	4.00
Cattleyas	75.00@	100.00
Dasies	1.00@	3.00
Valley	10.00@	12.00
Violets	.75@	1.00
Calla Lilies	12.00@	20.00
Japan Lilies	8.00@	10.00
Easter Lilies	15.00@	20.00
Carnations	4.00@	7.00
Mignonettes	3.00@	6.00
Snapdragons	8.00@	15.00
Sweet Peas	1.00@	3.00
Asparagus Sprengeri	.35@	.50
Ferns, per 1000		4.00
Calendulas	3.00@	6.00
Smilax, doz.		4.00
Golden Spur	3.00@	4.00
Von Sion	3.00@	4.00

Write For Our

Price List

On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Removal Notice

BERGER BROS.

are now located at

1609 Sansom St., PHILADELPHIA, PA.

with a full line of everything—the best the market affords—in Cut Flowers.

CINCINNATI, June 2. Per 100

Roses, Premier	6.00@	25.00
" Russell	6.00@	25.00
" Columbia	6.00@	25.00
" Butterfly	6.00@	25.00
" White Killarney	4.00@	20.00
" Pink Killarney	4.00@	20.00
" Sunburst	4.00@	20.00
" Mrs. Aaron Ward	4.00@	20.00
" Ophelia	4.00@	20.00
" Baby Doll	2.00@	3.00
Carnations	4.00@	8.00
Calendulas	1.00@	4.00
Sweet Peas	.75@	1.00
Ferns, per 1,000		4.00
Leucothoe, per 1,000		6.00
Galax, per 1,000		1.50
Smilax, per string	.15@	.25
Plumosus (south) per bch.		.25
Easter Lilies	8.00@	15.00
Snapdragons	4.00@	8.00
Stocks, per bunch		.50
Valley	8.00@	10.00
Cornflowers		.75
Peonies	8.00@	10.00
Spanish Iris	6.00@	8.00

NOTES.

A grower who has kept close track of events, particularly in greenhouse building in this neighborhood, and the amount of glass now being operated, both for plants and cut flowers, claims that there has been very little gain in glass area in the past 10 years, taking into consideration Graham, Mackey, Uber, Coles, Smith, George Anderson, the large range of greenhouses at Edgeley, to which is to be added Robert Craig Co.'s 49th street range, now or soon to be dismantled ,and a number of others who were obliged to close due to war conditions. Very little glass has been erected during this time, as in the early part of this period, there seemed to be great danger of over production. Then came the war, when all building was at a standstill. With the conflict settled, prices of all kinds of greenhouse material and labor rose to such a height that most growers have made the best of their present facilities, and decided to wait. One dollar per square foot of ground covered was roughly estimated as the cost of a good greenhouse five years ago, while the present price is about $2.25 per square foot. From his standpoint, he is con-

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

White Wood Easels
Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches	$0.65	54 inches	$1.25
42 inches	.80	60 inches	1.50
48 inches	1.00	66 inches	2.00

(Special price on dozen lots.)
Get our list of other supplies (it's free.)
Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

vinced that the grower who will work his glass intelligently, and to the limit, intensively, will enjoy better returns for the next year or two, than for any previous period.

The coal situation is giving growers great concern at this time. Quotations last week were $7 for a good grade of bituminous at the mines. This week it has been raised to $8, which, with freight and other charges, makes it figure $11.25 per ton at the greenhouse. This, with the increased costs of labor, pots and everything else that enters into the production of plants and cut-flowers, makes the question of profits for the coming season a problem.

The entire trade learned with sorrow of the death of Patrick O'Mara. He was a speaker a number of times at the florists' club and a frequent visitor to this city. He was held in the highest esteem by all who knew him. J. Otto Thilow enjoyed a life long acquaintance and friendship, as they were apprentices together at Peter Henderson's in the early seventies.

The class in floriculture at the State College, Pa., under the direction of Prof. Wilde, spent May 27 among the rose growers in Chestnut Hill, visiting the Alfred and George Burton establishments and also that of Myers & Samtman. They also inspected the Joseph Heacock Co.'s rose houses and dairy farm at Roelofs.

J. A. Peterson and wife, of Cincinnati, O., visited this city the past week. They both looked very well. Mr. Peterson is becoming, in fact, is now, a factor in the cyclamen seed industry of this country. His crop the coming season will be over 1,500,000 seeds, all raised in his greenhouses in Cincinnati.

The eleventh annual spring flower show of the Landsdowne Flower Show Association, will be held June 5, 4 to 10 p. m. This is an exceptionally good community flower show, there being 156 different classes, for which prizes are awarded

Robert Craig returned May 27 from his visit to Porto Rico, which trip did him a world of good. He is very enthusiastic as to the opportunities for the raising of palms and other tropical plants in this warm clime. He attended the funeral of his friend, Patrick O'Mara, May 29.

The new house at Roelofs is being planted with young stock in which the varieties Pilgrim, Crusador and Frank H. Dunlop will be given prominence.

The Philadelphia Wholesale Florists' Exchange increased their delivery force the past week with a new Ford truck.

The Leo Niessen Co. put a Reo delivery car on the street the past week to replace the one-ton Ford that was destroyed by fire a week ago.

K

Wholesale Flower Markets

PHILADELPHIA, June 2. Per 100

Roses, Beauty, special	50.00@	60.00
" " fancy	20.00@	40.00
" Mrs. Chas. Russell	10.00@	25.00
" Killarney	2.00@	6.00
" Hadley	6.00@	25.00
" Sunburst	6.00@	12.00
" Wards	4.00@	6.00
" Ophelia	6.00@	12.00
" Columbia	8.00@	15.00
" Premier	4.00@	20.00
Cattleyas	1.00@	1.25
Mignonette	4.00@	6.00
Gardenias, doz.	1.50@	3.00
Carnations	6.00@	8.00
Carnation, Laddie	10.00@	12.00
Snapdragons, per doz.	1.00@	1.50
Callas	10.00@	15.00
Easter Lilies	10.00@	15.00
Calendulas	2.00@	6.00
Adiantum	**1.00@**	**1.50**
Smilax		**.35**
Asparagus Strings	.75@	1.00
Sweet Peas	.50@	2.00
Lily of the Valley	2.00@	4.00
Asparagus bunches, 12sp	.50@	.75
Peonies	10.00@	15.00

ST. LOUIS, June 2. Per 100

Roses, Hadley	2.00@	10.00
" Premier	3.00@	25.00
" Killarney	2.00@	8.00
" White Killarney	4.00@	8.00
" Hoosier Beauty	6.00@	12.50
" Russell	2.00@	5.00
" Ward	4.00@	12.50
" Sunburst	5.00@	8.00
Ferns, per 1000		**5.00**
Carnations	1.50@	8.00
Carnations, Laddie		15.00
Carnations, Specials		8.00
Sweet Peas, per 1,000	2.00@	7.50
Calendulas		2.00
Callas	10.00@	15.00
Mignonette	8.00@	12.50
Violets	.75@	1.00
Galax, per 1,000		1.50
Leucothoe, per 1,000		7.50
Boxwood, per lb		.35
Lily of the Valley		8.00
Freesia		2.00
Jonquils	2.00@	4.00

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PITTSBURGH, June 2. Per 100

Roses, Beauty, spl., per doz.		9.00
" " fcy., per doz.		7.50
" " ex., per doz.		5.00
" " No. 1, per doz.		1.50
" Hadley	12.00@	30.00
" Killarney	6.00@	15.00
" Maryland	6.00@	15.00
" Sunburst	6.00@	15.00
" Mrs. Aaron Ward	5.00@	12.00
" Russell	10.00@	30.00
" Columbia	10.00@	25.00
" Ophelia	8.00@	20.00
" Hilda	6.00@	15.00
" Premier	10.00@	30.00
Lily of the Valley		10.00
Easter Lilies		15.00
Carnations		8.00
Cattleyas, each		1.50
Ferns, per 1,000		5.00
Sweet Peas	**1.00@**	**4.00**
Daisies	2.00@	4.00
Galax, per 1,000		**2.00**
Plumosus, per bunch		**.40**
Sprengeri, per bunch		**.50**
Smilax, per doz.		4.00
Calendulas	**2.00@**	**6.00**
Tulips	**4.00@**	**6.00**
Snapdragons, per doz.	**1.50@**	**3.00**
Calla Lilies, per doz.		1.50
Jonquils	**4.00@**	**6.00**

MILWAUKEE, June 2. Per 100

Roses, Kill'n'y. W. Kill'n'y	4.00@	12.00
" Ward	4.00@	8.00
" Premier	8.00@	25.00
" Ophelia	6.00@	15.00
" Columbia	8.00@	25.00
" Hoosier Beauty	6.00@	15.00
Carnations, assorted	4.00@	6.00
Cattleyas, per doz.	9.00@	12.00
Callas, per doz.	1.50@	2.00
Sweet peas	.50@	1.00
Lilies, per doz.	1.50@	2.00
Snapdragon, per doz.	.50@	1.00
Dasies	1.00@	3.00

New York.

MEMORIAL DAY SHOWS LITTLE ACTIVITY.

The first part of last week was quiet in the wholesale district, with more activity toward the last. Quite a heavy supply of stock went out, but there was no great advance in prices. Memorial day business has little effect on first-class stock, such as orchids, American Beauties and other roses of special grade. In the large retail stores in the heart of the city, business was quiet, May 29. The fact that Memorial day followed Sunday, took great numbers of people out of the city. Reports from the cemetery florists indicated that their business was good. Again referring to the wholesale trade, considering that the native peonies were not in, there was quite enough stock without them. Carnations were slow at the best, it being hard to move them at $6 per 100. There were heavy sales of lilac, stocks and various other cheap flowers. A considerable quantity of southern peonies were on the market. To sum up, it appeared that the trade was about the same in general as last year. The cool weather and the absence of native peonies prevented a glut such as sometimes occurred in previous years.

May 31.—In the wholesale district the memorial day business has not been up to expectations. The word "shipping" must now be used advisedly on account of the uncertainty of a shipment reaching its destination on time. There has been some business this morning, principally in stock left over from May 29.

NOTES.

In the report of the hearing given by the joint congressional committee on the removal of the national botanic garden, Washington, D. C., Senator Brandage, the chairman of the committee, is stated to have opposed making the garden "an adjunct to the department of agriculture," and to have said that if the bureau of plant industry desired to engage in such work, there was plenty of available farm land in the vicinity. One might believe that from the number of "scientists" that are employed in the department of agriculture, and from the number of pamphlets they send out, that they already have commodious quarters. Perhaps they want room for a bureau of quarantine. Senator Brandage is to be commended for his opposition to such a proposal. If the department of agriculture ever gets its nose into the botanic garden, it will be another case like the camel in the Arab's tent.

The latest addition to the geneological line of Dards, is Douglas Dards Perry, born May 23, son of H. G. and Mrs. Perry. Mrs. Perry is the only daughter of Charles A. Dards, for many years a leading florist of this city. Mr. Dards has been on an extended trip through South America, but is expected home at an early date. He will doubtless be pleased with his grandson, as the other two Perry children are daughters.

Mrs. Margaret Surgent, 94 years old, died at her home in West New York, N. J., a suburb of Weehawken, May 27. She was born in Belgium and came to this country when 15 years old, was married in this city, and lived for a time in California. Her husband, Louis, who died in 1888, is said to have been among the first florists of San Francisco.

The Fifth Avenue Flower Shop, 1 West 47th street, is a small conservatory, well located and stocked. The Mountain Community and the Matthews Garden Craft, whose products have been seen at the flower shows, are located next door. The Flower Shop is conducted by Sakas Brothers, who have another store, the Gramercy Florist, at Third avenue and 21st street.

J. J. Coan, in the 18th street market, received heavy shipments of southern peonies. In a number of boxes, the stock had heated from being packed too close with layers of paper. This was, of course, worthless on arrival. Where the packing was merely strips of wood they arrived in good condition.

Louis F. Schreiber and wife, son-in-law and daughter of the late Mrs. Theodore Braun, whose death was reported in our issue of May 22, will continue the business at 149 Third avenue.

The Burnside Florist is an attractive store recently opened by Farekas & Vassillia at 2020 Jerome avenue, near New York University. They report good business.

Leo Klein, who has an attractive store at Lexington avenue and 60th street, furnished many flowers for a church celebration, May 23.

J. K. Allen had a considerable stock of southern peonies, but, May 30, he said that they were moving slowly.

Harry Ramm is now well settled in his new store, 412 Madison avenue, corner of 48th street.

Alfred Kottmiller has recently had good business in decorations at the Ritz-Carlton hotel.

A. F. F.

FOR JUNE WEDDINGS
Peonies, Roses, Lilies, Carnations.
Joseph S. Fenrich, 31 and 43 W. 18th St., NEW YORK
Telephones: 420-421-422 Watkins.

FUTTERMAN BROS.
Wholesale Florists, 101 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISSION FLORISTS
GROWER AGENT
55 and 57 West 26th St. N.Y.

S. H. RUSSIN
Importer and Manufacturer of
Baskets, Novelties and Florists' Supplies.
Opposite the New Flower Market
55 West 19th St., NEW YORK
Telephone Watkins 4443.

Traveling Wholesale Florist
INC.
31 and 43 W. 18th St., NEW YORK
Telephones 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

MEMORANDA
Make a note of it on your "PAD."
"RESULTS" and "RELIABILITY" combined.
Our new location is of the best.
"The World's Largest Flower Market"
Exceptional opportunity for growers who are looking for "Results." Consign the next shipment to
GEO. J. POLYKRANAS
43 West 18th St., NEW YORK
Telephone 2264 Watkins

C. Lecakes & Co.
Wholesale Dealers in
Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Moss and Leucothoe Sprays, Our Specialties
31 and 43 W. 18th St, New York
Telephone Watkins 2315

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins. NEW YORK CITY

Dolansky-McDonald Co.
WM. SULLIVAN, Mgr.
Wholesale Florists, 31-43 W. 18th St., New York
Orchids a specialty. Novelties of All Kinds.
Consignments Solicited. Reports Daily. Checks Weekly.
Telephone Chelsea 8282.

William Mackie
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Telephone: 759 Watkins
Mention the American Florist when writing

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
31 and 43 W. 18th St., NEW YORK
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
31 and 43 W. 18th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Prompt and careful attention to your interests. Consignments Solicited.
Mention the American Florist when writing

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
31 and 43 W. 18th St., NEW YORK
Established 1887
All consignments receive our special attention.
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, June 2. Per 100

Roses, Beauty, Specials	25.00@ 40.00
" " extra and fancy	12.00@ 15.00
" Hoosier Beauty	3.00@ 8.00
" Hadley	4.00@ 30.00
" Francis Scott Key	8.00@ 35.00
" Columbia	2.00@ 15.00
" Prima Donna	2.00@ 10.00
" Dble. Wht. Killarney	4.00@ 10.00
" White Killarney	2.00@ 8.00
" Aaron Ward	3.00@ 8.00
" Ophelia	3.00@ 12.00
" Sunburst	3.00@ 8.00
" Mrs. Chas. Russell	4.00@ 20.00
" Premier	4.00@ 20.00
" Ulrich Brunner	6.00@ 20.00
Cattleya Gigas	1.25
Cattleya Mossiae	50.00@ 75.00
Carnations	2.00@ 4.00
Adiantum Croweanum and Hybridum	1.00@ 1.50
Asp. Plumosus, doz. bchs.	3.00@ 5.00
Smilax, doz. strings	4.00@ 5.00
Lilies, white	6.00@ 8.00
Sweet Peas	.30@ 1.50
Lily of the Valley	1.50@ 6.00
Yellow Narcissus, per doz.	.30@ .50
Mignonette, per doz.	.50@ 1.25
Darwin Tulips, doz.	.50@ .75
Snapdragons, per doz.	.50@ 1.50
Iris, Spanish, per doz.	1.00@ 2.00
Daisies, Yellow	.50@ 3.00
Larkspur, per doz.	2.00@ 2.50
Peonies, per doz.	.75@ 1.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
31 and 43 W. 18th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
31 and 43 W. 18th St., New York

Telephones 4422 4423 Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE {2335 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
31 and 43 W. 18th St., NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your telegraph orders to us for delivery in Chicago and vicinity.

Member of F. T. D.

Alpha Floral Company
CHICAGO
Northwest Corner of Adams and Wabash

No order for less than $4.00 accepted for delivery. All orders for less than this amount will be absolutely refused.

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST
ELEVEN STORES
Main Store— **Lewis Ave. Cor. Hancock St.**

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Albany, N. Y.

Danker
FLORIST

The Best Service

MEMBER

Mention the American Florist when writing

FRENCH RIVIERA and MONTE CARLO

C. Engelmann

Saffron Walden, England

MEMBER

Can take care of all your orders for above district.
Cable address for Riviera Branch: Carnation, Saint Laurent-du-Var.

Mention the American Florist when writing

SAFFRON WALDEN, ENGLAND

MEMBER

C. ENGELMANN

Can take care of all your English orders.
Cable address: Engelmann, Saffronwalden.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST
324 Fulton St. cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRATFORD
BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

BOHANNON FLORAL CO.

75 East Monroe Street, CHICAGO **Member of F. T. D.**

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in **Buffalo, Lockport Niagara Falls** and Western New York
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Rochester, N. Y.

J. B. KELLER SONS,

FLORISTS
25 Clinton Avenue N

Rochester ph. 506. Long Dist. Bell ph. 2189
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS
621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

Washington, D. C.

Louise Flower Shop

Connecticut Ave. at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Member of Florists' Telegraph Delivery.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Pittsburgh, Pa.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

C. H. FREY

Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraphic orders. Regular trade discount.
229 WEST THIRD STREET

E. W. PEARSON

38 State St., Newburyport, Mass.

Covers All New England Points

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place

L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST

2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of

GEORGE ASMUS, Mgr.

Wire, Write or Phone West 822

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, Sheboygan, Wisconsin.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

A. LANGE

77-79 E. Madison St., CHICAGO

Telegraph, Mail and Telephone Orders given most prompt and careful attention and filled with the best stock in the market.

YOUR PATRONAGE SOLICITED.

Chicago

H. N. BRUNS

3040 West Madison St., Chicago

Telegraph, Telephone and Mail Orders Given Prompt and Careful Attention

FROM NEW YORK EXCEPT AS NOTED.

June 4.

Bergensjford, Norwegian-America (Norway).

June 5.

FROM NORFOLK, Westerdyk, Holland-America (Rotterdam).

Ninian, I. M. M. Lines (Liverpool).

Defiance, I. M. M. Lines (London).

FROM PHILADELPHIA, Wathena, I. M. M. Lines (Antwerp).

FROM PHILADELPHIA, West Ekonk, I. M. M. Lines (Antwerp).

FROM MONTREAL, Wauconda, I. M. M. Lines (Antwerp).

Vittella, Cunard-Anchor (Glasgow).

Anglo-Egyptian, Cunard-Anchor (Antwerp).

FROM BOSTON, Sahara, Cunard-Anchor (London).

Servian Prince, Prince Line (Buenos Aires).

Cabo Tres Forcas, Ybarra Line (Barcelona-Seville).

Stockholm, Swedish-American Line (Gothenburg).

June 8.

Italia, Cunard-Anchor Line (Trieste).

Vennonia, Cunard-Anchor, (Hamburg).

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

C. Frauenfelder FLORIST

3343 W. MADISON ST.

NEAR GARFIELD PARK

CHICAGO

Mention the American Florist when writing

Friedman

FLOWERS

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F. T. D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members Florists' Telegraph Delivery Ass'n

Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.
437-39-41 Milwaukee St
Members Florists' Telegraph Delivery Association.

Omaha, Neb.

Hess & Swoboda

FLORISTS
1415 Farnum St. PHONES: 1501 and L1582
Member of Florists' Telegraph Delivery.

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

For St. Louis.

WIRE

Grimm & Gorly

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.

FREY & FREY,

1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.
Member of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF HEINL'S

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—H. N. Bruns, 3040 W. Madison St.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exchg. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
French Riviera, France—C. Engelmann.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City Mo.—A. Newell.
Kansas City Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Fl. Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
Newark, N. J.—Washington Florist.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Saffron Walden, Eng.—C. Engelmann.
Salt Lake City, Utah—Miller Floral Co.
Salt Lake City, Utah—Bailey & Sons Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers, N. Y.—New York Floral Co.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

Savannah, Ga.

JOHN WOLF

The Largest Grower of Cut Flowers in the South.

Kansas City, Mo.

W. J. Barnes FLORIST M.G.M.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890.

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

WICHITA, Kansas

Shipments for Kansas and Oklahoma.
W. H. CULP & COMPANY
Quality Flowers Personal Service
Members F. T. D. A.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York

Member of Florists' Telegraph Delivery.

DARDS

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction
Nearly 50 Years.

Let Us Fill Your Steamer Orders. Regular European Sailings Now Established

Mention the American Florist when writing

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ESTABLISHED 1847

F. T. D.

Thos. F. Galvin INC.

THE NAME PROTECTS YOU

BOSTON
1 PARK STREET
799 BOYLSTON STREET

NEW YORK
561 FIFTH AVENUE

Steamers are Again Sailing on Schedule
Deliveries made on board

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

"SAY IT WITH FLOWERS"

Mr. Schling Flowers

Schling Service
Nothing Better

785 Fifth Avenue
NEW YORK CITY

Member of Florists' Telegraph Delivery.

Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders by Telegraph Promptly Filled

Phones 1552-1553 Columbus.

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.

'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.

Orders from other cities receive our personal attention.

Members of Florists' Telegraph Delivery.

New York.

The Aphrodite Co.

THE ARTISTIC FLORISTS

Floral Decorations for All Occasions.

2703 Broadway, Phone Academy 2479

Mention the American Florist when writing

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.

BROADWAY FLORIST

2094 Broadway, S. E. cor. 72d St.

Phone Columbus 5468.

Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

SALT LAKE CITY

AND CONTRIBUTING TERRITORY

BAILEY & SONS CO. Member F. T. D.

Est. 1865. 61-63 East Second South

Special consideration given Telegraph Order

Large Stock Always on Hand.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Mention the American Florist when writing

New York.

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)

2953 Broadway.

Members of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Best Flowers
Best Service

ROSES
Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Worcester, Mass.
Randall's Flower Shop

Members of Florists' Telegraph Delivery

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Newark, N. J.

Begerow's

MEMBER F.T.D.

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

LITTLEFIELD, Florist
WORCESTER, MASS.

WIRE YOUR ORDERS
TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist
Connecticut Avenue and L Street

Mention the American Florist when writing

Washington, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO
Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building,
4 South Jefferson Street. Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

Wilkes-Barre and near-by Pennsylvania Towns
Member F. T. D.
14 N. Main St. **A. W. B. EVANS**

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Los Angeles, Calif.

O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Mention the American Florist when writing

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.
A. Newell
FLORIST
Established over 30 years.
1122 Grand Avenue.

Mention the American Florist when writing

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Michigan — Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists,
Grand Rapids.

Mention the American Florist when writing

CHICAGO — DETROIT
Central Floral Co.
132 N. State St., CHICAGO
35 Broadway, DETROIT
Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

ROANOKE, VA.
FALLON, Florist.

Seattle-Rosaia Bros.
Finest floral studio in Northwest.
Member F.T.D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORIST
930 PROSPECT AVE., Erie Building. CLEVELAND

Mention the American Florist when writing

LOUISVILLE, KY.
THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.
WASHINGTON D. C.
Gudes'
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

QUALITY and PROMPTNESS
New Orleans, La.
Members F.T.D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

Salt Lake City
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Philadelphia, Pa.
Chas. H. Grakelow
Broad St., at Cumberland
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Flowers Delivered Anywhere. Phone, 1952 Bedford
HUGO H. JAHN
—FLORIST—
710 Nostrand Avenue
Cor. Prospect Place, BROOKLYN, N. Y.
Brooklyn Representative of National Floral Corporation.

Mention the American Florist when writing

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO.
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

THE price of bags at Chicago, June 2, was $65.

RED CLOVER in Ohio is threatened with serious injury by weevils.

C. W. SCOTT, of the Yokohama Nursery Co., New York, is making a western trip.

THE death of Maurice Fuld, New York, is recorded in our obituary column this week.

THE French embargo on exportation of clover seed, in effect since March 23, 1920, was removed May 21.

NEW HAVEN, CONN.—Frank S. Platt, of The Frank S. Platt Co., is planning to retire, after 54 years in business.

J. C. VAUGHAN, Chicago, says the steady cool weather of the closing season has made it one of the best for the retail seed trade in his long experience.

BOSTON, MASS.—There is still great delay in delivery of farm machinery, fertilizers and seeds to an extent which has already caused serious loss in spring farming.

FEDERAL control of wheat and wheat products ended June 1. This means the passing of the government guarantee of $2.20 a bushel for wheat, established during the war.

VISITED CHICAGO: David Burpee and George W. Kerr, of the W. Atlee Burpee Co., Phiadelphia, Pa., enroute to California; Wilbur Brotherton, of the Jerome B. Rice Seed Co., Detroit, Mich.

DUTCH BULBS.—Mail advices from Holland, May 15, say crop conditions are uncertain and bankers' financial credits difficult. Narcissus vary in quality and good Darwins are in demand.

EVANSVILLE, IND.—Christ Graf, 91 years old, father of Henry, Louis J. and Philip C. Graf, proprietors of the Ohio Valley Seed Co., died at his home in this city last month, after an illness of a few days. He was one of the early settlers of southern Indiana.—W. B. C.

NEW YORK.—Charles P. Guelf, of the Jerome B. Rice Seed Co., Cambridge, N. Y., who has been busy recently fixing things up at his summer home in Hamlin, N. Y., called on the trade here last week and expects to meet his many friends at the Milwaukee convention, June 22-24.

BOSTON, ENG.—W. W. Johnson & Son, Ltd., have just completed a new flower seed building, 48 x 110 feet, to accommodate their rapidly increasing business in this department. Work has been begun on an extension of the firm's general offices, which, when completed, will be double their present size.

Iowa Seed Dealers' Association.

At the annual meeting of the Iowa Seed Dealers' Association, held at Des Moines, June 1, officers for the ensuing year were elected as follows: C. G. Ouren, of the Ouren Seed Co., Council Bluffs, president; H. W. Talbott, of the Talbott Seed Co., Osceola, vice-president; A. M. Eldridge, of the Henry Field Seed Co., Shenandoah, secretary; Hon. John T. Hamilton, of the Hamilton Seed Co., Cedar Rapids, treasurer. There was a good attendance, a large part of the meeting being devoted to an interesting discussion of seed legislation.

Onion Sets at Chicago.

An onion set expert who has just completed a tour of the Chicago south side district, says the crops looks a little backward, but believes this is not really true, the cool weather having favored root action rather than top growth. The acreage is about one-third larger than that of last year. One or two growers have dropped out, but others have taken their places, the low prices of seed and the generally good market for the crop of 1919, having probably prompted extensions of the acreage. The stand and general condition are excellent, with a noteworthy absence of weeds, the light rains of the present week coming just at the right time to suit the most critical growers.

British Seed Exports Increase.

The exportation of vegetable and flower seeds from the Nottingham district to the United States has been steadily on the increase for the past four or five years, according to Commerce Reports. The principal varieties of vegetable seeds exported are beet, cabbage, cress, cauliflower, spinach, carrot, parsley onion, turnip and rutabaga. Prices have increased 200 to 300 per cent within the past four years, and the high prices prevailing have given a great impetus to the industry. Many farmers are entering into contracts with dealers at guaranteed prices, and are converting their entire farms into the growing of seeds for the export trade. If the present level of high prices is maintained for any considerable time, seed growing will become one of the most important industries in this district. The seeds exported from the Nottingham district to the United States in 1919 were valued at $422,792, as against $202,713 for the previous year, representing a gain of $220,079.

Free Seed Situation.

A reduction from $239,000 to $75,000 is proposed by the senate in the amount to be appropriated for the distribution of government seed. It is also proposed to discontinue the practice of sending out the seed through members of congress, and limiting the distribution to persons who write in for seeds.

The original appropriation of $239,000 for the annual congressional distribution, passed by the house of representatives, was stricken out when the measure was approved by the senate. The bill was sent to conference for adjustment, and while the conferees agreed upon all other differences, they found it impossible to compromise the seed item, the house conferees standing out for an appropriation, while the senate refused to make one.

The senate finally suggested the $75,000 fund for this purpose, and provided that applications for free seed would be filled by the department of agriculture. The house refused to agree to either the appropriation or the discontinuance of the free advertising by means of seeds, and the matter now seems to be at a deadlock, as both houses have instructed their conferees not to retreat an inch from their present position.

B. F. L.

[This would appear to be a good time for seedsmen to telegraph their representatives in congress, requesting them to do everything possible to kill off the free seed appropriation.—ED.]

Polish Sugar Beet Seed.

In the season 1919-20, after providing for its own wants, Poland exported 14,000 poods (1 pood = 16.38 kilos —36.1128 pounds) of sugar-beet seeds produced on its own plantations. In 1919, about 8,000 hundred weight of sugar-beet seed of home production was exported. In the current year, the production of sugar-beet seed will be much greater, although last autumn, frosts did much damage to the seed plants.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA

We are headquarters for the **BEST OF EVERYTHING** in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Michell's Flower Seeds

Cineraria

	½ Tr. Pkt.	Tr. Pkt.
Grandiflora Prize Dwarf	$0.60	$1.00
Grandiflora Prize Med. Tall	.60	1.00

Daisy, Double English

	Tr. pkt.	Oz.
Monstrosa Pink	¼ oz., $2.00	$0.50
Monstrosa White	¼ oz., 2.00	.50
Monstrosa Mixed	¼ oz., 1.75	.50
Longfellow Pink	.40	$2.00
Snowball White	.40	2.00
Mixed	.30	1.50

Myosotis

Alpestris Victoria	.25	1.25
Eliza Fanrobert	.25	1.25

Pansy Seed

Michell's Giant Exhibition, Mixed, a giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c; 50c per tr. pkt.; ⅛ oz., $1.25; $7.00 per oz. Giant Trimardeau, Mixed. Large flowering and choice colors. Tr. pkt., 30c; $2.50 per oz.

Also Giant Prize and Regular sorts in separate colors.

Primula Chenensis

Alba Magnifica	$0.60	$1.00
Chiswick Red	.60	1.00
Duchess	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens	.60	1.00
Rosy Morn	.60	1.00
Prize Mixture	.60	1.00

Primula Obconica Gigantea

Lilacina, Lilac	$0.50
Kermesina, Crimson	.50
Rosea, Pink	.50
Alba, White	.50
Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Catalog

Henry F. Michell Co.

518 Market St., Philadelphia, Pa.

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:

Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, **FREMONT, NEB.** Growing Station, **ROCKY FORD, COLO.**

Mention the American Florist when writing

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) **CHICAGO**

THE HOUSE OF KELWAY

Has a Reputation of 70 Years Behind It as a Guarantee

For three generations we have been growers and selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders **(delivery after 1920 harvest)**, not tomorrow, but **NOW.**

Specialties: Garden Seeds and Farm Root Seeds

KELWAY & SON, Wholesale Seed Growers, **Langport, England**

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

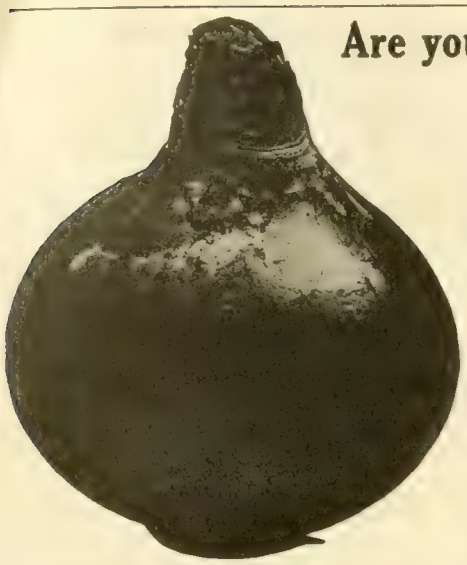
SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing



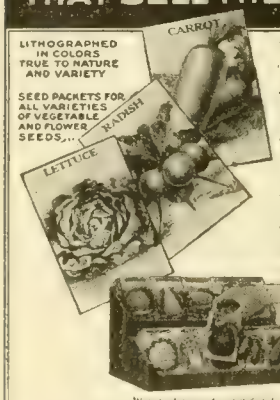
Are you sure of your "Laid Down" Costs and certain on delivery of your needs in

P. W. Grandiflora

If not, write for our **guaranteed price,**
f. o. b. New York and f. o. b. Chicago.
It may mean a saving to you.

VAUGHAN'S SEED STORE
NEW YORK CHICAGO

SEED PACKETS THAT SELL THE SEED



We also make a Specialty of Seed Catalog Covers, Hangers, Box Labels, Nurserymen's Plates, Lawn Grass and Bird Seed Cartons and Seed Cartons of every description. We always carry a large stock of all items for immediate shipment, and give prompt attention to orders for individual requirements.

Write for listing and quotations today
STECHER LITHOGRAPHIC COMPANY
ROCHESTER, N. Y.

BULBS HOLLAND BULBS

R. A. VANDERSCHOOT

Wholesale Bulb Grower
HILLEGOM, HOLLAND

Send us your list for quotations.

299 Broadway
BULBS NEW YORK BULBS

Please direct all correspondence to Headquarters in Holland after May 15th.

Mention the American Florist when writing

Lily of the Valley Pips

Delphinium Newport Rose
Dracaena Indivisa
Salvia Zurich
Smilax Seeds
Grass Seed Mixtures of all kinds.

Send for our catalogue.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Van Meeuwen & Tegelaar

Wholesale Dutch Bulb Growers

1133 Broadway, NEW YORK

Nurseries at Lisse, Holland

Drevon-Tegelaar & Co.

WHOLESALE
FRENCH BULB GROWERS

1133 Broadway, NEW YORK

Nurseries at Ollioules, France

Lawn Grass and Golf Mixtures

in bulk, $19.00 per 100 lbs.

Also make mixtures, according to special formula, of fancy recleaned grass seeds.

NEW YORK SEED CO.
83 Water St., NEW YORK CITY

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch
LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.
75 YEARS UNRIVALLED REPUTATION

Bolgiano's "Big Crop" Seeds

"Tested and Trusted" Over a Century.

Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLGIANO & SON, Baltimore, Md.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

GET QUOTATIONS FROM

LANDRETH

Seeds which Succeed

Bloomsdale Farm **BRISTOL, PA.**

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO.

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Lily Growers

TAKE NOTICE

When placing your order for Lilies for the coming season, do not forget to include a few cases of the **New Lily, Giganteum Grandiflorum,** which is a tall growing variety, with large flowers, and blooms earlier than the Giganteum. Just the Lily for **Mr. Grower** who says he cannot force Giganteum early. We control entire stock, which is limited, of this great Lily. Place your order early with your dealer, so as not to be disappointed.

YOKAHAMA NURSERY CO., Ltd.

Woolworth Building, New York

R. & M. GODINEAU
SEED GROWERS
Angers, - - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.
Mention the American Florist when writing

Seed Packets
FLOWER SEED SIZES TO CATALOG ENVELOPES — RETURN ENVELOPES
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

BURPEE'S SEEDS
Philadelphia
Wholesale Price List for Florists and Market Gardeners.

Hogewoning & Sons, Inc.
Wholesale Bulb Growers and Importers
299 Broadway, Telephone Worth 2376. New York City

L. D. Waller Seed Co.
Growers of Choice
Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, - CALIFORNIA

SEEDS
Flower, Vegetable and Farm.
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

BULBS
LILIUM GIGANTEUM, also HARDIES, shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).
FOR JULY AUGUST SHIPMENT.
SEEDLING FERNS in FLATS, all varieties.
BAMBOO STAKES
Natural and Green, in all sizes—both domestic and Japanese.
Write for prices, stating your requirements.
McHUTCHISON & CO.,
95 Chambers St., NEW YORK

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

Geraniums Rooted Cuttings
These prices good only for July delivery.
S. A. Nutt and Buchner..... $17.50 per 1000
Poitevine and Ricard..... 25.00 per 1000
Fine Smilax from pots at $3.00 per 100: by parcel post, $3.25.
Albert M. Herr, LANCASTER, PA R. F. D. No. 8.

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

HIGH prices for seeds, labor shortage and unstable markets are reasons given for a five per cent reduction in potato planting under 1919, with bean acreage showing a 29 per cent decrease.

THE department of agriculture states that with the use of improved machinery and more intelligent agriculture a farmer has been able to produce 57 bushels of potatoes with one average day's labor.

DIAMOND SPRINGS, KY.—Citizens in this district are urged to raise good crops of watermelons and cantaloupes this season and to assist each other in the work. A melon fair and contest will be held here August 14.

Prices of Indoor Fruits and Vegetables.

Chicago, June 2.—Cucumbers, 2-dozen box, $2.50 to $3.50; celery, Florida, crate, $5.50 to $7.00; leaf lettuce, per tomato box, 15 to 25 cents; radishes, per 100 bunches, $2.00 to $2.50; tomatoes, per crate, six baskets, $7.00 to $9.00.

New York, May 29.—Celery, per crate, $1.00 to $12.00; cucumbers, per dozen, 75 cents to $1.00; mushrooms, 50 cents to $2.25 per three-pound basket; tomatoes, per pound, 20 to 40 cents; lettuce, per package, 50 cents to $4.00; radishes, per 100 bunches, 50 cents to $1.00.

Nova Scotia Strawberry Growers Organize.

An organization to develop the small-fruit business in the Annapolis valley was organized, April 22, 1920, at Berwick, Nova Scotia, according to Consul J. C. Watson, Yarmouth, N. S. From information which has just been received, the name of this organization is the Berwick Strawberry Exchange. There are about 20 members at the present time, but if the organization is successful, it is thought that many more strawberry growers will join. Besides marketing the berries grown by the members, it is the intention of the exchange to classify the berries, the different grades to be sold on their merits. This is an innovation in berry selling in this district. In 1918, 2,460 crates of berries were shipped from Berwick, and 2,594 crates in 1919. It is believed that there will be an increase in this year's shipments of at least 10 per cent over those of last year. The Berwick exchange expects to control 80 per cent of the local shipments, and intends to sell its berries f. o. b. Berwick, and will ship to the United States if market conditions warrant it.

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Chrysanthemums

THE BEST

In Novelties and Standard Kinds.
Catalogue on application.

Elmer D. Smith & Co.

ADRIAN, MICH.

COLEUS

	100
COLEUS, 2-in.	3.00
COLEUS, R. C.	1.25
COLEUS, R. C., 10 kinds....per 1,000	10.00
DAISY SAUNDERS, R. C.	$1.50
DUSTY MILLER, Gymnocarpa, 2-in.	3.00
GERANIUM SALLEROI, 2-in.	3.00
GERANIUM, Dbl. White, 2¼-in.	4.00
HELIOTROPE, Blue, R. C.	1.50
CUPHEA, Ageratum, Gurney and Blue Star	.90
GENISTA, DAISIES, Single white	1.50
FUCHSIA, R. C.	1.50
CHERRY, Cleveland, from seedlings	1.00
STEVIA DWARF, R. C.	1.50
DRACENA INDIVISA, fine seedlings	1.50

Cash.

BYER BROS., CHAMBERSBURG, PA.

Mention the American Florist when writing

ABUNDANCE OF

BEDDING STOCK

Of late propagation and transplanting.

Size of Pots		100	1,000
2¼-in.	Ageratums, Fine plants	$ 2.50	$22.50
2 -in.	Alternantheras, Red and Yellow	2.25	20.00
2 -in.	Alyssum, Dbl. or Little Gem	2.25	20.00
2½-in.	Asparagus Plumosus and Sprengeri	5.25	50.00
2 -in.	Aster, W. P. or L.	2.25	20.00
4 -in.	Caladium, Elephant Ears	13.00	
2¼-in.	Chrysanthemums, 24 varieties	3.50	30.00
3 -in.	Cannas, Fire Bird, Mrs. Conard; Red and Yellow King Humbert	10.00	90.00
2¼-in.	Dusty Millers	2.50	20.00
2¼-in.	Coleus, Red and Yellow	2.50	22.50
2¼-in.	Cupheas, Cigar Plants	2.75	25.00
4 -in.	Fuchsias, 12 vars	12.50	100.00
4 -in.	Geraniums, All vars	10.50	100.00
4 -in.	Heliotropes, 3 vars	12.50	120.00
2¼-in.	Petunias, Choice mixed	2.50	22.50
2¼-in.	Salvias, Scarlet Sages	4.50	40.00
2½-in.	Stocks, 2 varieties	2.75	25.00
2½-in.	Verbenas, Choicest mix	2.75	25.00
2¼-in.	Vinca, Variegata	5.00	45.00
4 in.	Vinca, Variegata	13.00	125.00
2¼-in.	Tomato Plants, Any var	2.25	20.00
2½-in.	Egg Plants, Black Bea.	4.00	35.00
	Cabbage Plants, All vars.	.80	4.50

All Cauliflower and Brussels Sprouts. Also abundance of other stock on hand.

Correspondence Solicited.

ALONZO J. BRYAN,
Wholesale Florist
Washington, New Jersey

DE GRAAFF BROS., Ltd.

(Inc. with S. A. Van Konynenburg & Co.)

NOORDWYK, HOLLAND

Tulips, Daffodils, Iris, Crocus, Etc.

Special Stock Ready Now

	Per 100
Abutilon, Daydawn	$ 6.00
Dahlias, good assortment, divided roots	12.00
Fuchsia, Mrs. E. G. Hill, 2½ inch	6.00

Gladiolus Niagara, best yellow.........$5.00 per 100: $45.00 per 1000

Gladiolus Pink Perfection, finest of all pinks, $5.00 per 100; $45.00 per 1000.

Hardy Pinks, Her Majesty, Gertrude, Essex Witch and Laura Wilmer, 2-in., at.........$7.00 per 100; $65.00 per 1000

Rose, Baby Rambler, for transplanting, No. 2 field grown........... 15.00

The Storrs & Harrison Co.

Painesville, Ohio

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

If you are interested in

POINSETTIAS

and four and five inch

BOSTON FERNS

for immediate delivery, write

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

CALADIUMS

CALADIUM.

The kind with Real Sound Center Shoots

Sizes	100	1000
5 to 7 in. circum.	$ 6.50	$60.00
7 to 9 in. circum.	7.50	70.00
9 to 11 in. circum.	12.00	115.00
11 to 12 in. circum. (scarce)	25.00	

TUBEROSES

Well Cured. Free from Rot.

	100	1000
Dwarf Excelsior Pearl, 2nd size, 3-4 inch	$3.25	$27.50
Dwarf Excelsior Pearl, 1st size, 4-6 inch	4.00	35.00
Variegated Leaved single	3.00	25.00
Albino, early single white	3.00	25.00
Armstrong's Ever Blooming	3.00	25.00
Mexican	3.00	25.00

—ALSO—

GLADIOLUS and CANNAS

Write for our Spring Book for Florists

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Mention the American Florist when writing

When Buying **HOLLAND BULBS**

for next season **BUY THE BEST.** Order from

Segers Brothers, Ltd., WHOLESALE BULB GROWERS **Lisse, Holland**

Mention the American Florist when writing

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Geraniums Standard Sorts, labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings, From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA.

From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower. ALLEGANY, N. Y.

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

WE must plan now for pulpwood which will mature in 50 years, according to Charles L. Pack, of the American Forestry Association.

UNDER the title, "About Roses," the agricultural extension service of the Ohio State University, Columbus, has isued Bulletin No. 5, by Professor Alfred C. Hottes. The pamphlet contains 16 interesting pages and is well illustrated.

THE STORRS & HARRISON CO., Painesville, O., say the season started off with the finest business prospects they have ever had, but in early April, when the spring rush was at its height, they were embargoed over two weeks on both freight and express shipments, which greatly disturbed their business. The cool weather has greatly favored operations since the embargoes were lifted, and it is hoped the final showing will be well up to the average. But for the embargoes on shipping, the season would probably have been the best on record, notwithstanding the labor and other troubles which have affected all lines of trade.

Early Lilacs.

The white-flowered Syringa affinis, which is usually the first lilac to bloom in the Arboretum, has no flowers this year. This is unusual, for this plant rarely fails to produce an abundant crop of flowers. The earliness and the delightful fragrance of the flowers give this plant value for the spring garden. The variety with mauve-colored fragrant flowers (var. Giraldii) is blooming as usual: it is a tall, unsightly shrub, and except when in flower, of no decorative value. The flower buds of the Arboretum plant of Syringa oblata, another north China early flowering species, have been killed, but in other gardens near Boston, they are uninjured. This is one of the handsomest of the species, and no other lilac has such thick and lustrous leaves, which in the autumn, assume brilliant shades of orange and red. The flower-buds, however, are too often injured in this climate, although the plant itself is perfectly hardy. By crossing this plant with a double-flowered form of Syringa vulgaris, the plant known as S. hyancinthifloria was obtained in Europe many years ago. It is a large, shapely bush, with good foliage and small clusters of double, bluish lilac flowers as fragrant as those of S. oblata. This hybrid is now in bloom. A Chinese lilac discovered by Wilson, S. pinnatifolia, is also in flower. The pinnate leaves of this plant make it interesting among lilacs, but the small white flowers in short clusters are without ornamental value. The flowers of another rare Chinese species, S. Meyeri, will soon open; and generally, all the hybrid lilacs, and all the species, are well covered with flower-buds.—Arnold Arboretum Bulletin, May 24, 1920.

Garden Bordered With Box-Barberry.
Electros of this illustration with each order for 1000 or more if requested.

Have you seen a garden bordered with

Box-Barberry

this spring? Every plant bright and green—not a dead one. A strong contrast to the northern Buxus bordered garden, now either dead or sadly winter injured, brown and dejected looking

Mr. Siebrecht, the veteran plantsman, on seeing the garden the other day shown in accompanying illustration, exclaimed with his characteristic enthusiasm, "Magnifiicent. There is a fortune in it for the nurserymen."

We offer you well rooted dormant summer frame cuttings ready to set out direct into the nursery without further expense to you at

$65.00 per 1000; all sold out of larger sizes.

Many of the leading catalogue firms have already contracted with us for their supply for the ensuing season, and others are buying these *frame grown plants* for their own planting, preparing for the enormous demand which is sure to follow.

It is a safe statement that **BOX-BARBERRY** will soon be the plantsman's best seller.

The Elm City Nursery Co., Woodmont Nurseries, Inc.
New Haven, Conn. **Introducers.**
Send for Trade Bulletin.

Bargain in Flowering Shrubs

Owing to delay by strike, we have just received shipment of fine well shaped shrubs in splendid condition. Owing to lateness of season we are offering same at one-half original cost.

	Per Bundle of 10	Per 100
Althea, Double Red, Pink, Purple, White	$1.25	$10.00
Cornus, Alba Siberica	1.25	10.00
Deutzia, Pride of Rochester	1.25	10.00
" Crenata Rosea Plena	1.25	10.00
Forsythia, Suspensa	1.25	10.00
" Viridissima	1.25	10.00
Hydrangea, Paniculata Grandiflora	1.50	12.00
Lonicera, Tartarica (Honeysuckle)	1.25	10.00
Lilac, Common Purple	1.00	8.00
" Common White	1.00	8.00
Philadelphus, Grandiflora	1.25	10.00
Spiraea, Van Houttei	1.25	10.00
" Billardii	1.25	10.00
Weigelia, Rosea	1.80	15.00

We do not break bundles at these prices. 10% added for packing.

A. HENDERSON & CO., 166 N. Wabash Ave. **CHICAGO**

Hill's Evergreens

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for
SWASTIKA BRAND CANNAS.
The CONARD & JONES CO. WEST GROVE PENN'A.
Robert Pyle, Pres. Asst. Wintzer, Vice-Pres.

Hybrid Tea Roses

6 inch, for planting out.
HYDRANGEAS, French, 6 inch, until further notice.
WM. K. HARRIS
55th St. and Springfield Ave., WEST PHILADELPHIA, PA.

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.
LAGER & HURRELL, Summit, N. J.

Ready Reference Section.

12 CENTS, NET, PER LINE.

AGERATUMS.

Ageratum, light or dark, 2-in., $2.50 per 100; $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

ALYSSUM.

Alyssum. Little Gem, 2½-in., $3.00 per 100. ODOR GREENHOUSES, Iola, Kans.

ASPARAGUS.

Asparagus plumosus seedlings. $1.00 per 100, $8.00 per 1,000; 2-in., $3.50; 2¼-in., $5.00; 3-in., $10.00; 4-in., $15.00 per 100. All first-class stock. HENRY SMITH, Grand Rapids, Mich.

Asparagus Sprengeri Seedlings, $1.00 per 100. Cash please. CHAS. E. COUGILL, Auburn, Ind.

ASTERS.

Asters. Transplanted Queen of Market and Crego Giant, separate colors, per 100, $1.00. ODOR GREENHOUSES, Iola, Kan.

BARBERRY.

Box-Barberry, well rooted summer frame cuttings, $65.00 per 100. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BULBS.

Gladiolus bulbs. Now is planting time. See list of sorts in our display adv. on another page. VAUGHAN'S SEED STORE, Chicago and New York.

Cold storage lily bulbs. Giganteum 7-9. Write for special prices. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Tulips, daffodils, iris, crocus, etc. Write for prices. De Graaff Bros., Ltd., Noordwyk, Holland.

Bulbs. Holland, of all kinds. Write for prices. R. A. Vanderschoot, 299 Broadway, New York.

CALADIUMS.

Caladiums. 5-7, $5.00 per 100; 7-9, $8.00 per 100. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

CALENDULAS.

Calendulas. Orange King, 2½-in., $3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Calendula Orange King, 2-in., $2.50 per 100. Byer Bros., Chambersburg, Pa.

CALLAS.

CALLAS-GODFREY

3-in. Ready to bloom	$10.00 per 100
3-in. Smaller plants	8.00 per 100

THE PARK FLORAL CO.
Denver, Colorado

CANNAS.

Cannas. Three-in-pot plants, ready for immediate shipment: $1.00 per doz.; $5.00 per 100; $40.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

CARNATIONS.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS
Standard Varieties

	100	1,000
Marigold	3.50	30.00
Buckbee	3.50	30.00
Enguehardt	3.50	30.00
Seidewitz	3.50	30.00
Nagoya	3.50	30.00
POMPONS		
Yellow Baby	$2.50	$20.00
Golden Climax	2.50	20.00
Buckingham	2.50	20.00
Beu	2.50	20.00

PETER REINBERG,
Wholesale Florist
30 East Randolph St., Chicago

ROOTED CHRYSANTHEMUM CUTTINGS

	100	1000
Yellow Nagoya, Bonnaffon, Golden Queen, Halliday, Marigold, Roman Gold	$3.00	$25.00
Pink Chieftain, Engnehard	3.00	25.00
White Chadwick	4.00	35.00
White Chieftain, Charles Razer, Oconto, Smith's Ideal	3.00	25.00
Red, Intensity	3.00	25.00
Pompons, Aster, Billy Primrose, Lillian Doty, Mensa, Godfrey, Diana	3.00	25.00

WIETOR BROS.,
30 E. Randolph St., Chicago

CHOICE MUM PLANTS 2½-INCH POTS.

These are fine big plants ready to bench. Price in lots of 100 or more of a variety at rate of $40.00 per 1000.

In lots of less than 100 of a variety $5.00 per 100:

1500 Yellow Eaton
1500 Oconto
500 Golden Queen Pompons
1500 Christmas Gold
400 Golden Mensa
500 White Mensa
500 Western Beauty
500 Ouray
300 Vasca

BASSETT & WASHBURN
178 North Wabash Ave., Chicago.

Chrysanthemums. Standard varieties for cut flowers and potted plants. R. C. at $3.00 per 100; 2¼-in. plants, $4.00. Send list of varieties required. HENRY SMITH, Grand Rapids, Mich.

CHRYSANTHEMUMS.

Chrysanthemums. Trade list of the 200 best chrysanthemums for the asking. STAFFORD CONSERVATORIES, Stafford Springs, Conn.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

Coleus. R. C., $1.50 per 100; 2¼-in. pots, $5.00 per 100. Standard varieties. HENRY SMITH, Grand Rapids, Mich.

CYCLAMEN.

Cyclamen, 2¼-inch, $10.00 per 100; 3-inch, $15.00 per 100. Ready now. Fine stock. J. E. MATTHEWSON, Sheboygan, Wisc.

DRACAENAS.

Dracaena Indivisa, fine strong seedlings from flats, $1.50 per 100. ODOR GREENHOUSES, Iola, Kans.

FERNS.

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Table ferns. Standard varieties. 2¼-in., $5.00 per 100. Adiantum Cuneatum, 2¼-in., $5.00 per 100; 3-in., $12.00 per 100; HENRY SMITH, Grand Rapids, Mich.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FREESIAS.

FREESIA PURITY BULBS.

Fresh, sound, plump bulbs of a heavy-flowering strong-stemmed strain, for high-class florist trade. Prices per 1,000 bulbs: ½in., $10.00; ⅝-in., $15.00; ¾-in., $20.00.

SEVIN-VINCENT CO.
417 Montgomery St. San Francisco, Calif.

FUNKIAS.

Funkias Var., strong, field-grown divisions, $5.00 per 100. Cash. B. SCHELLER, Warren, Pa.

GERANIUMS.

100,000 geraniums. Poitevine, Barney, Oberley, Castellane, 2¼-in., 4½c; Nutt, 3-in., 10c; Nutt and Castellane, 4-in., 15c; Nutt and Castellane, 4-in., extra large spread, 17½c; **Am. Beauty, Barney, H. Michell, 20c.** Cash. L. J. ROWE, Box 244, Titusville, Pa

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

GERANIUMS.

Geraniums. Ricard, Poitevine, Nutt, Buchner, etc., 2-in., $4.25 per 100; $40.00 per 1,000; 3½-in., $10.50 per 100; $100 per 1,000. Alonzo J. Bryan, Washington, N. J.

Geraniums. Nutt, Buchner, Ricard and Poitevine, 4-in., $15.00 per 100. Leonard Cousins, Jr., Concord Junction, Mass.

LOBELIAS.

Lobelia, Crystal, Palace, 2½-in., $4.00 per 100. ODOR GREENHOUSES, Iola, Kans.

MOONVINES.

Moonvines, 2½-3-inch; $5.00 per 100. ODOR GREENHOUSES, Iola, Kans.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANSIES.

Pansies. Vaughan's Giant Mixture. Jan. sown; bud and bloom, $1.00 per 100. ODOR GREENHOUSES, Iola, Kans.

PRIMULAS.

Primula obconica gigantea, Kermesina and Vesuvius, plenty of red. Fine, strong transplanted plants as good as 2¼-in., $4.00 per 100, postpaid; cash; immediate delivery. BRILL CELERY GARDENS, Kalamazoo, Mich.

Primula Malacoides, 2½-inch fine stock at $6.00 per 100. Would like to trade for chrysanthemum plants. JOHN RINDFLEISCH, Beloit, Wis.

ROSES.

ROSES

Quantity and Quality

2¼-in. ROSE PLANTS

Ophelia	$14.00	$115.00
White Killarney	14.00	115.00
Sunburst	14.00	115.00
Milady	16.50	150.00
Columbia	16.00	140.00
Russell	22.00	200.00
Premier	21.00	180.00

BENCH PLANTS
FINE STOCK
The Kind That Will Please

Pink Killarney	$12.00	$100.00
White Killarney	12.00	100.00
Ophelia	15.00	140.00
Milady	15.00	140.00
Russell	16.00	150.00
Champ Weiland	15.00	140.00
American Beauty	17.50	165.00

M. C. GUNTERBERG
Wholesale Florist
159 North State St. Chicago

ROSES—2½-INCH STOCK.

	100	1000
Ophelia	$8.00	$70.00
Sunburst	8.00	70.00
BENCH PLANTS.		
Richmond	10.00	90.00
Ophelia	8.00	70.00
Sunburst	7.00	60.00
White Killarney	6.00	50.00

All plants shipped at owner's risk.
GEORGE REINBERG
162 N. Wabash Ave., Chicago.

ROSES.

ROSE PLANTS—2½-INCH STOCK

	100	1000
White Killarney	10.00	90.00
Ophelia	10.00	90.00
Columbia	15.00	125.00
BENCH PLANTS		
Pink Killarney	10.00	90.00
Killarney Brilliant	10.00	90.00
Ophelia	10.00	90.00

WIETOR BROS.
30 E. Randolph St. Chicago.
L. D. Phone Randolph 2081.

CHOICE ROSE STOCK 2½-INCH.

These are extra good plants.
3000 Russells ..... $200.00 per 1000
2500 Ophelia ..... 120.00 per 1000
1500 White Killarney .... 100.00 per 1000
Also we offer 5000 White Killarney 4-in.
Extra choice stock @ $150.00 per 1000.
BASSETT & WASHBURN
178 North Wabash Ave., Chicago.

You Need Room

All surplus plant stock should be sold now.

The plants need more room this warmer weather and will soon spoil if they don't get it.

Every plant has cost you money and you can readily sell the surplus by advertising NOW.

ROSES.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison N. J.

BENCH ROSE PLANTS

	100
Ophelia	$10.00
White Killarney	10.00
Hoosier Beauty	10.00

BASSETT & WASHBURN
178 N. Wabash Ave., Chicago

Roses. Very fine 2¼-in., own root, greenhouse grown. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

Bench roses. Richmond, Hoosier Beauty, Ophelia, Aaron Ward, $12.00 per 100; Mrs. Chas. Russell, $15.00 per 100. American Bulb Co., 172 N. Wabash Ave., Chicago.

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

SALVIAS.

Salvia, 2½-inch, $4.00 per 100. ODOR GREENHOUSES, Iola, Kans.

SEEDS.

SEEDS.

Nasturtiums, tall mixed, 25c per pound.
Nasturtiums, dwarf mixed, 28c per lb.
Sweet Peas, giant mixed, 30 per pound.
Best Quality.
AMERICAN SEED & SEEDTAPE CO.,
Newark, N. J.

Seeds. Primula Chinensis and P. Obconica Gigantea. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Specialists in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Delphinium Newport Rose, Dracaena Indivisa, Salvia Zurich, and Smilax. Also grass seed mixtures of all kinds. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices, Kelway & Son, Langport, Eng.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorssinera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds, Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedericktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed. Asparagus Plumosus Nanus, $2.75 per 1,000. Special prices for large quantities. McHutchison & Co., 95 Chambers St., New York.

Seeds. Salvia Splendens or Clara Bedman, Salvia Bonfire, 1 lb., $30; 5 lbs. and over, $25 per lb. D. Landreth Seed Co., Bristol, Pa.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

SEEDS.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax. Extra good, strong, well rooted plants. 2-in., $2.50 per 100. Elmer Rawlings, Allegheny, N. Y.

SNAPDRAGONS.

Snapdragons. Silver Pink and Nelrose, 2¼-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SPHAGNUM MOSS.

Sphagnum Moss for florists and nurserymen. For spot shipments or contract. Write us. Vaughan's Seed Store, Chicago and New York.

THUNBERGII.

Thunbergia 2½-in., 4c each. ODOR GREENHOUSES, Iola, Kans.

VEGETABLE PLANTS.

Vegetable plants. Tomato, Ponderosa, Earliana, Stone and Globe; ready for the field, $3.50 per 1000. Celery, White Plume; transplanted and ready for field, $3.00 per 1000. Cabbage, Early and Late Flat Dutch, $3.50 per 1000. ODOR GREENHOUSES, Iola, Kans.

Vegetable plants. Delivered to you, all charges prepaid. Cabbage, tomato, beet, lettuce and celery. 100, 65c; 1,000, $3.50; 5,000, $15.00; 10,000, $28.50. Price list free. COMMERCIAL PLANT CO., New Bohemia, Va.

VEGETABLE PLANTS.

Celery plants, Easy Blanching; now grown exclusively by 90% of Kalamazoo growers in place of Golden Self-Blanching. Strong plants, ready for the field, $3.00 per 1,000. Cash.

BRILL CELERY GARDENS
Kalamazoo Mich.

Tomato plants. Earliana, John Baer, Bonny Best, Chalk's Jewell, Greater Baltimore, Red Rock, New Stone, Acme, Matchless, Truckers' Favorite, per 1000, $1.50, parcel post or express. Sweet potato plants, $2.00 per 1000. CODEN NURSERIES, Coden, Ala.

New crop plants ready. Cabbage, lettuce, celery, tomato. We have all varieties; order what you want. 100 lots, 50 cts. prepaid. 1,000 lots or more, $1.50 per 1,000. Express or P. P. CODEN NURSERIES, Coden, Ala.

VERBENAS.

Verbenas. Strong transplanted, separate colors, per 100, $1.25 prepaid. ODOR GREENHOUSES, Iola, Kan.

VINCAS.

Vinca Minor, Periwinkle, Alba and Rosea, 2½-in., $4.00 per 100. ODOR GREENHOUSES, Iola, Kans.

MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

White Wood Easel. Very desirable for mounting floral designs. For sizes and prices see display advertisement elsewhere in this issue. Geo. H. Angermueller Co., 1324 Pine St., St. Louis, Mo.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

MISCELLANEOUS.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works, Lowell, Mass.

Good fresh tobacco stems in bales, $1.50 per hundred pounds, $25.00 per ton. Check with order. LEON S. BOUCHER CIGAR CO., Joplin, Mo.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., W. Philadelphia, Pa.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Baskets, novelties and florists' supplies. S. H. Russin, 55 W. 19th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL

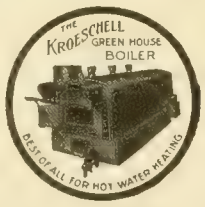
Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

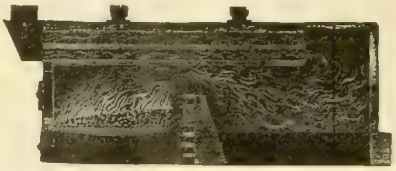
THE CUSTOMERS' INTEREST FIRST

This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all the Greenhouse Boiler business

NOT CAST IRON



NOT CAST IRON



A KROESCHELL

is the key to fuel economy.

Kroeschell Bros. Co. 452 W. Erie St. CHICAGO

THE KROESCHELL POLICY

We make every kind of boiler, but it is our policy to supply only the type of boiler best suited for the conditions. You get the highest boiler value.

NOT CAST IRON

NOT CAST IRON

FERTILIZERS

For results use "Master Brand" prepared concentrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

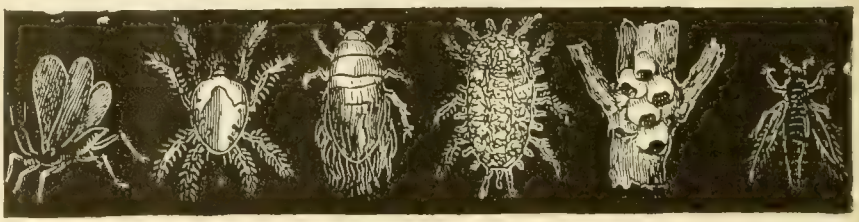
WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.



Some common Sucking Insects, magnified.

HAMMOND'S PAINT & SLUG SHOT WORKS, Beacon, N. Y.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.

WHOLESALE CUT FLOWERS.

Coan, J. J. Inc., New York.
Dolansky—McDonald Co., New York.
Erne & Company, Chicago.
Fenrich, Joseph H., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuhl, Geo. A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
Neidinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Rusch & Co., Gust., Milwaukee, Wis.
Siebrecht, Geo. C., New York.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

"Everything for the Greenhouse"

Our business will be to sell you anything you need. We are direct agents for the best materials.

RIGHT NOW IS THE TIME TO BUY PECKY CYPRESS FOR YOUR BENCHES and COAL FOR YOUR BOILERS.

Coal is going to be very scarce. Order now or you may freeze up next winter. We can quote you very low prices for prompt shipment.

Write us now. Tell us what you need. Let us quote you.

Greenhouse Supply Company

30 East Randolph Street, CHICAGO, ILL.

Mention the American Florist when writing

Seattle, Wash.

STEADY DEMAND AND GOOD PRICES.

The market has been fairly steady for the past week. Prices on all lines are holding well with the exception of a few outdoor items which are becoming rather common. Lily of the valley is the lowest it has been in six months, but that was to be expected as it is in full production. Baskets of spring flowers are being shown in great profusion. Combinations with flowers from bedding plants are being used extensively, because the high price of stock has made movement in these lines somewhat slow. There is the normal cut of roses at the local greenhouses, with the quality gradually improving. Ophelia is of gratifying shape and color, while Ward and Columbia are showing well. Some very fine Cecile Brunner and White Killarney are coming in from California. Narcissi, both in single and double, are very plentiful. Gardenias from the local greenhouses are arriving in greater quantities. Some good Parrot tulips are offered, but the supply of Darwins is about gone. A very few exceptional orchids are being shown. Snapdragons and sweet pea are holding up well and meet with a steady demand in basket combinations. The growers report heavy planting of carnations, although the present supply is not large. The quality is fine in all respects. The sale of corsages has been brisk. Lavender and yellow irises are being used in these combinations instead of orchids. This enhances the distinction of the Spanish variety, which has every indication of being scarce this season. Rhododendron, the state flower, has attracted some attention this week. There have been some shipments from nearby points to local shops, who displayed them largely as a novelty. In general, the shipments from outside markets have not been heavy; consignments from California points, especially those of roses, have not stood the trip as well as might have been expected.

Take All The Time You Need, But--

don't just "put it off."

Buying a greenhouse is a matter of importance. It deserves your careful investigation. Don't let anyone "rush" you. But don't just "put it off" or let it "drift along."

July, August and September will soon be here—and gone again. Ask us **now** to estimate on your requirements.

Put it up to us to **prove** to you that Callahan Cut-to-Fit Greenhouses are what we say they are—the most economical to buy **first, last and all the time.** Get ready for the big year ahead.

The Callahan Duo-Glazed Sash Co.

3950 Fourth Street, DAYTON, OHIO

CALLAHAN *Cut-to-Fit Greenhouses*

Mention the American Florist when writing

NOTES.

The Woodlawn Florist Shop is making a specialty of baby gladioli this week. The show windows are filled with a great abundance of these dainty

WIZARD BRAND
TRADE MARK

PULVERIZED SHEEP – PULVERIZED CATTLE
SHREDDED CATTLE
MANURE

Highly Concentrated
Convenient Dependable

Direct heat dried and sterilized bone dry —no weeds. The ideal manure for bench soil, potting soil or field dressing—for every crop under glass or out of doors.

Insist on WIZARD BRAND through your supply house or write us direct.

The Pulverized Manure Co., 32 Union Stock Yards, **Chicago**

DREER'S
Florists' Specialties
New Brand New Style
"RIVERTON HOSE"
Furnished in lengths up to 500 feet without seam or joint.
The HOSE for the FLORIST
¾-inch, per ft.....22c
Reel of 500 ft.....21c
2 Reels, 1000 ft.....20c
½-inch, per ft.....19c
Reel of 500 ft. 18c
Couplings furnished without charge.
HENRY A. DREER
714-716 Chestnut Street
PHILADELPHIA, PA.

John C. Moninger Co.
GREENHOUSES
Designers - Manufacturers - Builders
We sell the complete house or any part
908 Blackhawk St., CHICAGO, ILL.

Wired Toothpicks
10,000, $2.50; 50,000, $11.00. Manufactured by
W. J. COWEE, Berlin, N. Y.
Sample Free. For Sale by Dealers.

Bench Lumber
for new benches or repairs,
Genuine Louisiana Gulf Cypress
We have on hand, in our Chicago yard, a large and well assorted stock. Can take care of your requirements—large or small.
Freights are slow—order early.
The Foley Greenhouse Mfg. Co.
DESIGNERS BUILDERS HEATING ENGINEERS
Main Office and Factory: 3100 S. Spaulding Ave., CHICAGO, ILL.

blooms in both pink and white. This firm also reports a heavy sale of fancy pot plants for hanging baskets.

Some exceptionally choice orchids, both pot and cut, are being shown in the windows of the Hollywood Gardens, also another cutting of the apricot-colored Halley gladioli. Both of these flowers are products of the firm's greenhouses.

The Thomas Floral Co. is delivering some of the finest pot calceolarias and primroses shown here this season. In addition to these offerings, they are producing a fine quality of gardenias and orchids.

Fred H. Rowe, of McCoy's Flower Shop, has improved the front of his store on Second avenue by putting up a snappy new awning.

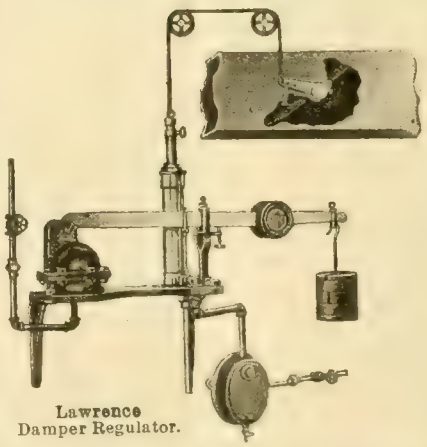
Kenney's Home of Flowers has been doing a very good business in pot geraniums and fuschias, the latter being new arrivals.

The Beal Greenhouses are delivering a good supply of gardenias to the local dealers. The strength and lustre are very fine.

Andrew Smith of the Smith Florists, Tacoma, visited the local trade this week.

The first Chinese asters of the season are being shown by the Orpheum Floral Co.

C. H. S.



Lawrence Damper Regulator.

Watts Regulator Company
Manufacturers of
STEAM AND WATER SPECIALTIES
Established 1874. Factory: LAWRENCE, MASS.
Western Representatives:
FRED H. SCHINNEER CO.
549 W. Washington Blvd., Chicago
Tel. Franklin 2797

REED & KELLER
122 W. 25th St., NEW YORK
Florists' Supplies
We manufacture all our
Metal Designs, Baskets, Wire Work and Novelties, and are dealers in Glassware, Pottery, Decorative Greens and Florists' Requisites.

Aphine
The Insecticide that kills plant Lice of many species
The Recognized Standard Insecticide.
A spray remedy for green, black, white fly, thrips and soft scale.
FUNGINE
For mildew, rust and other blights affecting flowers, fruits and vegetables.
VERMINE
For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00
Sold by Dealers.
APHINE MFG. COMPANY
MADISON, N. J.

Mention the American Florist when writing

Split Carnations
Easily Mended with Pillsbury's Carnation Staples.
"They are indispensable to the careful florist. Increase the value at least 50%." Fifth Ave. Floral Co.
1000, 35c; 3000 for $1.00, postpaid
I. L. Pillsbury, Galesburg, Ill.

Mention the American Florist when writing

WE ARE SPECIALISTS N
GREENHOUSE GLASS
Free From Bubbles—Uniform in Thickness.
PAINTS and PUTTY
Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.
It will pay you to get our estimates.
THE DWELLE-KAISER CO.
251 Elm St., - BUFFALO, N. Y.

Mention the American Florist when writing

Azalea Pots, Hanging Baskets, Lawn Vases, Urns. Etc.
Red Pots
Refined Clays—Skilled Labor
The Peters & Reed Pottery Co.
SO. ZANESVILLE, OHIO
"Moss Aztec" Ware
HORACE C. GRAY CO.
200 Fifth Avenue New York

Mention the American Florist when writing

CAMBRIDGE NEW YORK
World's Oldest and Largest Manufacturers of
FLOWER POTS
Why?
A. H. HEWS & CO., INC.
Cambridge, Mass.

George Keller Pottery Co.
Successor to
GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Mention the American Florist when writing

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

Mention the American Florist when writing

Greenhouse Builders
When You Are Ready
To Talk Building
Say When and Where
and We'll Be There
Lord & Burnham Co.
Irvington Boston New York Cleveland Philadelphia Toronto Chicago Montreal

Mention the American Florist when writing

Horticultural Trade Journal
Published weekly. The Largest, Brightest and Best British Trade Publication. Also
THE INTERNATIONAL EDITION
Published quarterly. Annual subscription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.
THE HORTICULTURAL PRINTING COMPANY
BURNLEY, ENGLAND.

Mention the American Florist when writing

ARE YOU USING A
BOILER
That Let's the Florist Sleep
Get Posted! Ask for our catalogue.
GIBLIN & CO., UTICA, N. Y.

Mention the American Florist when writing

The Regan Printing House
Large Runs of
CATALOGUES
OUR SPECIALTY
WRITE FOR PRICES
523 PLYMOUTH COURT, CHICAGO

Mention the American Florist when writing

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER,
714 Chestnut Street, Philadelphia.
FULL SIZE No 2

Bailey's New Standard Cyclopedia of Horticulture
SIX SPLENDID VOLUMES
Price, $6.00 Per Volume
AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago.

SUPERIOR
RED POTS
Quality and prices right. ASK US.
FLORIST SPECIALTY CO.
IDAVILLE, INDIANA

Index to Advertisers.

Allen J K.....1059
Alpha Floral Co....1060
American Bulb Co.. I
American Greenhouse Mfg Co..... IV
Amling E C Co.....1055
Anderson S A 1060
Angermueller G H Co.....1051 1057
Aphine Mfg Co 1078
Aphrodite Co 1063
Astoria Florist 1063
Avenue Floral Co..1065
Baer Julius 1065
Bailey & Sons Co..1063
Barnard W W Co..1069
Barnes W J 1062
Bassett & Washburn1048
Baumer Aug 1062
Baur Window Glass Co..... IV
Bayersdorfer H & Co1046
Begerow's.....1064
Berger Bros 1056
Berning H G.....1056
Blackistone Inc 1064
Bodger J & Sons Co1069
Bohannon Flo Co..1060
Bolgiano J & Son...1068
Bramley & Son.....1064
Brastan Seed Growers Co 1066
Breitmeyer's I Sons1064
Brenner Edward....1059
Broadway Florist...1063
Brown A J Seed Co 1066
Brown Bag Filling Machine Co 1069
Bruns H N 1061
Bryan Alonzo J ..1070
Buckbee H W.....1064
Budlong Co J A....1053
Bunyard.....1063
Burpee W A Co....1069
Byer Bros.....1070
California Florists .1062
Callahan Duo-Glazed Sash Co 1077
Central Floral Co...1065
Central Refrigerator & Equipment Co.1055
Chicago Feed & Fertilizer Co 1080
Chicago Flower Growers Assn ...1049
Clark E B Seed Co.1068
Clarke's Sons D....1063
Clay & Son.....1080
Clipper Lawn Mower Co 1081
Coan J J.....1059
Conard & Jones Co.1072
Cooke Geo H 1064
Cowee W J.....1078
Coy H C Seed Co..1071
Craig Robt Co 1071
Culp W H & Co....1062
Danker Fred A 1060
Dards Chas.....1063
Davey Tree Expert Co Inc 1047
De Graaff Bros.....1070
Dietsch A & Co ... IV
Dolansky-McDonald Co. 1059
Dominion Floral Co1061
Dorner F & Sons Co1070
Dreer H A 1078 1079
Drevon-Tegelaar Co1068
Dunlop John H. ...1064
Dwelle-Kaiser Co..1079
Eble Charles.....1061
Edwards Fold'g Box1079
Elm City Nurs Co..1072
Engelmann C.....1060
Erne & Co 1054
Evans A W B 1064
Excell Laboratories III
Eyres H G.....1060
Fallon Florist.....1065
Fenrich Jos S.....1058
Fleischman 1064
Florist Specialty Co1079
Foerster Co Jos 1051
Foley Greenhouse Mfg Co.....1078
Ford M C 1059
Ford William P....1059
Fox J M & Son Inc.1062
Frauenfelder C.....1061
Freeman Mrs J B ..1064
Frey C H.....1060
Frey & Frey.....1062
Friedman.....1061
Froment H E.....1059
Futterman Bros....1058
Galvin Thos F.....1063
Gasser J M Co.....1060
Giblin & Co.....1079
Gnatt Ove Co The..1046
Godineau R & M....1069
Goldstein I.....1059
Gorham Printery Inc IV
Grakelow Chas H 1065
Grand Rapids Flo Co1065
Greenhouse Supply Co 1077
Grimm & Gorly....1062
Gude Bros.....1065
Habermehl's Sons J J1060
Hammond's Paint & Slug Shot Wks ...1076
Hardesty & Co 1064
Harris Wm K.....1072
Hart Geo B 1059
Hart Henry..... ..1063
Haven Seed Co.....1071
Heinl John G & Son1062
Henderson A & Co1072
Henderson Lewis. 1062
Henry Co The John1054
Henshaw Floral Co1059
Hentz & Nash.....1058
Herr Albert M.....1069
Hess & Swoboda...1062
Hession.....1063
Hews & Co A H....1079
Hill D Nursery Co 1072
Hogewoning & Sons1069
Hollywood Gardens1062
Holm & Olson.. 1062
Holton & Hunkel Co1057
Hort Trade Journal1079
Hurff Edgar F.....1069
Hurst & Son. 1068
Ickes-Braun Mill Co IV
Idlewild Greenhs ..1065
Jahn Hugo. 1065
Joy Floral Co.....1061
Kasting W F Co.... I
Keller Pott'y Co Geo.1079
Keller Sons J B.....1069
Kelway & Son.....1067
Kennicott Bros Co.1048
Kervan Co The.....1059
Kessler Wm 1059
Kottmiller A.... 1063
Kroeschell Bros Co1076
Kruchten John.....1055
Kuhl Geo A 1071
Lager & Hurrell .1072
Landreth Seed Co..1068
Lang Flo & Nurs Co1062
Lange A.....1061
Lecakes C & Co....1058
Lindley Flower Box Co..... 1054
Littlefield Florist...1064
Longren A F..... 1054
Lord & Burnham Co1079
Louise Flower Shop1060
McCallum Co 1057
McGill R C & Co...1067
McHutchison & Co 1069
Mackie William....1059
Malandre Bros.....1063
Matthews the Flo'st1064
Matthewson J E....1061
Meconi Paul.....1059
Metaire Ridge Nurs1064
Meyer John C Florist Thread Works... 1054
Michigan Cut Flower Exchange... 1055
Michell Henry F Co 1067
Millang Jos A 1058
Miller Floral Co....1065
Miller & Musser...1055
Moninger J C Co...1078
Murray Samuel.....1065
Neidinger Jos G Co.1057
Newell A 1065
N Y Cut Flower Ex.1059
N Y Floral Co.....1062
New York Seed Co.1068
Niessen Leo Co 1056
Oriental Goldfish & Supply Co.....1054
Papadem J G Co....1063
Park Floral Co.....1065
Peacock E R Co....1067
Pearson E W 1060
Pedrick G R & Son 1069
Penn the Florist....1064
Peters & Reed Potty1079
Philips Bros.....1061
Pierce F O Co IV
Pierson F R Co ... I
Pierson A N (Inc) .. I
Pieters-Wheeler Seed Co.....1066
Pikes Peak Flo Co.1065
Pillsbury I L.....1078
Pittsburgh Cut Flo Co 1054
Podesta & Baldocchi1064
Poehlmann Bros Co II
Pollworth C C Co. 1057
Polykranas Geo J...1058
Potter Floral Co....1065
Proto-Feed & Guano Co..... 1080
Pulverized Manure Co The.....1078
Pyfer A T & Co.....1050
Raedlein Basket Co1055
Randall A L Co....1055
Randall's Flo Shop.1064
Randolph & McClements 1060
Rawlings Elmer....1071
Ready Reference...1073
Reed & Keller .. 1078
Regan Ptg House..1079
Reid Edw 1056
Reinberg Geo.....1055
Reinberg Peter.....1049
Rice Bros 1057
Rice Jerome B Seed Co 1067
Robinson I C Seed Co1068
Rock Wm L Flo Co.1062
Rodgers J W.....1064
Rohnert Waldo. .. 1071
Rosaia Bros.....1065
Rosery Floral Co...1065
Routzahn Seed Co 1071
Rusch G & Co.....1057
Russin S H.... .1058
Saake O C.....1065
Salzer Seed Co J A.1062
Sceery Edw.....1065
Schiller the Florist 1 61
Schillo A Lum Co.. IV
Schlatter W & Son 1080
Schling Max.....1063
Schmidt Chas L....1060
Segers Bros Ltd....1071
Shaffer Geo C 1064
Sharp Partridge & Co..... 1080
Sheppard H W.....1064
Siebrecht Geo C....1059
Simon & Son I N...1071
Situations & Wants1045
Skidelsky S S & Co. I
Smith A W & Co...1060
Smith & Co E D .. 1070
Smith & Fetters Co1065
Smith Henry.....1065
Standard Bulb Co...1046
Stecher Litho Co...1068
Storrs & Harrison..1070
Stumpp G E M.....1063
Thorburn J M & Co.1068
Tonner O A & L A.1050
Totty Chas H 1071
Traendly & Schenck1053
Traveling Wholesale Florist.....1058
Trepel Joseph.....1060
United Cut Flo Co.1059
Vanderschoot R A.1068
Van Meeuven & Tegelaar 1068
Vaughan A L Co ..1051
Vaughan's Seed Store .....I 1053 1068 1071
Vick's Sons Jas....1069
Vincent R Jr & Sons Co..... I
Walker F Co..... 1065
Waller L D Seed Co1069
Watts Regulator Co.....1078
Weber F H.....1065
Weiland & Risch..1055
Weir Jas.....1060
Western Seed & Irrigation Co.....1067
Wietor Bros.....1050
Williams Mrs E A.1060
Winterson Co E F.1054
Wittbold G Co.....1061
Wolf John 1062
Wolfskill Bros & Morris Goldenson1060
Wonder Plant Irrigator Co.....1054
Woodruff S D & Sons1071
Yokohama Nurs Co1069
Young A L & Co...1058
Young John & Co..1059
Zech & Mann.1052 1055

"Master Soil Builders"

Send for prices on **Master Brand Vine and Plant Manure**—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.
4121 South La Salle Street, CHICAGO

Mention the American Florist when writing

Magic Fertilizers

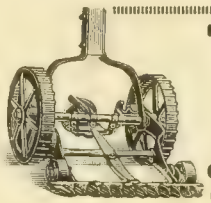
"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.
809 Exchange Avenue, U. S. Yards, Chicago

Before

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3,000 for $1.00 Postpaid
Wm. Schlatter & Son
422 Main Street

After
SPRINGFIELD, MASS.



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plantain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER COMPANY Dixon, Illinois

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER
TRADE MARK
EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS
MANUFACTURED BY
CLAY & SON, STRATFORD, LONDON, ENGLAND

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES
Price: $6.00 Per Volume
Carriage prepaid to any part of the United States

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

GREENHOUSE GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST., CHICAGO, ILL.

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LIV. **CHICAGO AND NEW YORK, JUNE 12, 1920.** **No. 1671**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company.

Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901.
Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treas. The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa President; F. L. ATKINS, Rutherford, N. J., Vice President; E. A. WHITE, Cornell University Ithaca, N. Y., Secretary; HARRY O. MAY, Summit N. J., Treasurer.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at New York, September 27-29, 1920. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK, 205 Elwood Av., Newark, N. J., Sec'y.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bell vue Rd., Newport, R. I. Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Reading, Pa., June 10-11 (Provisional), 1920. LEE R BONNEWITZ, Van Wert, O., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

AMERICAN ROSE SOCIETY

Washington Summer Meeting.

The visit of the American Rose Society to Washington, D. C., to attend the opening and inspection of the national rose test garden at Arlington, which took place, June 2, was one of the most enjoyable of these annual events. The weather, upon which so much depends for all outdoor gatherings was delightful. The visitors met at Gude Bros. store, 1214 F Street, where there was a half hour of friendly greetings. At 10:30, the company, consisting of over 60 out-of-town members and their Washington hosts, set out for the garden in autos. Here there was an hour and a half inspection of the many wonderful classes of roses, which in extent and variety, cannot be duplicated anywhere else in this country. They had made a wonderful growth the past year; the ramblers, rugosas, hybrids and many of the hybrid teas were very vigorous and strong. While it was just right in point of time for the hybrids, teas and baby rambler types, also the rugosas, it was too early for most of the ramblers, which were profusely loaded with buds, but scarcely any of which were in flower. The Dr. Van Fleet in the arbor entirely covers this frame work, and will be a sight in about 10 days, as will all the others of its class.

The most conspicuous rose in the garden was Paul's Scarlet Climber. It is wonderfully brilliant in color, is semi-double and as large in flower as many of the hybrid teas. J. Horace McFarland believes it to be the reddest of all. Several plants cut back were profusely covered with bloom. Paul's Scarlet Pillar was also seen in a fine plant six feet in height, full of intensely red, single blossoms about three inches in diameter. Sheily Wilson is another of this type, the single flowers, three and a half inches in diameter, color, deep brilliant pink, being very profuse. Zepherin Droughin is a very free, large flowered, double pink, very profuse, now in full flower.

Dr. Van Fleet's hybrid rugosas, in pinks, reds and whites, were covered with bloom. They are the most valuable of dooryard roses, being extremely hardy. There were a number of the small flowered, single and semi-double ramblers, fairly well covered with bloom, while the dwarf baby ramblers were masses of color. The hybrid classes were at their best, and the most showy among them was a row of General Jacqueminot, which for perfect form, color and profusion of flowers, has not yet been surpassed. The hybrid teas were also at their best. A plant of Climbing Caroline Testout carried a number of superb flowers. Two group photos were taken, one before the pagoda, and another with the baby ramblers as a foreground.

With the noon hour, a start was made for Twin Oaks, the route lying through beautiful Arlington cemetery, where a stop was made to inspect the superb marble auditorium which had been used for the first time on Memorial day. It is a splendid structure. At Twin Oaks, the visitors were graciously welcomed by the hostess, Mrs. Charles J. Bell, W. F. Gude introducing the members individually. Light refreshments were served, after which Mr. Gude introduced President Robert Pyle, who, referring to the great pleasure it had been for the society to accept the annual invitations to visit Twin Oaks and admire its beautiful rose garden, and for the great interest that Mrs. Bell had taken in their favorite flower, the society had unanimously elected Mrs. Bell an honorary life member of the society, which the fair hostess accepted, saying she greatly appreciated the honor.

The roses here appeared in splendid condition, although the ramblers were not at their best, only one of the fa-

mous arches showing color, this being the single pink, Luchstearn. The hybrids and teas were, however, in full flower and made a great show. Another group picture was taken under one of the twin oaks, which included Mrs. Bell and the children, and pets of the family.

Another delightful ride brought the party to the Ebbit House, where the tor came to pass through the great gates, his name would admit him at once. He voiced the appreciation of the society to its friends in Washington for the very cordial welcome and service that is always so freely given.

Peter Bissett told of the great range and varieties of climate in the United States, and how Dr. Van Fleet in his work was providing roses, which in

AMERICAN ROSE SOCIETY AT WASHINGTON, D. C.

Harrison's Yellow Rose at Glendale, Md.

society luncheon was held. After a substantial repast, William F. Gude, who acted as toastmaster, called on Professor Corbett, as the father of the rose test garden, to tell of its progress, but he was excused as he could hardly speak because of a cold. J. Horace McFarland was introduced as a member and hard worker of the rose society who labored entirely for the love of his fellow man. Mr. McFarland replied that Mr. Gude loved roses as much as he did, and that the money he received, came incidentally. In speaking of roses and the great work of Dr. Van Fleet in the creation of dooryard varieties, he emphasized the usefulness of the Chinese species, Hugonis and others, which Dr. Van Fleet had greatly improved. The department of agriculture had added a great deal to the joy of life in its work along these lines, and in making roses more popular the country over. Dr. Van Fleet, he said, was the greatest blessing the lovers of roses in America ever had. Robert Pyle said the unique character of the department's rose test garden had made America famous in Europe, so that France has come to the United States for judges for its elaborate rose shows and gardens. He spoke of the show rose garden about to be arranged for in Washington, which would show the possibilities of such an attractive spot to all other communities. Dr. Van Fleet, he said, in his raising of new and hardy varieties of dooryard roses, his rugosas and others suitable for hedges, was doing a great work. He said great roses should be named after great men, and no man could be honored more than to enjoy such distinction. As much as $10,000 had been spent to advertise one rose. He felt sure they would have Dr. Van Fleet's roses in heaven, and that when the doctheir different characteristics, would fit into, and do well, some in the cold north, others in the mild south, some in arid regions. California had its varieties, as had also the prairies. This great country had many men engaged in the business, and they should do all they could to further the interest of the rose and this great society.

Inspiration from attending such meetings as these, and seeing the work done here, was S. S. Pennock's theme. The society was growing rapidly, increasing from 300 members five years ago to 2,200 at present, and soon he hoped to see its list rise to 5,000. Every commercial rose grower should be a member. New forcing roses were sure to come out of the hybridizing work done here. He greatly appreciated what the Gudes and other Washington members of the trade had done in their free hospitality.

Dr. Galloway, as one of a committee of four, had inspected 407 varieties in the test garden, and of these, 103 stood out prominently. Forty-three of these were double stars, 22 single stars and 22 without stars, but select. To him, the most conspicuous was Paul's Scarlet Pillar, Paul's Scarlet Climber and Sheily Wilson. The immediate future of the world looked dangerous as a result of the great war, he said. We should cultivate three things, service, love of beauty and morality. We cannot conceive of any harm coming from men who love roses. He made a great plea for the rose society, to the size of whose membership there should be no limit. He proposed a new slogan, "Plant a Rose and Bury a Bolshevic.

Professor Beale of Cornell University, Ithaca, N. Y., thought that while test gardens were doing a great work, only a few good ones were necessary, but that every community of 5,000 or over should have its public show or rose demonstration garden. One hundred of the best varieties would be ample to show people the great beauty of growing roses in decorative effects, featuring only sorts that are of undoubted merit, from which people could come and make selection for their own yards by writing down the names and getting the stock through commercial channels.

Here the party again took the autos and were soon on the ground of the new show garden, which is a tract of six acres, situated on the Potomac drive, encircled by the road from the river drive, which leads to the trolley and road traffic bridge over the river. It is a beautiful spot, at present being used as a tree nursery for fancy evergreens. Frederick Law Olmsted, the noted landscape architect, is preparing the plans of what will soon be, in its season, the most attractive spot in Washington.

AMERICAN ROSE SOCIETY AT WASHINGTON, D. C

One of the Best of Dr. Van Fleet's New Roses. Mme. Testout x Rugosa.

AMERICAN ROSE SOCIETY AT WASHINGTON, D. C.
Inspecting the Twin Oaks Rose Garden.

Faces that were missed at this meeting were Wallace R. Pierson, E. G. Hill and Benjamin Hammond. Mr. Hill was to have received the Hubbard medal, but could not arrange to make the trip at this time.

On Tuesday evening, there was a meeting of the executive committee of the American Rose Society, which took up important matters, one of which was getting into trade, the new varieties raised by Dr. Van Fleet. A number of plans have been offered, but as yet nothing definite decided upon. It appears to be getting into the catagory as one of the things that is going to be done "next year."

The following were among those who registered:

Prof. A. C. Beale, Ithaca, N. Y.
Kag Desson, Copenhagen, Denmark.
Mrs. J. H. Dorst, Warrentown, Va.
T. Ellinger, Copenhagen, Denmark.
D. J. Grillbortzer, Alexandria, Va.
J. Wan Hibir, New York.
W. J. Hood, Richmond, Va.
G. N. Lovinan, Ithaca, N. Y.
J. Horace McFarland, Harrisburg.
Capt. James Melvin, Brookside, Eng.
Harry A. Norton, Quebec, Canada.
S. S. Pennock, Philadelphia, Pa.
John J. Perry, Baltimore, Md.
Robert Pyle, West Grove, Pa.
J. R. Richardson, Baltimore, Md.
Alexander Scott, Sharon Hill, Pa.
Geo. Morrison Upland, Baltimore.
Sarah C. Van Fleet, Glendale, Md.
Prof. E. A. White, Ithaca, N. Y.

THE HOSTS.

G. E. Anderson.
Otto Bauer.
Paul E. Bauer.
Mrs. Charles J. Bell.
Peter Bisset.
A. Corbett.
Charles E. F. Gersdorf.
H. H. Hasselburg.
George W. Hess.
J. Harper Hetherington.
H. B. Leins.
O. B. Martin.
Prof. F. L. Mulford.
Mary McClure.
B. C. Saunders.
Wm. F. Sharper.
Mrs. John Van Schaack, Jr.
August Voigt.

SABCOXIE, Mo.—The entire peony crop of the Wild Bros. Nursery Co., was destroyed by a recent heavy hailstorm

LAKE GENEVA, WIS.—A. Martini, formerly superintendent of the F. D. Countiss estate, is now at Brucemore, Cedar Rapids, Ia.

CHIPPEWA FALLS, WIS.—Fire at the establishment of F. S. Weigand, florist, caused a loss of between $4,000 and $5,000, May 20.

ST. LOUIS, MO.—The Blossom Shop, conducted by C. N. Rothenheber and wife, will make extensive alterations, having purchased the building.

NEW PHILADELPHIA, O.—Stephen Bletterer has purchased the range of Marshall Stonebrook, taking possession June 1, the latter retiring from business.

BUFFALO, N. Y.—Charles Schoenhut, who conducted a flower shop in this city for more than 20 years, died recently from heart disease, age 52 years.

Nitrate Industry in Chile.

Chile is the only country in the world known to contain commercially important deposits of nitrate of soda, according to Circular No. 67, prepared by the Latin-American division of the Bureau of Foreign and Domestic Commerce, 75 per cent of the production being of the ordinary grade which is used for fertilizer purposes. There is a great deal of speculation concerning the probable duration of the beds, but expert estimates indicate the explored deposits contain 240,000,000 metric tons with unexplored regions twice as large. According to these figures it would require 240 years to exhaust the supply at the present rate of production. The raw product, caliche, differs in composition and appearance in various zones. It usually contains, beside nitrate of soda, sodium chloride, sodium sulphate, potassium nitrate, sulphates of lime and magnesia, sodium iodate and sodium biborate. The sodium nitrate content varies from less than 10 per cent to over 70 per cent, the average extracted in 1917 being about 17.88 per cent.

According to the best authorities, the waste of nitrate in mining now amounts to not less than 40 per cent of the total nitrate content of the caliche extracted. In 1884 the caliche refined averaged as high as 51 per cent nitrate content, but now that the average is only 17 or 18 per cent, chemical engineers are experimenting in methods of mining and refining and this has already resulted in reduced production costs in some cases.

The mining of caliche is very simple. A small shaft is sunk through the surface strata and through the caliche

layer; a charge of powder or dynamite is inserted and exploded; and the lumps of caliche are sorted by hand from the resulting debris and loaded on carts. Arrived at the refining plant the caliche is first crushed and then boiled in a huge tank of water. This boiling dissolves the nitrate and other salts and leaves the sand and similar refuse on the bottom of the tank. The dissolving process completed, the nitrate solution is drawn off into a large shallow vat and cooled sufficiently to precipitate the sodium chloride. After this precipitation, the solution is again drawn off and cooled to a point at which the sodium nitrate crystallizes. When the nitrate has crystallized on the bottom and sides of the vats, the remaining liquor is pumped off and the nitrate crystals thoroughly dried and packed for shipment.

Apparently a relatively small proportion of the nitrate imported into the United States is used for fertilizer purposes. The department of agriculture reports that 564,000 tons were brought into this country during 1914, of which amount 162,000 tons were for fertilizing purposes. About 80 per cent of the nitrate imported into Europe is ordinarily used for fertilizer. It is said that there was an active demand last year, but government restrictions, accentuated by the lack of shipping space, greatly restricted sales. Great Britain contracted for 680,000 tons of nitrate shortly before the signing of the armistice, practically all of which became available for ordinary market uses, and import restrictions were not removed until the major part of these government stocks had been disposed of. Germany has been unable to import nitrate because of the continuance of the blockade, but it seems unlikely that it would have been able to do so anyway, as at the present depreciated value of the mark, the selling price of nitrate fertilizers would be prohibitively high. The reduction of acreage under cultivation in France and Belgium has somewhat curtailed the demand for nitrate fertilizers, but it is stated that consumption would have been nearly double what it was during the first half of the year had it not been for the congestion at the ports, the disintegration of the interior transport service and government restrictions.

During the recent crisis, an association of nitrate producers was formed, the object being to allow only as much nitrate to be exported as the consuming markets can absorb at a price high enough to afford reasonable profits to the producers. According to the representatives of the association abroad the prospective demand for nitrate fertilizers for use on next year's crop is excellent. The largest problem is that of ocean transportation; indeed, so serious is this one factor, that the sales for some time to come will probably be limited by the available shipping space and the prevailing freight rates. Uncertain exchange and disturbed political and economic conditions in Europe will tend indirectly to reduce consumption also. The association reports the present outlook decidedly encouraging, although no spectacular recovery is anticipated. It is estimated that exports for the present nitrate year (July 1, 1919, to June 30, 1920) will not exceed 30,000,000 Spanish quintals.

CEDAR RAPIDS, IA.—A. A. Wagner has opened an attractive flower store in this city.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

The demand for flowers the coming week will be mainly for funerals, weddings and school commencements. The funerals come first, as in the constantly changing order of things, the passing of those to the beyond, averages much the same with each recurring season, and a certain amount of such work can almost surely be depended upon.

The cool season has been very favorable for holding back greenhouse stock, and with the peonies and other outside flowers, which are in at last, the market is better supplied than ever before at this season. The man lucky enough to get large orders for funeral flowers at this time, should, with the great variety of choice stock now available, be able to please his customers and fatten his bank account as well. Roses of all kinds, snapdragons, carnations, lilies, sweet peas, gladioli, and in addition the outdoor stock, peonies, candytuft, feverfew, sweet peas and shrubbery, will give latitude for combinations of every conceivable kind. Never let a piece go out of the shop until it has a finish that will compare favorably with similar arrangements of the same value.

Weddings and commencements often crowd one another uncomfortably at this time, but it is their season, and one has just to buckle down and make the most of the opportunities. Preparedness is a big advantage; the man who is all the time planning and ready, can meet these emergencies and get much more out of them in profit and new trade than his weaker competitor, who cannot find the time or the material, and has to decline much of the business.

This is the great season of the street men, who handle all kinds of flowers by the thousand when timid storekeepers are afraid to risk 50 of a kind. One merchant goes after the business by putting his stock before the people, while the more conservative waits for the customers to look him up. Flowers can be moved in large quantities whenever they are plentiful enough to be shown in such a way as to attract the attention of the multitude. Every storekeeper has a list of customers and prospects, all flower buyers, which could and should be worked to the limit when conditions in the market favor such sales. Every flower lover brought into the store at such times, feels he or she has been favored, and will be almost sure to come again when anything is wanted, or another such sale is on.

As a business booster for the whole trade, nothing could exceed a "Wear a Flower Campaign." It should be pushed everywhere by all the trade. Never let a gentleman go out of the store without a flower in his coat. It is the custom in many shops to always see that lady customers or visitors are given something to wear, and a flower for the accompanying child. If the men were trained to it, and every florist saw that no gentleman left his shop without a flower in his coat, the custom could and would soon become universal, and a wonderful demand would soon spring up for this personal decoration. One great advantage would be the frequent visits to the store, which would, of course, be made the most of by all wide-awake merchants.

Water lilies are now plentiful and an acceptable addition to the stock. The large, full double white varieties are wonderfully effective in early morning work for funerals. One or two choice specimens set off a box of cut flowers beautifully.

Are you planning to go to the Cleveland convention? It is none too soon to consider its great opportunities for the retail florist. The trade exhibition is always the opening gun of the fall campaign, when all the supply dealers put their best foot forward with their latest creations and ideas. The Cleveland retailers are an up-to-date bunch, and much can be learned by a look into their beautiful stores.

AMERICAN ROSE SOCIETY AT WASHINGTON, D. C.
The Secretary Taking Notes at Twin Oaks.

AMERICAN ROSE SOCIETY AT ARLINGTON TEST GARDEN, WASHINGTON, D. C., JUNE 2.

Faulty Store Management.

When anything is the matter with the quality of the plants, flowers, or floral arrangements that have been delivered to customers, it is the house, or those at the head, that must stand the brunt and make good. The employes actually at fault may be called to account later by the proprietor, but the blame for the poor service rests on him or the manager, whose business it is to see that the public are well served and get full value for their money.

Interest in one's own business must never flag for a moment; if it does something is sure to happen. Just a little slip that does not matter much, but a repetition of which is easier next time, and then comes, "Oh well, that's good enough." After a while, business gets to a standstill, "It is not like it used to be; prices are too high and we cannot expect much business until they get lower." About this time, a dry rot sets in, the stock is kept low to meet the limited demand, the customer is met with the word that "we've just sold the last dozen, but we have more coming in," or "if you leave the order, we will get them for you." Such conditions are nearly always coupled with a lax keeping of accounts, a failure to send out bills regularly and at least once a month, and to run on without taking the trouble to find out, week by week, just how the business is going.

The man in this condition, after he wakes up to the fact that something is wrong, as a rule tries to lay the blame everywhere but in the right place, that is, himself. If he will take the matter up seriously, or will call in a friend, a real friend, one who is not afraid to tell him the truth, he will hear something that will open his eyes.

Growers and dealers frequently see customers, store keepers, doing things which they know are not best for their business. They talk about it among themselves, but are always careful not to let the man who should know have an inkling of it. It is not their business, it is up to him. Many a firm that has gone into the bankruptcy court, could have been saved, if, in a diplomatic way, a committee or perhaps only one of the interests involved, had in confidence gone over the business, pointed out the glaring mistakes, and opened the eyes of the storekeeper to the fact that his decline was due entirely to his own inefficiency and lax business methods.

The man to succeed in business, must be enthusiastic and a hustler, not only at first, but all the time. The people who are interested in and love plants and flowers, who feel the necessity for them, will patronize the dealers who carry the fullest and most complete stocks, whose stores are tastefully arranged and who, by their good service, have won the envious name of leader in the trade. Such firms never lack for business, being sure of a hand in everything that calls for a display of flowers.

The retailer who finds things going slow with him, can rest assured that the fault lies within himself, that it is due to his lack of aggressiveness. That when business lets up, it is because he has not made sufficient bid for it. He must put more enthusiasm into his work, make his place more attractive, carry better stock, so that when buyers call they will feel they are in the right place and need look no further.

Time drags to a man that's waiting, but flies for the hustler who finds the days too short for his ever increasing activities.

"Say It With Flowers.

When Major O'Keefe penned this wonderful slogan, he did not realize that he had also written a motto that contained a truth of vital importance to all the trade, which should be framed and hung up in every establishment where plants and flowers are grown, handled or arranged and offered for sale.

Success crowns the efforts of those who succeed; the nearer they attain the goal of perfection, the greater their reward. The grower, who after the many obstacles incident to his business are overcome, can truly "Say It With Flowers" when there is a market for them. Real quality flowers that speak for themselves, will, when the returns come in, find encouragement and incentive for even greater achievement.

Many, in their endeavor to carry out the words of the motto, fail from a number of causes. There is, first, a lack of knowledge, or perhaps diligence, or if they are letter perfect in the production, they, as is far too often the case, fall down badly in the packing. To work from three to six months to be able to "Say It With Flowers" when the call comes, and then in a careless hour or two, undo the season's fine work, is to turn the fine motto to the wall.

For the grower, "Say It With Flowers" is an every day continuing proposition in which all processes, from the sowing of seed, until the finished stock is safely in the hands of his agent or customer, must be safeguarded.

To the busy city agent, to be able to "Say It With Flowers" is his greatest ambition. He is most energetic in securing his sources of supply, and greater still, in his best efforts for its

distribution. He prides himself in being able at all times to "Say It With Flowers," and give satisfaction to all those who rely on him.

"Say It With Flowers" should be the retail florist's ideal every minute of the day. His occupation is that of selling flowers; he sees, he feels, he smells, he thinks flowers constantly—all the time. He plans and looks ahead, anticipates the various seasons, features this or that event or anniversary, and in every way, provides, in order that to any or all calls, he will be able to "Say It With Flowers." In the decoration of his windows and store interior, he must need to carry out the injunction of the motto. His stock in his ice box or counter arrangement must be full and varied. In short, his entire display should, in its great perfection, so appeal to customers or visitors that in this attractive shop they would feel they could safely "Say It With Flowers."

The Fern Dish.

Making a specialty of filling fern dishes and keeping an ample stock of the several varieties on hand is a good feature of the retail business. Quite a number of ferns are suitable for this work, but the following are considered standard: Pteris nobilis, P. Mayii, Asplenium Ptussimense and Cytromium falcatum. Cocos Weddeliana and small plants of Kentia Forsteriana make good centers.

A book in which a record of every dish filled, with the date, showing the number and varieties of ferns used, should be kept at the potting bench. This tells at a glance the plants used before and the number. In the fall when stock is large and bushy, fewer ferns are required than later on when the plants are generally smaller. Careful housekeepers watch bills closely and cannot see why the same dish should cost more one time than another. When orders come in it is best to set a lump sum rather than by the number of ferns.

Frequently all one variety is the order, as it then seems more symmetrical. Cyrotomium is a favorite on account of its hardiness. In dishes of good size, all kentias, with a cyrtonium border, make a bold effect. All hardy ivy is another favorite filling. Stock grown short for the purpose makes a very neat centerpiece.

It is well to follow up the work by calling once in a season to see how the dish is doing and where it is kept between meals. Such attention is appreciated. In filling, great care should be taken to make the work symmetrical, have the fronds and dish very clean and remove every dead or deformed portion. The dish when on the table is always in full view and any imperfection is sure to be seen.

CHARITON, IA.—The Kemble Floral Co. is building a new greenhouse and office on its ground on Eighth street.

CORNING, N. Y.—The Crystal City Greenhouses have purchased the extensive range formerly conducted by W. E. Johnson and will continue both establishments.

SIOUX CITY, IA.—The J. C. Rennison Co. will move its establishment to a site on Smithland road, where new houses will be built in addition to those now in use. The range when completed will include 100,000 square feet of glass, steel construction.

PLANT NOTES.

Dracaena Indivisa.

The seedlings of Dracæna indivisa should now be taken from the flats and potted in small pots and placed in a good moist location that they may make a good growth before the fall. A palm or fern house or one with a similar temperature is the best for the small stock. The four-inch stock that was not disposed of during the spring sales can be either plunged outside or planted in a frame, where they will not demand the close attention necessary in the greenhouse. If planted out, they should be potted up early, at least by September 1, when the roots are active and will quickly obtain a foothold in the new soil. They should be heavily shaded for a few days after potting or some loss of the plants may result. Any old plants that have outgrown their usefulness may be propagated, the stems cut up into small pieces and laid in a propagating bed with bottom heat, where the eyes will open and young plants quickly form.

Oleanders.

A plant that does not receive the attention that it should is the oleander. While there probably would not be a large demand for this plant, yet it is an old time favorite, and well-grown specimens in bloom are a valuable addition to a porch or lawn. They are too often so sadly neglected that they get unshapely and far from being an ornament, but a little attention to trimming them into shape after they get through blooming will keep them in good condition. They can be wintered in any cool quarters, and if brought into the heat and light in early spring will be full of bloom in June and July and a valuable decorative plant. The cuttings root easily and at any time when the plant is in growth, and grow very rapidly for a hard-wooded plant. Any florist carrying a line of assorted stock should include a few of these in the variety which he cultivates. The only insect which troubles them is the mealy bug, but a good frequent hard syringing will soon dislodge them.

Freesias.

A crop of freesias, or a few plants in pots in bloom, at Christmas is a valuable asset on that holiday. In order to have them in bloom at that time the bulbs should be planted by July 1. Select the large, strong bulbs and by careful inspections many will be found on which the root eyes are beginning to swell. These will make the earliest blooming plants, and this selecting will produce plants that will all bloom at the same time. The bulbs should be planted in a good soil enriched with well rotted manure, but no fresh manure; it is a well understood principle that bulbs of all kinds do not grow well in soil full of fresh manure. Eight to 10 large bulbs in a 6-inch pot will give the best results. The pots should be well watered, and set in a dark, cool place until the shoots appear above the ground, when they should be given a light location. As soon as the growths get tall enough they should be staked and tied. By continual early selection of the bulbs and keeping the earliest separate, an early strain can be assured.

Nephrolepis.

Probably no plant that the florist grows gives more returns for the labor spent in its culture or the space that it occupies than the Boston fern and its various sports. The old Boston is

POINSETTIA WELL GROWN.

still, however, the easiest to handle and grow. The plants should be repotted every year, and with good treatment are sure of making nice plants. Any plants that are in poor condition can be divided and with the young stock planted in a bench of good rich soil. The house should be shaded enough to assure of good color on the foliage, but not heavy enough to prevent the house being maintained at a good high temperature. During the day the house should stand at about 80 degrees with a little ventilation, which should be closed down before the sun leaves the houses. The plants can be set six inches apart and the soil should be two parts loam, one part leaf mould, and one part rotted manure. The house should be frequently syringed to keep a moist atmosphere. Under these conditions fine plants can be produced from young stock in three months. In September they should be lifted and placed in 6-inch pots, if single specimens are desired, or three or four plants can be placed in a 9-inch or 10-inch pot if larger plants are wanted. In lifting the plants they can be cut around about two inches from the crown, and lifted with a trowel, leaving the runners in the bench if the place they occupy is not wanted at once. The runners will immediately break into small plants which can be placed in flats for young stock for the next season. The finer varieties of this fern, such as Whitmani, do not submit to the lifting and potting as well as the old Boston, and better plants can be obtained by potting along into larger pots as may be required. The only insects that trouble these ferns are the brown scale, and the plants should be kept clean from these by washing or spraying with aphine or a weak nicotine solution.

Poinsettias.

The propagation of poinsettias should be pushed to the utmost at this time, for it is the plants that are rooted early in July that make the best single specimens at Christmas. Those that are rooted later in July and during August will make fine plants for pans, placing four to eight plants in a 6-inch of 8-inch pan, for they will be much shorter than those rooted early in July. The plants that were rooted earlier should now be growing nicely and should be shifted into larger pots as soon as they require it; under no circumstances allow them to become pot-bound until the bracts begin to set in November. They should be placed in the bright sun as soon as strong enough to endure it, that the growth may be short and sturdy and the leaves as close together as is possible. A long drawn plant grown in the shade, with the leaves far apart, is not the typical plant for the holidays and does not meet with approval.

Gloxinias.

The gloxinias that were started in late winter should now be beginning to flower. After the flower beds have set they can be placed in a little shadier location and the danger of burning the foliage be obviated to a great degree. The plants should be spaced far enough apart that they do not touch and a proper circulation of air produced around the plant. If the flowers are to be used in floral work they should be cut as soon as fully open and placed in water away from draughts, and they will keep very well. These flowers are very fragile and should be handled carefully. If there are any particularly beautiful flowers that it is desired to propagate, the leaves can be rooted in the propagating bench by placing the base of the leaf in the sand to the depth of about an inch. The seedlings should be potted along for later blooming.

FREESIA SPRAY.

Cape Jasmine Asks Official Recognition.

A Texas advertising men "said it with flowers" at the annual convention of the Associated Advertising Clubs of the World at Indianapolis, Ind., June 6-10. The hundreds of ad men who attended the big meeting, were pleasantly surprised when, as they entered the convention hall, they were presented with a cape jasmine, to which was attached a card reading: "I am the cape jasmine from Texas, and Texas is proud of me. I am the most advertised among flowers on account of my over-abundance of fragrance. I appeal to the Associated Advertising Clubs of the World to adopt me as their convention flower. What could be sweeter?"

The A. A. C. has not yet taken the hint and adopted the cape jasmine as its official flower. It is possible, however, that this step will be taken in the near future, as the impression made by the white bloom was undeniable.

During the progress of the advertising convention, Indianapolis was celebrating its centennial anniversary. The feature was a pageant on the night of June 7. Flower stores of the Hoosier capital were cleaned out of stock by the demand incidental to the parade. All of the floats utilized flowers in large numbers and varieties, and the pageant in this respect compared favorably to the Mardi Gras parades which made New Orleans famous.

M. E. C.

National Publicity for Flowers.

With Memorial day business behind us, publicity work will be devoted largely in the summer months to keeping our slogan, "Say It With Flowers," constantly before the public. It has been the policy of our committee since the inauguration of the campaign, to make our advertising purely national, so that every section of the country would get its share of publicity. No matter how small a community, nowadays, it is plentifully sprinkled with magazine readers, and our advertising

AMERICAN ROSE SOCIETY UNDER ONE OF THE TWIN OAKS, WASHINGTON, D. C.

Mrs. Bell Is the Lady in White.

plans have covered the more prominent magazines, having the largest circulation. While the committee has many times been asked to consider some of the large metropolitan dailies as advertising mediums, it was not felt that any departure from the adopted policy could be made, and practically the whole of the fund available has been spent in the magazines. Magazines, too, are "alive" longer than other mediums, their very large paid circulations, on which the advertising rates are based, being in reality only about one-sixth of the aggregate of readers.

Our promotion bureau is daily in receipt of inquiries for the booklet, which was distributed at the outset of the campaign, and which has for two years been out of print, all such inquiries carrying the "keys" of our very first advertisements, thus proving that a large portion of our publicity is exceedingly tenacious of life.

Very many florists have used their local newspapers to link up with the campaign advertising, and this has been a very wise move on their part. It is realized that this local advertising has become an important part of the campaign; certainly, never has the florists' trade figured in the columns of local newspapers to such an extent as now. The slogan line electrotype has been lavishly used, and wherever seen, it forms a link with the magazine publicity. It cannot be used too much. Do not let it be used too little.

Some grand publicity is being given to the slogan through the big billboard which is being supplied by our promotion bureau for installation at florists' establishments which present opportunities for outdoor publicity. These billboards are 20 feet long and 7½ feet wide, are of iron construction and handsomely painted. The price at which they are furnished, $50, is but half their actual cost at today's prices of material. One of these signs should be part of every establishment publicly located.

Our committee continues to be urgently in need of more funds. Contracts for our next season's advertising must be placed without delay, and the amount of publicity to be obtained necessarily depends upon the funds to be collected. With the most splendid results which have so far rewarded our efforts, it would be nothing less than a calamity to curtail our work. It is not fair to the members of the committee to expect them to incur liabilities to meet which they must place dependence upon collections to be made later. Many hundreds of florists doubtless intend to subscribe something to the campaign fund, and why not do it now, thus rendering an assistance which is sorely needed. Keep the wheels moving, and advance is easy. More people are using flowers in these days than was ever before the case, and our campaign has accomplished this result. This benefit can be doubled if we get the support we deserve, and this should not be a serious problem. Help us to help you—let us hear from you now as to what you will give, and when you will give it.

The following subscriptions have been received, and are in addition to those previously announced, annually for four years, unless otherwise stated:

Leighton & Sons, Yarmouth, Me.	$ 10.00
Geo. H. Beckman, Elmhurst, N. Y.	5.00
Saier Co., Lansing, Mich. (add'l 1 yr.)	25.00
St. Louis Florists Pub. Club (1 yr.)	200.00
St. Louis Florists Pub. Club (1 yr.)	430.70
Dothan Floral Co., Dothan, Ala.	5.00
Wm. Geenan, Kimberly (add'l 1 yr.)	20.00
	$695.70
Previously reported	$43,439.50
Total	$44,135.20

JOHN YOUNG, Sec'y.

San Francisco.

SPLENDID MEMORIAL DAY TRADE.

The trade here enjoyed a splendid Memorial day business. There was a fine supply of all stock, due largely to the ideal weather. There was a good offering of roses. American Beauty was quite plentiful, and of much better quality than we have had for some time. Russells were plentiful and cleaned up completely. Columbia, Ophelia and Ulrich Brunner were excellent property. Carnations enjoyed a fine sale, and stock cleaned up in good shape. Good prices were realized for nearly all offerings. Gladioli were one of the best sellers. The sweet pea was greatly to the fore among buyers. All offerings were eagerly bought up. The quality was excellent. More peonies were handled this Memorial day than ever before. The public seemed to favor this flower, and light colors brought fine prices. Cut hydrangeas were largely handled. Giganteums came in freely for several days previous and sold well. Large quantities were shipped out of the city. Orchids were scarce, as was lily of the valley. Gardenias moved slowly. There was quite a brisk demand for plants for cemetery work, and florists handling this stock, report a splendid trade. The wholesalers and commission houses are united in saying that trade this year was much in excess of other years.

NOTES.

The rhododendrons in Golden Gate park have attracted many plant lovers during the past few weeks. The large shipment last year has turned out much better than was anticipated, as much of the stock was in poor condition upon arrival. Much credit is due John Atkinson for the fine results obtained this year.

Despite the apparent shortage of orchids, the Art Floral Company were

fortunate in receiving 150 cattleyas on Saturday morning, which were badly needed for their trade. The decorations at this store for Memorial day were quite elaborate.

The Six Mile Nursery, at Colma, is supplying a large part of the outdoor perennials which are being handled here this season. This firm has a large acreage planted to this class of stock, all of which is used for cutting and is sold locally.

Martin Poss, proprietor of the Floral City Greenhouses, San Mateo, was a caller during the week. He is a large grower of cut flowers for his own trade, but owing to heavy business, he placed large orders here for Memorial day.

The Chas. C. Navlet Co. did a large plant trade at their Market street store. This firm says trade at their stores in San Jose and Oakland was excellent, they being taxed at times to keep up an adequate supply.

Carlo Matraia, of the Art Floral Company, has let the contract for a building on Mason street on the property he recently purchased. It will be devoted to stores and offices.

J. A. Axell says that the demand for stocks for Memorial day was ahead of expectations. The shipping trade was very heavy and a great quantity of stock was cleaned up.

Frank Pelicano has had a good demand for his new dahlias this spring. Dr. Tevis and Virginia, he says, are meeting with great favor from dahlia enthusiasts.

S. Gaggero, whose stores at the cemeteries are so splendidly situated to cater to this class of trade, did a record-breaking business.

Samuel Newson has been discharged from the army, and is again associated with the Jesse Seal Dahlia Gardens.

The C. Kooyman Co. experienced a strong shipping demand, and sold out on many lines, particularly gladioli.

Podesta & Baldocchi handled a lot of high grade gladioli, which were very popular with their customers.

JAMES T. LYNCH.

Albany, N. Y.

CLUB MEETING UNUSUALLY INTERESTING.

Members of the florists' club journeyed to Font Grove, about nine miles from the city, to attend the June meeting at the establishment of Fred Goldring, a former president and local grower. One of the subjects discussed was the use of the question box at the meetings. Some of the members laid emphasis upon their belief that the box is one of the best features of the monthly gatherings and should by all means be maintained, even at the cost of some effort. The discussion brought forth an inquiry from Albert Jenkins, a gardener at an estate at Menands, who wanted to know why his snapdragons, planted out of doors, this season were badly affected with rust. One of the members of the club, who had conducted state investigations in the past in many counties hereabout, replied that the rust is a constitutional malady, and that nothing in the line of treatment will work a cure. Plants that have been poorly developed, are liable to the rust; those of strength and vigor, combat it and live. If the rust were a form of mildew, it could be killed with Bordeaux mixture or some such fungicide, but as the malady is carried through the sap of the plant, sprays can have no effect. The remedy seems to be in growing vigorous stock.

The secretary read a letter from the National Flower Growers' Association, stating that at the convention of the S. A. F. at Cleveland, O., August 17-19, an organization of the growers of cut flowers and plants of the country will be effected. In the meantime, an effort is to be made to organize the state of New York into three divisions, or sections, of a state body to be affiliated with the national organization. The co-operation of the local club was asked in the matter of organizing the growers in the territory from Poughkeepsie to Syracuse. Albany is about in the center of this district.

President Edward P. Tracey announced it is time for the club to have a drive for members. Many other organizations have held drives, and have greatly increased their memberships; the florists can do the same. The president said that at the November meeting, he would present a $5 gold piece to the member who brings in the most applications accepted between the June meeting and the time of the award.

A list of dates and places for the meetings through the summer and fall were announced by the secretary. The next meeting will be held on Saturday,

The Late Geo. H. Cooke.

July 10, at the establishment of James Snyder, violet grower, at Rhinebeck. The journey from this city will be made in automobiles.

Three new members were elected: George Reese, St. Johnsville; Harry Wollager, Johnstown, and James Coates, Fonda.

The reports on Memorial day business made by the local trade are good. There was a big demand for magnolia wreaths and roses. Stock was reported plentiful and of excellent quality.

The large sign, "Say It With Flowers," ordered some time ago by the club from the national publicity committee of the S. A. F. has arrived, and been installed. The sign was placed by an expert, an employe of the local bill posting corporation, on a small knoll on the nursery of Fred A. Danker, near Stop 34 on the Schenectady road. The sign is so placed that it can readily be seen by all automobilists traveling the 14-mile stretch of superb state road between Schenectady and Albany, and makes a most favorable impression. It will be seen through the summer by thousands of tourists who visit this part of the country. The suggestions of the expert in regard to the location and position of the sign were found to be most valuable, and have much enhanced the value of the medium.

R. D.

NORWALK, O.—The Norwalk Rose Gardens has purchased four greenhouses at Elyria and will add them to their range here.

OBITUARY.

Ernest Albert Michel.

Ernest Albert Michel, founder of the oldest floral establishment in St. Louis, Mo., which began business more than 50 years ago under the name of Michel Bros. & Kern, and later succeeded by the Michel Plant & Bulb Co., died at his home in Kirkwod, Mo., May 26, age 75 years. His death resulted from an attack of influenza, which he suffered last fall and from which he never fully recovered. Following his retirement from the business in St. Louis, now the Bourdet Floral Co., Mr. Michel moved to Kirkwood, where he established a nursery and engaged in growing outdoor flowers for the local market. He was a pioneer member of the St. Louis Florists' Club, having joined that organization 34 years, was widely known in the trade and highly respected by all who knew him. He is survived by his widow, two sons, Eugene H., associated with his father in business for some time, and now superintendent of the range of Henry A. Dreer, Inc., Riverton, N. Y., and Frederick Michel, also four daughters.

George H. Cooke.

The trade of Washington, D. C., was sadly shocked, June 3, to learn of the sudden death of George H. Cooke, who, overcome by illuminating gas, was found dead in bed at his home. Surprised at the failure of her husband to appear at his regular time for breakfast, Mrs. Cooke went to his room to call him, finding him dead.

Mr. Cooke was born in Ireland, but located in Washington about 36 years ago, shortly after his arrival in the United States. He established a florist business which became very successful and was conducted by him at the time of his death. He was very popular in fraternal and business circles, and was a member of several Masonic bodies. He was also prominent in the Florists' Club of Washington, D. C., of which organization he was a past president. Surviving are his widow and one daughter.

B. F. L.

Charles W. Crossman.

Charles W. Crossman, president of the Crossman Bros. Co., seedsmen, Rochester, N. Y., died at his home in that city, June 4, age 73 years. He was well known as a seedsman throughout the state, having, with his brother, George F. Crossman, carried on the business after the death of their father, Charles F. Crossman.

The deceased was born in Rochester, and received his education in the public schools in that city. He aided materially in the development of the community's interests, and took great pride in its advancement. He was much interested in agricultural and horticultural affairs, and was a member of the American Seed Trade Association and the Western New York Horticultural Society. Surviving are his widow, two daughters and two brothers, George F. and Daniel Crossman.

CHESTER.

SANTA BARBARA, CALIF.—The Santa Barbara Horticultural Society will hold a dahlia show in the chamber of commerce building in August.

COLORADO SPRINGS, COLO. — C. E. Mealy, proprietor of the Mealy Floral Co., is planning to erect 15,000 square feet of glass this summer on land acquired for the purpose on Fontanero street. The present range will be torn down.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

American Rose Society 1081
—Washington summer meeting (illus.) 1081
Nitrate industry in Chile 1083
The retail trade (illus.) 1084
—Next week in the flower shop 1084
—Say It With Flowers 1085
—The fern dish 1086
Plant notes 1086
—Dracæna indivisa 1086
—Oleanders 1086
—Freesias 1086
—Nephrolepis 1086
—Poinsettias 1087
—Gloxinias 1087
Cape jasmine asks official recognition .. 1087
National publicity for flowers 1087
San Francisco 1088
Albany 1089
Obituary 1089
—Ernest Albert Michel 1089
—George H. Cooke 1089
—Charles W. Crossman 1089
Plant quarantine reform 1090
Society of American Florists 1090
Club meetings next week 1090
Coming exhibitions 1090
Washington 1092
Cincinnati 1093
Chicago 1094
Columbus 1098
Toledo 1098
Boston 1100
Philadelphia 1102
New York 1104
The seed trade 1112
—Brown Seed Co. expands 1112
—Onion sets at Chicago 1112
—Southern Seedsmen's Association 1112
—Free seed distribution finally retained 1112
—Field Seed Co. to increase capital 1113
—New York seed trade notes 1113
Wichita 1114
Salt Lake City 1114
Buffalo 1116
Providence 1116
Market gardeners 1118
—Prices of indoor fruits and vegetables 1118
—Vegetable markets 1118
Kansas City 1118
The nursery trade 1120
—Massachusetts state forests urged ... 1120
—Cherry losses in Wisconsin 1120
Seattle 1125

COAL dealers should be followed up closely until the full greenhouse supply is delivered.

PLAN now to attend the great annual meeting of the Society of American Florists to be held at Cleveland, O., August 17-19, 1920.

IT is reported vandals desecrated the mausoleum of the German poets, Schiller and Goethe, at Weimar, stealing gold and silver wreaths from their coffins.

MERCHANTS in New York who are warring on the truckmen's union will declare an open shop and insist that merchants have a right to hire union or non-union truckmen. They will also insist that piece-workers handle all goods impartially, whether from union or non-union shops.

IN every port in France you will see thousands of tons of merchandise out of doors, subject to transportation delays. It would pay American concerns to look carefully to see if their insurance policies stipulate payment for loss by exposure. Many shipments have been noted under conditions that border on total loss.

Plant Quarantine Reform.

An important meeting of horticulturists, and others interested, will be held at New York, next week, June 15, to consider plans for the modification of Plant Quarantine No. 37, and it is urged that all local horticultural organizations, also florists, nurserymen and seedsmen, be well represented at this meeting. Those who are unable to attend, should mail their views in writing to Wm. P. Rich, Secretary, Massachusetts Horticultural Society, Horticultural hall, Boston, Mass.

President Wm. C. Endicott, of the Massachusetts Horticultural Society has issued the following to members of the trade and others interested:

"To make forceful the convention of horticulturists and horticultural societies, called for June 15, at New York, to protest against the drastic provisions of the Federal Horticultural Board Quarantine No. 37, governing plant importations, this society earnestly urges each society and individual represented at the convention to furnish the temporary chairman of the convention, a brief typewritten statement of about 500 words, covering the particular objections to the existing regulations, and the particular definite changes desired.

"We believe that only in this way will the convention be considered truly representative of the wide interests affected, and enabled through its officers and committees, to do effective and constructive work.

"We believe that if strong action is taken, reasonable modifications may be obtained. Please mail answer."

Society of American Florists.

CONVENTION HALL.

In regard to a report that the Ninth Garage, in which the Society of American Florists' convention and trade exhibition is to be held in Cleveland, August 17-19 next, might not be ready in time for occupancy, Vice-President F. C. W. Brown and Herman P. Knoble, acting for our executive board, give assurance that the building, at least the floor we are to occupy, will be ready in ample time for our purpose. The only problem now before the advisory board in charge of convention arrangements, is one looking to a re-arrangement of the floor plan which will provide more exhibition space. It is expected that by reducing the width of the aisles, additional space can be secured to accommodate a few more exhibits, without material change in the location of those already provided for. The largest trade exhibition in the history of the society is now more than a possibility.

CLEVELAND TRADE EXHIBITION.

Almost every foot of available space set out on the original plan covering the trade exhibition has been reserved, and an exhibition of high order is assured. Every endeavor now is being made to accommodate late comers, and it is hoped that by an extension of the floor area, a few more exhibitors may be accommodated. Never before were reservations so numerous at this early date as to take up all the space set out on the official plan. The list of exhibitors so far is as follows:

Alabama Evergreen Ex., Cleveland, O.
American Bulb Co., Chicago.
Atlantic Mach. & Mfg. Co., Cleveland, O.
Barnard Co., W. W., Chicago.
Bayersdorfer & Co., Philadelphia, Pa.
Bergmann-Koropp Co., Chicago.
Burl. Willow Ware Shops, Burlington, Ia.
Chicago Ptd. String Co., Chicago.
Cohen & Hiller, Inc., New York.
Craig & Co., Robert, Norwood, Pa.
De La Mare Co., New York.
Duro Paper Products Co., Chicago.
Elverson Pottery Co., New Brighton, Pa.
Evans Co., John A., Richmond, Ind.
Excello Mfg. Co., Cleveland, O.
Farquhar & Co., R. & J., Boston, Mass.
Faust, Henry I., Merion, Pa.
Fertile Chemical Co., Cleveland, O.
Ford Co., C. S., Philadelphia, Pa.
Garland Co., Cleveland, O.
Gnatt Co., Ove, La Porte, Ind.
Hanfling & Son, New York.
Hart, George B., Rochester, N. Y.
Heacock Co., Joseph, Wyncote, Pa.
Henshaw, A. M., New York.
Hitchings & Co., Elizabeth, N. J.
Hulson Grate Co., Keokuk, Ia.
Huntington Co., Ralph E., Mentor, O.
Irwin, Roman J., New York.
Jackson & Perkins Co., Newark, N. Y.
Johnson-Randall Co., Chicago.
Kansas City Cut Flower Co., Kansas City, Mo.
Kasting Co., Wm. F., Buffalo, N. Y.
Kroeschell Bros. Co., Chicago.
Liggit, C. U., Philadelphia, Pa.
Lord & Burnham Co., Chicago.
McCallum Co., The, Pittsburgh, Pa.
Manda Inc., W. A., South Orange, N. J.
Michell Co., H. F., Philadelphia, Pa.
Moninger Co, John C., Chicago.
Morehead Mfg. Co., Detroit, Mich.
Nebel Mfg. Co., Cleveland, O.
Neidinger Co., Jos. G., Philadelphia, Pa.
Pennock Co., S. S., Philadelphia, Pa.
Peters & Reed Co., South Zanesville, O.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Proto-Feed & Guano Co., Chicago.
Pult, C. J., Detroit, Mich.
Quality Brands Co., Cleveland, O.
Randall Co., A. L., Chicago.
Raedlein Basket Co., Chicago.
Rice Co., M., Philadelphia, Pa.
Roehrs Co., Julius, Rutherford, N. J
Schloss Bros., Ribbons, Inc., New York.
Skinner Irrigation Co., Troy, O.
Southfield Flower & Foliage Co., New York.
Spokane Concrete Flower Pot Machine Co.
Stern Co., Jos. M., Cleveland, O.
Vaughan's Seed Store, Chicago & New York.
Wayside Gardens Co., Mentor, O.
Wing Seed Co., Mechanicsburg, O.

JOHN YOUNG, Sec'y.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, date and place of meetings.]

Baltimore, Md., June 14, 8 p. m.—Gardeners' and Florists' Club of Baltimore at Royal Arcanum hall. Robert T. Paterson, secretary, 934 East Preston street, Baltimore.

Boston, Mass., June 15, 8 p. m.—Gardeners' and Florists' Club of Boston at Horticultural hall. Wm. N. Craig, secretary, Faulkner Farm, Brookline.

Chicago, June 17.—Commercial Flower Growers of Chicago at Randolph hotel, Otto H. Amling, secretary, Maywood, Ill.

Cincinnati, O., June 14, 8 p. m.—Cincinnati Florists' Society at 532 Race street. Alex. Ostendarp, secretary, 14 East Third street, Cincinnati.

Lancaster, Pa., June 18, 8 p. m.—Lancaster County Florists' Association at chamber of commerce. Albert M. Herr, secretary, Lancaster.

Philadelphia, Pa., June 15, 3:30 p. m.—Pennsylvania Horticultural Society at New Century club rooms. David Rust, secretary, 606 Finance building, Philadelphia.

St. Louis, Mo., June 14, 8 p. m.—St. Louis Retail Florists' Association. No regular meeting place. Oscar Ruff, secretary, 3119 South Grand avenue, St. Louis.

Toronto, Ont., June 14, 8 p. m.—Toronto Retail Florists' Club at Dunlop's hall. H. W. James, secretary, 10 Adelaide street, West, Toronto.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

June 10-11 (Provisional), Reading, Pa.—Annual exhibition of the American Peony Society. A. P. Saunders, secretary, Clinton, N. Y.

July 10-11, Boston, Mass.—Annual exhibition of the American Sweet Pea Society. Wm. Gray, secretary, Newport, R. I.

August, Cleveland, O.—Annual exhibition of the American Gladiolus Society. Prof. A. C. Beal, secretary, Ithaca, N. Y.

September 27-29, New York.—Annual exhibition of the American Dahlia Society. Edward C. Vick, secretary, 205 Elwood avenue, Newark, N. J.

November 3-5, New York.—Annual exhibition of the American Institute of the City of New York of chrysanthemums, roses, carnations, fruits, etc. Wm. A. Eagleson, secretary board of managers, 322 West 23rd street, New York.

November, Washington, D. C.—Annual exhibition of the Chrysanthemum Society of America. Charles W. Johnson, secretary, Morgan Park, Chicago.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

When answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Experienced saleslady and designer; must speak German; state salary and all particulars in first letter. **John C. Arnold,** 784 Third St., Milwaukee, Wis.

For Sale—200 feet of four-inch pipe. **Massau Floral Co.,** 129th St. and Lenox Ave., New York.

For Sale.—Used galvanized wire stakes, No. 8 and No. 9, in excellent condition; 3 ft. stakes, $12.00 per 1000.
Amling Bros., Desplaines, Ill.

For Sale—Greenhouse in good town about 80 miles west of Boise. It must be sold; only greenhouse in this town. **A. Gonderman,** 7th Street and 18th Avenue south, Nampa, Idaho.

For Sale—Greenhouses, 14,000 feet of glass; store and residence. A modern plant; cement walls, large cement service shed, boiler room, coal shed and heated garage. Located in a live college town of about 25,000; 85 miles northwest of Chicago; the only large greenhouses in the city. Possession can be taken at once. Reason for selling: retiring from business. Can be bought with or without residence or store. Terms easy. Would be willing to rent for one year to the right party with option to buy; a good chance for a young live florist that means business. Address
Key 477, care American Florist.

HELP WANTED

Good man for retail store. Good wages.
MARGUERITE FLOWER SHOP,
5301 Fifth Avenue, Brooklyn, N. Y.

Help Wanted

Experienced rose grower. Apply at
WIETOR BROS.
2133 Devon Avenue, CHICAGO

HELP WANTED

Thoroughly experienced grower for cyclamens, poinsettias, primroses and other pot plants; steady position and best of wages to the right man; state references, experience and wages wanted.
ERIC BUCHHOLZ, Muncie, Ind.

HELP WANTED.

Gardener, single, for summer home, Mackinac Island. Vegetable and flower garden. Good reference required.
Apply
J. L. Cochran
Room 609 40 No. Dearborn St.
CHICAGO

HELP WANTED

An all around storeman or woman for west side retail establishment in Chicago. Splendid opportunity for right party to make permanent connection at an attractive salary. For further particulars address
Key 484, care American Florist.

Help Wanted

Expert saleslady for Chicago loop store. Attractive proposition to responsible party. Address
Key XX, care American Florist.

HELP WANTED

Young man interested in growing collection of pot plants of every description; near New York; good chance to learn and improve. State full particulars, with wages expected to start.
Key 490, care American Florist.

Designer Wanted

With ability and pep; for permanent position; good wages to the party who can show results. State references and wages in first letter.
ERIC BUCHHOLZ, Muncie, Ind.

WANTED
RETAIL STORE MAN

For city in Colorado. Good place for man who knows his business. State age, experience and wages. Address
Key 488, care American Florist.

Grower Wanted

Experienced man for carnations and chrysanthemums. Must be able to produce and take charge. Good steady position and good wages. Address
Key 483, care American Florist.

FOR SALE

Or for rent: 10 greenhouses, 20x125 ft., in first-class condition; two new boilers; easy terms; pay same as rent; must sell on account of ill health. A bargain.
J. A. Schreiber, 6450 Ridge Ave., Tel. Rogers Park, 4911. Chicago.

For Sale

Five greenhouses, 250 feet long, complete as they stand, $800 each.
PETER REINBERG
30 East Randolph Street, CHICAGO

FOR SALE.

Four greenhouses (27x125); 5 acres of land; 4-room house; city water and gas; located within Chicago limits. For particulars apply
Key 475, care American Florist.

FOR SALE

Carnation range near Chicago at a sacrifice if taken at once. Place in good condition with house on premises. Write for further particulars or call and inspect same. Any reasonable offer will be accepted. Address
Key 485, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.35; per 1000, $6.25. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN Fflorist CO.
440 S. Dearborn St., CHICAGO

Sell Surplus Plants

The Season is Late,
the demand still good.

ADVERTISE THEM NOW

American Florist Co.
440 South Dearborn Street, CHICAGO

The Florists' Supply House of America

FOR JUNE WEDDINGS

Carry a Line of Bayersdorfer Specialties.

Bridesmaids' Baskets, Staffs, Staff Baskets, Bridal Lace Bouquet Papers, Wedding Rope, Silk Bridal Scarfs, pink and white; Chiffon and Netting, all colors.

FOR SCHOOL COMMENCEMENTS, a full line of Vase Baskets in all sizes, novel shapes and colors.

Wheat Sheaves of superior quality.

Get your orders in well ahead as transportation facilities are liable to frequent embargoes.

H. Bayersdorfer & Co., 1129-1133 Arch Street, PHILADELPHIA, PA.

Branch Factory, 709 First Avenue, New York City. Telephone Vanderbilt 4976.

Washington D. C.

The "Capital City," always beautiful, is at its best in early June, when the shrubbery, peonies, and its wonderful rose gardens carry their clouds of gorgeous blossoms. Its great wealth of trees, which line its streets and avenues, cannot be duplicated elsewhere in this country. The representatives of the trade here are live, progressive men, whose stores are well situated and commodious, which in their attractive, well stocked interiors and showy windows are constantly bidding for business.

Gude Brothers Co.'s store, one of the largest in the country, is always beautiful with its great stock of everything in flowers, almost all of their own production. Mock roses, Red and Pink Radiance, and their new pink carnation, Democracy, were prominent features of their line of cut flowers. An order for 113 shower bouquets of lavender and white sweet peas for a school commencement, and 130 decorated galax wreaths for one Memorial day order, were features of the last week in May.

Nearly all the retailers have connected up with the Florists' Telegraph Delivery, and find the association a great business adjunct, as the orders received from out-of-town, together with those originating in their own stores, is their greatest single source of income or largest customer.

The Dupont Flower Shop, with its great show window space, which always contains a choice array of plants, was closing a very successful season. Manager Moberry said they were still very busy. A large flag of immortelles on a magnolia covered panel was an attractive window piece.

The Louise Flower Shop was conspicuous with its 75 running feet of pavement plant boxes, which are placed under the show windows. Memorial day business was very good, and they were busy with weddings and school commencements.

Manager Hetherington, of the Washington Floral Co., stated Memorial day business had been fine. They were handling a great crop of peonies. The season had been very satisfactory. A splendid line of specimen pot ferns was a feature.

The wholesale houses, the S. S. Pennock Co., and the Leo. Niessen Co. branches of their Philadelphia establishments, are important factors to the business of the city, carrying a full line of seasonable flowers.

George C. Shaffer's store, with its fine show windows, in which there is always displayed a wealth of plants and cut flowers, had enjoyed a splendid Memorial day trade. Mr. Schaffer was much pleased with his business of the year.

Z. D. Blackistone was trying to recover from a record Memorial day business. A wedding decoration, with kewpie figures as the bridal party, made a good window setting. Business had been very good here the entire season.

J. H. Small & Sons' beautiful store is one of the most famous in the capital and enjoys a high class trade. A number of June weddings, with other seasonable demands, was keeping them very busy.

There are a number of retail establishments and stands in the market, who handle and make up quantities of flowers, all of whom are reported to be well satisfied with their season's business.

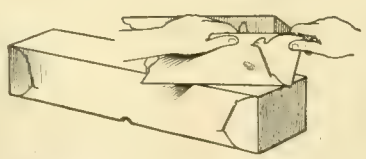
Marche & Co.'s conspicuous corner store, with its always well decorated windows and exterior, was very attractive. Commencements and weddings kept things moving lively at this time.

F. H. Kramer's busy shop, displayed a great line of bedding stock. Memorial day business had been fine. Funeral work is a specialty, it being a large part of the daily business.

George H. Cooke's force had a busy season, and is now engaged in considerable landscape work, which has become an important adjunct of the business. K.

COLUMBUS, O.—To overcome the farm labor shortage and insure harvest hands to farmers near this city, approximately 2,000 business and professional men here have agreed to give one day's service each week to farmers needing their assistance.

GREENWICH, CONN.—Alexander Mead & Son, the oldest business concern in this city, have been forced out of their quarters, and will discontinue business because of the sale of the building in which the firm has its headquarters. They have conducted a florist establishment for 60 years.



LINDLEY BOXES

are manufactured from high grade, moisture-proofed Boxboard in both "Standard" and "AA" grades. Write for prices on our large assortment.

LINDLEY FLOWER BOX CO.
"Quality Box Makers" MARION, INDIANA

Bridal and Colonial Holders

	Per doz.
6-in., as cut	$12.00
8-in., Fancy Lace and Chiffon Edge	18.00
10-in., Single, Lace and Chiffon Edge	36.00
10-in., Fancy Lace and Chiffon, with Gauze Bows	48.00
Miniature Colonial Holders, with Lace and Bows—3½-inch	6.00
4½-inch	8.00
5½-inch	15.00

Tonner

Wholesale
Cut Flowers—Supplies
30 E. Randolph St.,
Telephone Central 6284
Chicago

Mention the American Florist when writing

WICHITA FALLS TEX.—The Wichita Floral Co. reports highly satisfactory progress in the business recently established here.

SUPPLIES YOU'LL NEED FOR

Weddings and Commencements

Shower Ribbon

Rainbow Shower Ribbon — A fine quality narrow shower ribbon, four stripe pattern; colors, pink, Am. Beauty, lavender, Nile and purple; 50 yds. per bolt. **Price, $2.75 per bolt.**

Picot Edge White Shower Ribbon. A narrow silk shower ribbon, with picot edge in white only. **$3.75 per bolt.**

Satin-Edge White Shower Ribbon — A mezaline satin-edge shower ribbon in white only; 50 yds. per bolt; **$3.50 per bolt; dozen bolts, $3.25 each.**

Corsage Ribbon

Maple Corsage Ribbon—This is a high grade two-tone satin corsage ribbon used by many of the leading florists. Colors—White, pink, blue, lavender, purple, Am. Beauty, Nile, sunburst. Two widths only, 10 yds. per bolt. No. 7, 1 in. width, **$2.25 per bolt.** No. 9, 1½ in. width, **$2.85 per bolt.**

Corsage Pins

Corsage Pins—With fancy colored heads, pink, white, lavender, orchid, Nile, gun metal. 3 in. size..... **$1.75 per gross**
5 in. size .... **4.75 per gross**

Violet Pins
3 in. size..... ..... **$4.50 per 1000**
3½ in. size..... ..... **5.25 per 1000**
4½ in. size .... **6.00 per 1000**

Corsage Shields

Plain Corsage Shields—Velvet black, waterproof facing, the most desirable plain corsage shield: moss green only. **Price per doz., $2.00; per gross, $21.00.**

Peerless Corsage Shields—Fancy chiffon edge colors, pink, white, lavender, moss, purple and Nile. **Price per doz., $3.50; per gross, $36.00.**

Lily of the Valley Chiffon 6-in. width, white only, 20c per yard.

THE OVE GNATT CO., Inc.

Preservers of Natural Foliages

La Porte, Ind.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorators' Novelties.

Cincinnati, O.

MARKET CONDITIONS IMPROVED.

Market conditions during the past week showed great improvement with stock more plentiful and moving at fair prices. Sweet peas are the only item not up to standard, but this is to be expected following the wet weather of a week ago, and the bright sunny days of the present. Peonies were never better; in fact, there were enough for all, and then some, causing the price to weaken a little. Harrisii lilies and callas are finding a ready market and clean up easily at $12 to $15 per 100. Carnations have seen better days and are now small and inferior, showing the effects of the sun. Some very good larkspur has been coming in and moves well at $8 per 100. Gladioli are at their best with free movement at $2.50 per 100. Snapdragons have about passed out with a few small ones hanging over, which are used to fill in. June weddings and commencements have caused a slight shortage in smilax and many florists are substituting plumosus and Sprengeri.

NOTES.

T. J. Hardesty has had several excellent window arrangements with pleasing showings of good plants and cut stock.

C. J. Jones is producing so much good stock that it requires three machines to care for the deliveries.

Fred Gear is a daily market visitor, which indicates that he is not wanting for business.

W. Ray Murphy has been receiving some very good lily of the valley and Spanish iris.

Peter Weiland has been getting in some choice Festiva Maxima peonies.

C. E. Critchell reports very good business at his establishment.

G. K.

CALADIUM.

CALADIUMS

The kind with Real Sound Center Shoots

Sizes	100	1000
5 to 7 in. circum.	$ 6.50	$60.00
7 to 9 in. circum.	7.50	70.00
9 to 11 in. circum.	12.00	115.00
11 to 12 in. circum. (scarce)	25.00	

TUBEROSES

Well Cured. Free from Rot.

	100	1000
Dwarf Excelsior Pearl, 2nd size, 3-4 inch	$3.25	$27.50
Dwarf Excelsior Pearl, 1st size, 4-6 inch	4.00	35.00
Variegated Leaved single	3.00	25.00
Albino, early single white	3.00	25.00
Armstrong's Ever Blooming	3.00	25.00
Mexican	3.00	25.00

—ALSO—

GLADIOLUS and CANNAS

Write for our Spring Book for Florists

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Summer Roses Our Specialty

We cut, pack and handle our flowers especially to reach our customers in good condition. We bring our stock in from the greenhouses twice a day as fast as it is cut.

CURRENT PRICE LIST Subject to Change Without Notice.

OPHELIA, HOOSIER, WHITE KILLARNEY and SUNBURST.

Extra long	per 100,	$10.00 to $12.00
Medium	per 100,	8.00
Good short	per 100,	4.00 to 6.00

RUSSELL and COLUMBIA.

Fancy, extra long	per 100,	$20.00
Long	per 100,	16.00
Medium	per 100,	12.00
Short	per 100,	$6.00 to 10.00

ASSORTED ROSES, OUR SELECTION, including some **RUSSELL and COLUMBIA**
Lots of 200 or more ..... per 100, $6.00

Big supplies of miscellaneous flowers are now coming into this market and we will procure the best at lowest market prices.

NEW FANCY FERNS, from the East at Market prices.

ADIANTUM	per	100 $2.00	**ASP. SPRAYS**	per	100 $4.00
GALAX, bronze	per	1000, 2.00	**SPRENGERI**	per	100 4.00

All seasonable flowers not grown by us will be procured for our customers. A trial order solicited.
In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.
NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays.

Chicago.

STOCK IS VERY PLENTIFUL.

Stock is very plentiful at this writing, and there is more than enough to go around in almost all items. Business was very good, however, the past week when the call was extra heavy for wedding and commencement flowers. Orchids are exceedingly scarce, and it is impossible to fill anywhere near the demand. Lily of the valley appears to be in good supply, owing to the shipments of outdoor stock, but is cleaning up regularly at satisfactory prices. American Beauty roses are arriving in splendid condition and now command high figures. Roses in general are in large supply with fancy stock obtainable in Mrs. Chas. Russell, Columbia and Premier. White roses are scarce and are disposed of quickly. Ophelia, Ward, Sunburst, Killarney Brilliant, Champ Weiland, My Maryland, Mrs. George Shawyer and the other varieties grown for this market are to be had in good supply. Lilies are to be had at a few of the stores in fair sized quantities, and are in good demand. Peonies are in heavy supply and are having a brisk call. Carnations are to be had in quantity. Sweet peas have been good property the past week with fancy stock bringing high prices, especially white. Gardenias are scarce. Lupines, daisies, snapdragons, calendulas, narcissi and other miscellaneous seasonable stock is included in the daily shipments. Greens are scarce, especially ferns, notwithstanding the shipments that are arriving from Wisconsin points. Taking everything into consideration, business was very good last week, and no complaint is being heard on any side, although the dealers would like to dispose of the surplus. Department stores have been conducting special sales on roses, peonies and carnations the past week.

ROSES

ALL VARIETIES
ALL LENGTHS
ALL GOOD

with all other
seasonable
CUT FLOWERS
"RIGHT IN THE PLACE"

FOUNDED BY FLINT KENNICOTT 1st IN CHICAGO

Kennicott Bros. Co.

174 North Wabash Avenue
CHICAGO

H. B. KENNICOTT, President — J. E. POLLWORTH, Sec'y and Mngr.

YOUR FOUNDED BY FLINT KENNICOTT 1st Protection

THE HIGHEST CLASS SERVICE from CHICAGO for the "OUT-OF-TOWN BUYER"

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

HEAVY SUPPLY---EXTRA FANCY

Peonies -- Roses
Lilies -- Gladioli
Valley -- Orchids

And All Other Seasonable Cut Flowers and Greens

This house is rapidly being recognized as the most satisfactory to do business with in the whole Chicago Market.

ROSES AND CARNATIONS

Large supply of fine stock in all the leading varieties.

Buy Direct from the Grower — **CURRENT PRICE LIST—** — **Subject to Change Without Notice**

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$10.00 to 15.00
Short	6.00 to 8.00
COLUMBIA	
Specials	25.00
Select	20.00
Medium	10.00 to 15.00
Short	6.00 to 8.00
PREMIER	
Specials	25.00
Select	20.00
Medium	10.00 to 12.00
Short	6.00 to 8.00
SUNBURST, OPHELIA	
Specials	15.00
Select	10.00 to 12.00
Medium	8.00
Short	5.00 to 6.00

		Per 100
Champ Weiland	Specials	$15.00
Killarney	Select	10.00 to 12.00
Killarney Brilliant	Medium	8.00
White Killarney	Short	5.00 to 6.00
Milady		

ROSES, OUR SELECTION	5.00
CARNATIONS	
Good and fancy	4.00
Peonies	6.00 to 10.00
Sweet Peas	1.50 to 2.00
Adiantum	2.00
Asparagus, per bunch	50c to 75c
Ferns, per 1,000	$6.00
Galax, bronze and green, 1,000	$2.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

Extra Fancy Premier, Russell and Columbia

Good supply of OPHELIA, SUNBURST, PINK KILLARNEY ROSES and CARNATIONS.

PRICE LIST—Subject to market changes.

RUSSELL—COLUMBIA-PREMIER	100
Short	$ 5.00
Medium	8.00
Select	12.00
Special	16.00

SUNBURST AND OPHELIA	100
Short	$4.00
Medium	6.00
Fancy	8.00
Roses, Our Selection	$5.00

CARNATIONS	100
Good and Fancy	$ 4.00
Ferns	$6.00 per 1,000
Galax	2.00 per 1,000
Sprengeri	50 cents per bunch

Send Your Orders Here and We Will Fill Them to Your Entire Satisfaction.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

Mention the American Florist when writing

which is having a tendency to strengthen the market to a certain extent, and at the same time giving some of the houses an opportunity to move stock that would otherwise have to be dumped.

NOTES.

Bert Cole, of the E. C. Amling Co., returned to his duties, June 7, after an illness of six weeks. He had a strenuous time of it in the hospital with pneumonia, and his recovery was due largely to the special care of his wife, who is a practical nurse. Mr. Cole has asked THE AMERICAN FLORIST to thank his many friends for the kind remembrances that were sent to the hospital while he was ill.

Pintozzi Brothers will open a retail store on Van Buren street near Wabash avenue in the new building now being erected there. A rental of $18,000 will be paid for a 10-year term, starting September 1, when the new building is expected to be ready. Business will be conducted under the firm name of the Van Buren Florist.

The south park commissioners, in a bulletin, have urged the spraying of trees and shrubs with a solution of 15 pounds of dry lime-sulphur to 50 gallons of water to stop the ravages of the oyster shell scale which is doing considerable damage throughout the city.

The Excell Laboratories, 4535 Ravenswood avenue, are more than pleased with the amount of business they have done with the trade the past year. The demand at present is strong with them for Zenke's compound plant insecticide.

Kennicott Bros. Co. is handling its usual large supply of peonies, which are moving nicely this season at very satisfactory prices.

Frank Johnson and Eric Johnson, of the A. L. Randall Co., made an auto trip to Traverse City, Mich., with their families, last week.

William Wolf took his second degree in Masonry at the Lakeside Lodge, June 3.

Zech & Mann are strong on peonies, and report a good demand for them the past week.

Vaughan's Nursery will cut a fine crop of peonies the next 10 days.

PEONIES

Fine supply of choice stock for

Weddings and Commencements

Also choice **Roses, Carnations** and all other seasonable flowers and Greens.

A. T. PYFER & COMPANY

OUR MOTTO: "Nothing is too much trouble to please a customer."

164 North Wabash Ave., L. D. Phone Central 3373 **CHICAGO**

NEW CROP SPHAGNUM

Let us quote your fall and winter requirements; we can save you money and give you good moss.

CHICAGO, 31-33 W. Randolph Street NEW YORK, 43 Barclay Street

VAUGHAN'S SEED STORE

Tonner

Wholesale
Cut Flowers
and Supplies

30 East Randolph Street
CHICAGO
Telephone Central 6284

FOR
COMMENCEMENTS

Special Red Peonies

$6.00 to $8.00 per 100.

We are offering our Special Red Peonies in quantity this month, which is admitted by many to be the best and most satisfactory in this market for retail use. This variety is grown locally and is noted for its unsurpassed keeping qualities. We are exclusive dealers in this variety and advise every retailer to try it this month. Order early.

All other varieties in the light and dark pink shades.
Also VICTORY WHITE, same prices quoted above.

Peonies - Roses
CARNATIONS

Lilies -- Valley -- Daisies -- Gladioli -- Sweet Peas
Orchids -- Beauties -- Candytuft and all other Miscellaneous Seasonable Cut Flowers. Greens

☛ You always get the best when you order here.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones: Central 3283, Central 3284

Our Offerings Include:

ROSES
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MINIATURE ROSES
Cecile Brunner

SWEET PEAS
Extra fancy stock in Quantity.
Best in the Chicago Market.

CARNATIONS

MISCELLANEOUS
Peonies
Valley Cattleyas
Lilies
White and Yellow Daisies
Calendulas
Stocks Candytuft
Snapdragons

GREENS
Plumosus Sprengeri
Galax, bronze. Galax, green
Ferns
Adiantum Smilax
Boxwood

The Commercial Flower Growers will hold their annual meeting and stag banquet at the Randolph hotel, next Thursday evening, June 17, at 7 o'clock. The special business of the evening will consist of the election of officers and receiving annual reports. The meeting is open to all growers, and their gentlemen friends and employes. Paul E. Weiss, chairman of the entertainment committee, has arranged a splendid programme of high class vaudeville. Mr. Weiss is a good judge of just what kind of amusement the men in the trade will like, so arrange to get your banquet tickets early at any of the wholesale houses or at the meeting. The banquet will be held in the Blue Bird room, and will only cost $2.50 per plate.

C. Frauenfelder had the order for the Merle wedding, June 8, at Mt. Carmel church, which was one of the largest this firm was ever called upon to fill. The decorations were along the order of the Vanderbilt wedding, and attracted much favorable attention. In addition to the bridal bouquet of lily of the valley, orchids and Cecile Brunner roses, there was one for the maid-of-honor, consisting of orchids and marguerites, while the 10 attendants each carried a basket of spring flowers. The church and home were both beautifully decorated for the event.

At Tonner's, the peonies are arriving in large supply, including the special red variety, which made such a hit with the trade last season. This particular variety, which is obtainable only at this house, is one of the best reds, according to the retailers who have used it.

The J. A. Budlong Co. is handling a fine supply of roses, especially Mrs. Charles Russell, Columbia and Premier. Some fine Nesbit are attracting the attention of the buyers at this establishment.

Poehlmann Bros. Co. is starting to cut gladioli in quantity, and will have at least 25,000 this season to supply its customers. Some exceptionally well-grown Pendleton are included in the shipments this week.

A. L. Vaughan & Co. report business brisk so far this month, with the shipping trade especially so. Peonies are in strong demand, and there is good call for roses.

A. T. Pyfer & Co. are well pleased with business, especially from out-of-town points, and have also no complaint to make in regard to local demand.

Bassett & Washburn report that new ferns are arriving regularly from Massachusetts, which is relieving the shortage considerably.

A. Lange is back on the job after being on the sick list. He reports a very busy week, with a large number of wedding orders.

The Chicago Flower Growers' Association received a shipment of gladioli from August Jurgens, from his farm in Mississippi, this week.

The clock will be pushed ahead one hour, Sunday, June 13. This change will not affect standard train time.

Peter Reinberg is cutting a fine supply of roses, especially Mrs. Charles Russell and Premier.

Chicago raw sheep manure just now is a scarce item, owing to freight troubles.

N. J. Wietor, of Wietor Bros., attended the republican convention this week.

Guy French is one of the sergeant-at-arms at the republican convention.

The Joseph Forester Co. is supplying its trade with fancy lilies.

I. Rosnosky, of the American Bulb Co., is back from an out-of-town trip.

Visitors: Morris Levine, with Lion & Co., New York; W. L. Rock, Kansas City, Mo.

Columbus, O.

TRADE ACTIVE IN ALL LINES.

The flower business in this city during the past week has been active in every way. All florists report a good call for the general lines, and supplies have been just about up to the demand. There is quite a good assortment of flowers on the market, and the quality is excellent as a rule. One of the best features is the unusually large number of weddings. June events of this character have always been numerous, but this year, there appears to be more than usual, and flowers are in good demand as a result. Graduation exercises and the social functions incidental are also reasons for the activity. Funeral work has been rather quiet. The principal flowers on the market are carnations, roses, sweet peas, peonies and yellow daisies. Prices are about the same as have prevailed during the past few weeks. Plants are selling well. Greenhouses which handle them have had a larger demand than ever before. Householders are getting their plants for lawn decorations and for houses and porches.

NOTES.

T. J. Ludwig, a retail florist, on North High street, has purchased from M. Y. Maxwell, a 10-acre tract of land, improved with a greenhouse covering 20,000 square feet. The property is located a mile north of Clintonville, a suburb. Mr. Ludwig will operate the greenhouse in the future.

The Ohio Horticultural Society met at the country home of Oscar Lear, on the Dublin pike, recently for an outing and picnic. The society has made arrangements to hold the annual rose show at the Ohio State University, June 12-13. J. W. L.

LENOX, MASS.—The fall show of the Lenox Horticultural Society may not be held this year, owing to labor shortage, with greenhouses on many of the large estates practically closed.

USE OUR

Blue Ribbon Valley and Nesbit Roses

FOR YOUR JUNE WEDDINGS

BEST QUALITY TO BE HAD IN

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Double White and Pink Killarney, Sunburst, Hearst, Nesbit and Brunner.

NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

Choice stock of Valley, Gladioli, Candidum, Sweet Peas, Callas, Daisies, Easter Lilies, Stocks, Calendulas, Peonies, Lupines, Pansies and all other Seasonable Stock.

Don't Forget Us on GREENS, as we have Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

WE ARE CLOSED ALL DAY SUNDAY.

High Grade Cut Flowers

Ample supply of Peonies, Roses and all other seasonable stock, including complete line of Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Peonies. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

CHIFFONS, 4-inch, 6-inch, All Colors. Buy Now.

Baskets of Wonderful Value.

PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., Pittsburgh, Pa.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Toledo.

MEMORIAL DAY BUSINESS GOOD.

Because the demand for Memorial day flowers was spread over three days, neither one of them was lively enough to tax the facilities of the local trade. This does not hold good with the cemetery and other florists who are located out of the downtown district, and they report a bigger than ever demand for flowers, plants and wreaths. The day was probably more generally observed here than ever before, because of the participation of the American Legion. An altar was erected in courthouse square, where many wreaths were placed in memory of soldiers who lost their lives in the world war. The parade was the largest in years. The weather was perfect, and as a result, stock of a seasonable nature was quite plentiful. Some florists report great difficulty in securing sufficient peonies, while others had plenty. They retailed at from $2 to $4 per dozen. Carnations, roses, sweet peas, feverfew and candytuft were in good supply and sold at moderate prices. Wreaths of magnolia, with either artificial or natural flowers, had a good call and many were sold. Geraniums and other bedding stock had a big sale. Florists' Telegraph Delivery orders were numerous.

NOTES.

Schramm Brothers had a big Memorial day, in which they cleaned up a big stock of peonies, which they were fortunate enough to secure. This firm is experiencing a heavy call for plants. They are extensively advertising this feature, and are cooperating with the city beautiful campaign, now being conducted by the women's clubs here. May was the biggest month ever enjoyed by this hustling flower shop.

The florists' club met at Max Spanner's to take up the matter of community advertising, and after some debate, in which the majority favored a fund collected according to a certain percentage from grower and retailer, it was decided to inaugurate a campaign this fall. Miss Helen Patten presided at the meeting, and said that florists in this city would benefit from more cooperation.

The problem of getting coal for next winter is more acute than ever, as coal dealers here will not even take orders. Every year, conditions are getting harder to do business. It is high time business men took more interest in their government.

The Western Avenue Greenhouse is conducting a clean-up sale of all geraniums and bedding stock, in which all stock remaining is offered at the bargain price of 10 cents per pot to those who pay cash and carry their purchases home.

Nathan Goodman, for some months designer for Max Spanner, has quit the flower business, and is now selling auto accessories. He was a clever artist, and will be missed. Spanner reports a fine Memorial day trade.

A. C. K.

Boston.

WEDDINGS BIG FACTOR IN TRADE.

Business has been rather quiet, a few weddings using up the surplus stock, and backward weather has kept the bedding plant trade far below normal. Roses, carnations, sweet peas and snapdragons are plentiful, with few buyers. Peonies have just commenced to make their appearance and command $8 to $12.

NOTES.

Houghton & Gorney are busy, as usual, with weddings, commencements and funeral orders. It is intended to incorporate the business this fall, taking in some of the employees.

Penn, the Florist, has been unusually busy during the past month. Funeral and cut flower orders were never more numerous, and Memorial day business set a new record.

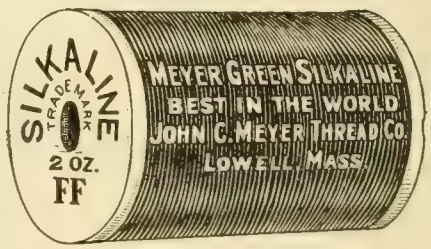
Edward Bingham has replaced his violets and sweet peas with tomato plants, the growing of which he conducts on an extensive scale.

Wm. McAlpine is cutting an excellent crop of roses at his Exeter range, and is also having success with tomatoes and sweet peas.

Harry Stewart, gardener at the Warren estate, has had good success this season, and is showing a large variety of calceolarias.

Henry Comley's store on Park street has enjoyed a busy season with several large landscape orders adding to the total.

Chas. E. Evans is planning a two weeks' auto and fishing trip in Maine.



GOLDFISH 1,500,000 (Fancy and Plain)
Ready for market at rock-bottom prices. Ship anywhere in U. S. or Canada. Write for our illustrated catalogue.
Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.

Mention the American Florist when writing

The Wonder Plant Irrigator
—AND—
The Wonder Basket Irrigator
Two articles no florist should be without. Write for prices.
A. F. LONGREN, DES PLAINES, ILL.

FLORISTS'
Cards, Envelopes, Labels, Tags.
Add 20% to our 1920 catalogue prices.
THE JOHN HENRY CO.
LANSING, MICHIGAN

Mention the American Florist when writing

Wm. Glidden has returned to work after a 10 days' illness with influenza.

Dolansky & McDonald are planning to open a branch at Montreal, Que.

S. K. G.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

RANDO BRAND Wabash Ave., and Lake St. CHICAGO, ILL. RANDO BRAND

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen
Roses, Beauty		$1.50@$ 8.00
		Per 100
" Mrs. Chas. Russell		6.00@ 30.00
" Columbia		6.00@ 30.00
" Premier		6.00@ 30.00
" Hoosier Beauty		4.00@ 25.00
" Killarney Brilliant		4.00@ 20.00
" Killarney		4.00@ 15.00
" White Killarney		4.00@ 15.00
" My Maryland		4.00@ 20.00
" Mrs. Geo. Shawyer		4.00@ 20.00
" Milady		4.00@ 20.00
" Mrs. Aaron Ward		4.00@ 20.00
" Sunburst		4.00@ 20.00
" Ophelia		4.00@ 20.00
" Dble. W. Killarney		4.00@ 20.00
" Champ Weiland		4.00@ 20.00
" Cecile Brunner		2.00@ 4.00
" George Elgar		2.00@ 4.00
" Baby Doll		2.00@ 4.00
" Nesbit		2.00@ 4.00
" Our selection		6.00
Carnations		4.00@ 6.00
Cattleyas	per doz.	30.00 @ 36.00
Snapdragons	per doz.	1.00 @ 2.00
Daisies		2.00@ 4.00
Valley		8.00@ 12.00
Calendulas		4.00@ 6.00
Gladioli	per doz.	1.50 @ 2.00
Lilies	per doz.	2.50@ 3.00
Double White Narcissus		2.00
Peonies		6.00@ 10.00
Sweet Peas	per 100	1.50@ 3.00
Ferns	per 1,000	6.00
Galax	per 1.000	2.00
Leucothoe		1.00@ 1.25
Plumosus Strings	each	.60@ .75
Sprengeri, Plumosus, Sprays		3.00
Mexican Ivy		.75@ 1.00
Boxwood, 35c per lb., per case		9.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith

FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 No. Clark Street, CHICAGO

BEAUTIES

Our large supply enables us to give you carefully selected stock and every advantage of market conditions. No matter how small or large an order you have, we can fill it to your entire satisfaction.

They have never been better than what they are this season. You will be pleased with them.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

LARGE SUPPLY MOVES SLOWLY.

The past week staged about everything to help the business, except demand, which all through the period was very light indeed. In the first place, there were flowers galore, giving the wholesalers a very trying time. One of the leaders stated that they had received more flowers the past week than for any like period this season. The delayed peony crop came in all at once. There was simply no handling them. One of the wholesalers called up his growers, and advised leaving them on the plants, as he would not be able to get express charges out of them. Select stock, in small lots, sold from four to five cents, but an order for 1,000 received very low quotations. The quality is very good, in fact, they have never arrived in better condition, but as they missed their day of great demand, it will be a case of "wait until next year" for the peony grower. There has been a wonderful stock of everything from the greenhouses. For Memorial day business, carnations cleaned up at from $10 to $12 per hundred, and there was a very good stock. The past week, they sold for less by the thousand, $7.50 to $10.00 being the joblot price. The street men loaded them up in wagon loads, and handed them out at the street corners for 50 cents for a bunch of 25, and some even less. Most of the stock was in very fair condition. Roses were also sold very low in quantity lots. Reds were in demand, particularly for commencements. They were very plentiful and of good quality. Easter lilies and callas held fairly well. Sweet peas are still in good form, but sold very cheap. In fact, everything sold off except cattleyas, which maintained last week's figures. Outdoor gladioli are now in, but will not stand much chance until the peonies are out of the way. There is a little inside lily of the valley, which meets with demand for brides' bouquets. Larkspur is commencing, and is in favor.

NOTES.

The closing meeting and entertainment of the florists' club, June 2, was a gala affair. It was held in the gold room of the Hotel Adelphia. There was an attendance of over 250, many of them ladies, who were all immensely pleased with the programme of refined vaudeville we presented. E. P. Klinger, chairman of the house committee, was master of ceremonies, and succeeded admirably in keeping things on the go. Charles H. Grakelow, an added number, told a lot of good stories in his inimical manner, which were much enjoyed. He also made a strong plea for the local advertising fund. There was a fine collation, to which all did ample justice, after which dancing was indulged in by the younger set.

Wholesale Flower Markets

BOSTON, June 9. Per 100

Roses, American Beauty	10.00@	40.00
" Shawyer, Russell	6.00@	16.00
" Killarney	6.00@	15.00
" **Milady**	**12.00@**	**30.00**
" Radiance	12.50@	30.00
" White Killarney	6.00@	20.00
" Killarney Brilliant.	8.00@	25.00
" **Ward**	**6.00@**	**16.50**
" **Victoria**	**8.00@**	**16.00**
" Hadley	6.00@	25.00
" **Ophelia**	**8.00@**	**20.00**
" Premier	12.50@	30.00
" Columbia	6.00@	25.00
" **Maryland**	**8.00@**	**20.00**
" **Hoosier Beauty**	**15.00@**	**35.00**
" Stanley	12.00@	20.00
Cattleyas, per doz.	6.00@	12.00
Sweet Peas		4.00
Carnations	6.00@	10.00
Longiflorum Lilies	**6.00@**	**12.00**
Marguerites	4.00-6.00@	8.00
Calendulas...doz. .75@1.00		
Callas	16.50@	25.00
Snapdragons.doz. 1.50@4.00		
Adiantum		2.00
Asparagus Strings, per doz.	9.00@	12.00
Asparagus bunches, each..		.50
French Iris, per spray	.35@	.50
Pansies	2.00@	3.00
Myosotis, a bunch	**.35@**	**1.00**
Lily of the Valley	12.00@	16.00
Delphinium ...per doz.	4.00@	6.00
Outdoor and Frame Valley	2.00@	4.00
Darwin Tulips	6.00@	8.00

BUFFALO, June 9. Per 100

Roses, Beauty, Special	40.00@	50.00
" Fancy	25.00@	35.00
" Extra	15.00@	20.00
" 1st	6.00@	10.00
" Killarney	4.00@	12.00
" My Maryland	4.00@	12.00
" White Killarney	6.00@	15.00
" Sunburst	4.00@	15.00
" Ward	4.00@	6.00
" **Columbia**	**10.00@**	**25.00**
" Ophelia	4.00@	15.00
" Russell	10.00@	20.00
" Shawyer	4.00@	10.00
" Bon Silene	3.00@	4.00
" Cecile Brunner	2.00@	4.00
Cattleyas	**75.00@**	**100.00**
Daisies	1.00@	2.00
Valley	10.00@	12.00
Calla Lilies	10.00@	20.00
Japan Lilies	**8.00@**	**10.00**
Easter Lilies	15.00@	20.00
Carnations	2.00@	4.00
Mignonettes	3.00@	6.00
Snapdragons	3.00@	10.00
Sweet Peas	**1.00@**	**3.00**
Asparagus Sprengeri	.35@	.50
Ferns, per 1000		4.00
Calendulas	3.00@	6.00
Smilax, doz.		4.00

Write For Our

Price List

On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Removal Notice

BERGER BROS.

are now located at

1609 Sansom St., PHILADELPHIA, PA.

with a full line of everything—the best the market affords—in Cut Flowers.

CINCINNATI, June 9. Per 100

Roses, Premier	6.00@	25.00
" Russell	6.00@	25.00
" Columbia	6.00@	25.00
" Butterfly	6.00@	25.00
" White Killarney	4.00@	20.00
" Pink Killarney	4.00@	20.00
" Sunburst	4.00@	20.00
" Mrs. Aaron Ward	4.00@	20.00
" Ophelia	4.00@	20.00
" Baby Doll	2.00@	3.00
Carnations	4.00@	8.00
Calendulas	1.00@	4.00
Sweet Peas	.75@	1.00
Ferns, per 1,000		4.00
Leucothoe, per 1,000		6.00
Galax, per 1,000		1.50
Smilax, per string	.15@	.25
Plumosus (south) per bch.		.25
Easter Lilies	8.00@	15.00
Snapdragons	4.00@	8.00
Stocks, per bunch		.50
Valley	8.00@	10.00
Cornflowers		.75
Peonies	8.00@	10.00
Spanish Iris	6.00@	8.00

One of the wholesalers, in speaking of the week's business, said nothing matters but supply and demand. When flowers are scarce, business is good, and it is almost impossible to clean up at any kind of right prices when they are plentiful. It is a business of extremes. Carnations last week, were scarce at $10 to $12 per hundred, while this week, they would not bring that much per thousand. He added that, of course, the weather was a great factor.

The Joseph Heacock Co. is much handicapped in the planting of their new house from labor troubles; laborers not accustomed to working inside give up on account of the heat. Concrete borders, 24 inches high, are being built for all the rose beds, four inches at the bottom and about two and a half at the top. There will be a good depth of cinders in these beds, it taking five carloads for this purpose.

There were some 50,000 flowers sent from this market to Washington, D. C., for the recent opening of the Piggly-Wiggly chain of grocery stores in the capital city. One hundred and twenty-five thousand flowers, mostly

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

White Wood Easels

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches.....	$0.65	54 inches.....	$1.25
42 inches	.80	60 inches	1.50
48 inches.....	1.00	66 inches.....	2.00

(Special price on dozen lots.)
Get our list of other supplies (it's free.)

Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing

GUST. RUSCH & CO.

Wholesale Florists
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses

Phone Main 1245. P. O. Box 506.
444-446 Milwaukee Street, **MILWAUKEE, WIS.**

Mention the American Florist when writing

Wholesale Florists' Supplies

THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Mention the American Florist when writing

carnations and roses, were given away in the 28 different stores on the opening week. The price for all was $4 per hundred.

Coal is still a serious problem. Latest advices say that the principal difficulty is shortage of cars, the Pennsylvania railroad not running above 30 per cent of their usual quota of bituminous coal cars. Prices at the mines are quoted, $8.00 per ton, with dealers indifferent as to orders, as delivery at present is so uncertain.

George Burton places his forcing tea roses as follows: Mrs. Russell, Columbia, Ophelia and Premier. He thinks Columbia has made good, as has Premier, but not to the same extent. He is discarding Maryland, which has been a great producer, but Columbia has passed and will succeed it.

Vacation trips are now commencing. Mark Mills and wife and Frank M. Ross and wife, left June 5, for a two weeks' trip to the Poconos, to fish for trout. T. Nelson Geiger is spending a three-weeks vacation starting June 5, for a fishing trip in the wilds of Maine.

The trade was greatly shocked to hear of the sudden death of George H. Cooke, Washington, D. C., which occurred June 3. Mr. Cooke was at times a large buyer of plants and flowers in this market, and was popular with all who knew him.

The Leo Niessen Co. has handled an enormous quantity of flowers the past week. Every line was full, while the peonies spread over like an avalanche in Switzerland. Cattleyas, choice roses and carnations were a few of the other features.

The sudden death of Maurice Fuld was a great shock to his many friends here. He had a very pleasing address, and was a great exponent of the planting of flowers for the adornment of the home.

They have a new clock at W. J. Baker's. It hangs on the east wall. It was placed by Wm. Crawford, who can do most anything when it comes to having a "good time."

Berger Bros. are much pleased with their new store since the alterations are completed. They handled quantities of peonies, carnations and roses the past week.

K.

Wholesale Flower Markets

PHILADELPHIA, June 9. Per 100

Roses, Beauty, special	40.00 @	50.00
" " fancy	20.00 @	30.00
" Mrs. Chas. Russell	10.00 @	25.00
" Killarney	2.00 @	6.00
" Hadley	6.00 @	25.00
" Sunburst	6.00 @	12.00
" Wards	4.00 @	6.00
" Ophelia	6.00 @	12.00
" Columbia	8.00 @	15.00
" Premier	4.00 @	20.00
Cattleyas	1.00 @	1.50
Mignonette	4.00 @	6.00
Gardenias, doz.	1.50 @	3.00
Carnations	3.00 @	4.00
Carnation, Laddie	6.00 @	8.00
Snapdragons, per doz.	1.00 @	1.50
Callas	10.00 @	15.00
Easter Lilies	10.00 @	15.00
Calendulas	2.00 @	6.00
Adiantum	1.00 @	1.50
Smilax		.35
Asparagus Strings	.75 @	1.00
Sweet Peas	.50 @	2.00
Lily of the Valley	6.00 @	12.00
Asparagus bunches, 12sp.	.50 @	.75
Peonies	3.00 @	6.00

ST. LOUIS, June 9. Per 100

Roses, Hadley	2.00 @	10.00
" Premier	3.00 @	25.00
" Killarney	2.00 @	8.00
" White Killarney	4.00 @	8.00
" Hoosier Beauty	6.00 @	12.50
" Russell	2.00 @	25.00
" Ward	2.00 @	6.00
" Sunburst	5.00 @	15.00
Ferns, per 1000	4.00 @	5.00
Carnations	1.50 @	6.00
Carnations, Laddie	12.50 @	15.00
Carnations, Specials		6.00
Sweet Peas, per 1,000	2.00 @	7.50
Calendulas		2.00
Callas	10.00 @	12.50
Mignonette	8.00 @	12.50
Violets	.75 @	1.00
Galax, per 1,000		1.50
Leucothoe, per 1,000		7.50
Boxwood, per lb.		.35
Lily of the Valley		8.00
Freesia		2.00
Jonquils	2.00 @	4.00

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. **Send for Our New Catalog and be convinced.**
The McCallum Co., Pittsburgh, Pa.

Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PITTSBURGH, June 9. Per 100

Roses, Beauty, spl., per doz.		7.50
" " fcy., per doz.		6.00
" " ex., per doz.		4.00
" " No. 1, per doz.		1.50
" Hadley	12.00 @	30.00
" Killarney	6.00 @	15.00
" Maryland	6.00 @	15.00
" Sunburst	6.00 @	15.00
" Mrs. Aaron Ward	5.00 @	12.00
" Russell	8.00 @	25.00
" Columbia	6.00 @	20.00
" Ophelia	6.00 @	15.00
" Hilda	4.00 @	12.00
" Premier	8.00 @	25.00
Lily of the Valley		10.00
Easter Lilies		15.00
Carnations	4.00 @	6.00
Cattleyas, each		1.00
Ferns, per 1,000		5.00
Sweet Peas	1.00 @	2.00
Daisies	2.00 @	4.00
Galax, per 1,000		2.00
Plumosus, per bunch		.40
Sprengeri, per bunch		.50
Smilax, per doz.		4.00
Calendulas	1.00 @	3.00
Calla Lilies, per doz.		1.50
Peonies	4.00 @	8.00

MILWAUKEE, June 9. Per 100

Roses, Kill'n'y. W. Kill'n'y	4.00 @	12.00
" Ward	4.00 @	8.00
" Premier	8.00 @	20.00
" Ophelia	4.00 @	15.00
" Columbia	8.00 @	20.00
" Hoosier Beauty	4.00 @	12.00
Carnations, assorted	3.00 @	4.00
Cattleyas, per doz.	9.00 @	12.00
Callas, per doz.	1.50 @	2.00
Sweet peas	.50 @	1.00
Lilies, per doz.	1.50 @	2.00
Snapdragon, per doz.	.50 @	1.00
Dasies	1.00 @	3.00

New York.

MARKET CONDITIONS AT THEIR WORST.

The florists are urging us to say it with flowers, but some days when we read the political news, we would prefer to say it with poison ivy.—Milwaukee Sentinel.

Even if the provocation is great, we trust in the interest of public welfare as well as the florist business. No large number of people are in the state of mind of the bilious individual who wrote the above. Nevertheless, in this city during the past week there seemed to be many people that were not "saying it with flowers." On May 31, there was some activity in stocking up after the Memorial day business, but for the remainder of the week, market conditions were about as bad as could be imagined—unless the buyers should go on a strike to have all the stock given to them. The truth of the old saying that "troubles never come singly," seemed to be verified. A tremendous —that's the word—stock of peonies came pouring into the markets, and also a heavy supply of all the other leading features, as roses, carnations, lilies, sweet peas and the general run of minor offerings usually seen at this time of year. There was not such an immense supply of orchids, but the great surplus of other stocks caused them to lag. Excepting in orchids, there was no such feature as prices, as the term is generally understood. Although the best peonies could be bought at from 40 to 50 cents per dozen, and many were sold, the effect on the stacks of them in some of the wholesale stores was scarcely noticeable. Carnations went begging at $10 per 100, and thousands of roses went out at ridiculously low figures, others being lost. Not for a long time had American Beauties and other good roses been so slow and cheap. An experienced wholesaler gave it as his opinion that present conditions will continue for two weeks, as thousands of peonies are being put in cold storage.

June 7.—The market is fairly active this morning. The weather is cool, and in good roses, there seems to be a reaction for the better. The outdoor lily of the valley is finished, and the greenhouse stock has moved up in price. In peonies and various other stock, the movement is slow.

DINNER IN HONOR OF CHAS. H. TOTTY.

About 30 of the friends of Charles H. Totty assembled at Moquin's restaurant, Sixth avenue and Twenty-eighth street, on the evening of June 5, taking Mr. Totty with them as the guest of honor. A most excellent menu was served and every one present had something eulogistic to say of the well known and popular guest, he being, as usual, eloquent and appreciative in response. In opening the speaking programme, John Young handed Mr. Totty a large and handsome leather cigar case as a present from his admirers, and then designated J. H. Pepper as toastmaster, and "Pep" was a very creditable actor in his part. The committee of arrangements consisted of Jos. S. Fenrich, Philip F. Kessler, John Young and J. H. Pepper. The tables were handsomely decorated with roses by Joseph S. Fenrich and George Hildenbrand. In addition to the above named, other hosts were W. H. Siebrecht, Sr., James Stewart, F. R. Pierson, Frank H. Traendly, A. L. Miller, Walter F. Sheridan, Chas. B. Weathered, Fred L. Atkins, John Canning, John Donaldson, Leonard Barron, Eugene Dailledouze, A. M. Henshaw, Joseph A. Manda, Charles Schenck, Arthur Herrington, Clifford Lowther, L. J. Reuter, A. F. Faulkner of THE AMERICAN FLORIST, B. Hammond Tracy, John Miesem, Geo. Hildenbrand, Charles Weber and Henry Weston. Mr. and Mrs. Totty were to have sailed for France, June 9, to visit their daughter, who is a student in a Paris college, but the derangement of the steamship line schedules by strikes delayed their sailing. They hope to get away at an early date. All will wish them a prosperous voyage and a safe return. We believe that our French friends will honor this distinguished citizen of ours, and if he should grow weary of public dinners and wish to return to the simple life, we here offer a suggestion:

A street there is in Paris famous,
For which no rhyme our language yields,
Rue Neuve des Petits Champs its name is—
The New Street of the Little Fields.
And here's an inn, not rich and splendid,
But still in comfortable case;
The which, in youth, I oft attended,
To eat a bowl of bouillabaisse.
This bouillabaisse a noble dish is—
A sort of soup or broth, or brew,—
Or hotchpotch of all sorts of fishes,
That Greenwich never could out do.
Green herbs, red peppers, mussels, saffern,
Soles, onions, garlic, rice and dace:
All these you eat at Terre's tavern,
In that one dish of bouillabaisse.

Indeed ,a rich and savory stew 'tis;
And true philosophers, methinks,
Who love all sorts of natural beauties,
Should love good victuals and good drinks,
And cordelier or benedictine
Might gladly, sure, his lot embrace
Nor find a fast-day too afflicting
Which served him up a bouillabaisse.
—Thackeray.

NOTES.

Under the headline of "Oddities Found in the News," the Evening Mail recently published the following: "Because house-wrecking crews wanted too much for the job, the Duke of Devonshire used 300 pounds of dynamite in getting rid of the giant greenhouse on his ancestral estate near London. The glass palace covered hundreds of acres and contained more than 40,000 panes of glass. The estate was recently sold for $375,000." That "the glass palace covered hundreds of acres" seems like the boy's story of "a thousand cats in our barn." Perhaps some of our English friends can enlighten us.

On June 3, N. Christatos, of Sixth avenue and 58th street, arranged a fine funeral piece, the floral emblem of the aviation corps. It was a star three feet in diameter, the center being red, and the points, white carnations, on a field of blue cornflowers.

W. H. Long, the Columbus avenue retailer, furnished flowers for an unusual Memorial day ceremony. The survivors of the S. S. Lincoln, torpedoed during the war, took flowers to sea, and cast them on the waters in memory of their lost shipmates.

A. F. F.

FUTTERMAN BROS.
Wholesale Florists, 101 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISSION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

MEMORANDA
Make a note of it on your "PAD."
"RESULTS" and "RELIABILITY" combined.
Our new location is of the best.
"The World's Largest Flower Market"
Exceptional opportunity for growers who are looking for "Results." Consign the next shipment to
GEO. J. POLYKRANAS
43 West 18th St., NEW YORK
Telephone 2264 Watkins

C. Lecakes & Co.
Wholesale Dealers in
Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Moss and Leucothoe Sprays, Our Specialties
31 and 43 W. 18th St., New York
Telephone Watkins 2315

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

S. H. RUSSIN
Importer and Manufacturer of
Baskets, Novelties and Florists' Supplies.
Opposite the New Flower Market
55 West 19th St., NEW YORK
Telephone Watkins 4443.

Traveling Wholesale Florist INC.
31 and 43 W. 18th St., NEW YORK
Telephones 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins. NEW YORK CITY

Dolansky=McDonald Co.
WM. SULLIVAN, Mgr.
Wholesale Florists, 31-43 W. 18th St., New York
Orchids a specialty. Novelties of All Kinds.
Consignments Solicited. Reports Daily. Checks Weekly.
Telephone Chelsea 8282.

William Mackie
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Telephone: 759 Watkins
Mention the American Florist when writing

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
31 and 43 W. 18th St., NEW YORK
Established 1887
All consignments receive our special attention.
Mention the American Florist when writing

Telephones 4422 4423 Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
31 and 43 W. 18th St., NEW YORK
Telephones: Watkins 300 and 301
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, June 9. Per 100

Roses, Beauty, Specials	25.00@	40.00
" " extra and fancy	12.00@	15.00
" Hoosier Beauty	3.00@	8.00
" Hadley	4.00@	30.00
" Francis Scott Key	8.00@	35.00
" Columbia	2.00@	12.00
" Prima Donna	2.00@	8.00
" Dble. Wht. Killarney	4.00@	10.00
" White Killarney	2.00@	6.00
" Aaron Ward	3.00@	8.00
" Ophelia	3.00@	10.00
" Sunburst	3.00@	8.00
" Mrs. Chas. Russell	4.00@	15.00
" Premier	4.00@	20.00
" Ulrich Brunner	6.00@	20.00
Cattleya Gigas		1.25
Cattleya Mossiae	35.00@	50.00
Carnations	1.00@	3.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Asp. Plumosus, doz. bchs.	3.00@	5.00
Smilax, doz. strings	4.00@	5.00
Lilies, white	5.00@	6.00
Sweet Peas	.30@	1.50
Lily of the Valley	6.00@	12.00
Mignonette, per doz.	.50@	1.25
Snapdragons	.75@	1.00
Iris, Spanish, per doz.	1.00@	1.50
Daisies, Yellow	.50@	3.00
Larkspur, per doz.	2.00@	2.50
Peonies, per doz.	.35@	.50
Cornflowers	1.00@	1.50

PHONE {2335 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
31 and 43 W. 18th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
31 and 43 W. 18th St., NEW YORK
Mention the American Florist when writing

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Prompt and careful attention to your interests. Consignments Solicited.
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
31 and 43 W. 18th St., New York

M. C. FORD
31 and 43 W. 18th St., NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your telegraph orders to us for delivery in Chicago and vicinity.

Member of F. T. D.

Alpha Floral Company
CHICAGO
Northwest Corner of Adams and Wabash

No order for less than $4.00 accepted for delivery. All orders for less than this amount will be absolutely refused.

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST
ELEVEN STORES
Main Store— **Lewis Ave Cor. Hancock St.**

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Albany, N. Y.

Danker
FLORIST

The Best Service

Mention the American Florist when writing

FRENCH RIVIERA and MONTE CARLO

C. Engelmann

Saffron Walden, England

Can take care of all your orders for above district.
Cable address for Riviera Branch: Carnation, Saint Laurent-du-Var.

Mention the American Florist when writing

SAFFRON WALDEN, ENGLAND

C. ENGELMANN

Can take care of all your English orders.
Cable address: Engelmann, Saffronwalden.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST
324 Fulton St. cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS
Flowers and Service THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

BOHANNON FLORAL CO.

75 East Monroe Street, CHICAGO Member of F. T. D.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in **Buffalo, Lockport Niagara Falls** and Western New York
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Rochester, N. Y.

J. B. KELLER SONS,

FLORISTS
25 Clinton Avenue N

Rochester ph. 506. Long Dist. Bell ph. 2189
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS
621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

Washington, D. C.

Louise Flower Shop

Connecticut Ave. at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Member of Florists' Telegraph Delivery.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

C. H. FREY

Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraphic orders. Regular trade discount.
229 WEST THIRD STREET

E. W. PEARSON

38 State St., Newburyport, Mass.

Covers All New England Points

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place

L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST

2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of

GEORGE ASMUS, Mgr.

Wire, Write or Phone West 822

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, Sheboygan, Wisconsin.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

A. LANGE

77-79 E. Madison St., CHICAGO

Telegraph, Mail and Telephone Orders given most prompt and careful attention and filled with the best stock in the market.

YOUR PATRONAGE SOLICITED.

Chicago

H. N. BRUNS

3040 West Madison St., Chicago

Telegraph, Telephone and Mail Orders Given Prompt and Careful Attention

---

FROM NEW YORK EXCEPT AS NOTED.

June 12.

FROM NEWPORT NEWS, Andyk, Holland-America Line (Rottendam).
Wakulla Cosmopolitan Line, (Havre).
Sarcoxie, Cosmopolitan Line (Bordeaux).
FROM BOSTON, Oxonian, I. M. M. Lines (Liverpool).
FROM MONTREAL, Canada, I. M. M. Lines (Liverpool).
Philadelphia, I. M. M. Lines, (Southampton).
FROM BOSTON, I. M. M. Lines, Nitonian (London).
FROM PHILADELPHIA, Mackinaw, I. M. M. Lines (London).
A Steamer, I. M. M. Lines (Manchester).
Lapland, I. M. M. Lines, (Antwerp).
FROM PHILADELPHIA, West Tacook, I. M. M. Lines, (Antwerp).
FROM BOSTON, Zirgel, I. M. M. Lines (Hamburg).
Drattingholm, Swedish-American Line (Gothenburg).

June 15.

Lyngenfjord, Norwegian-American Line (Norway).
Minnesota, I. M. M. Lines (London).
Vellavia, Cunard-Anchor, (London).
FROM BOSTON, Anglo-Mexican, Cunard Anchor (Glasgow).
Hartmore, Prince Line (Alexandria).
Britannia, Fabre Line (Marseilles).

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

C. Frauenfelder FLORIST

3343 W. MADISON ST.

NEAR GARFIELD PARK

CHICAGO

Mention the American Florist when writing

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F. T. D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members Florists' Telegraph Delivery Ass'n

Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.

437-39-41 Milwaukee St

Members Florists' Telegraph Delivery Association.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Member of Florists' Telegraph Delivery.

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

For St. Louis.

WIRE

Grimm & Gorly

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF HEINL'S

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—H. N. Bruns, 3040 W. Madison St.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exchg. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
French Riviera, France—C. Engelmann.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City Mo.—A. Newell.
Kansas City Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Fl. Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
Newark, N. J.—Washington Florist.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Saffron Walden, Eng.—C. Engelmann.
Salt Lake City, Utah—Miller Floral Co.
Salt Lake City, Utah—Bailey & Sons Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Savannah, Ga.

JOHN WOLF

The Largest Grower of Cut Flowers in the South.

Kansas City, Mo.

W. J. Barnes FLORIST, K.C.Mo.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890.

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

WICHITA, Kansas

Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers
Personal Service

Members F. T. D. A.

Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York

Member of Florists' Telegraph Delivery.

DARDS

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction
Nearly 50 Years.

Let Us Fill Your Steamer Orders. **Regular European Sailings Now Established**

Mention the American Florist when writing

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ESTABLISHED 1847

F. T. D.

Thos. F. Galvin INC.

THE NAME PROTECTS YOU

Steamers are Again Sailing on Schedule
Deliveries made on board

BOSTON
1 PARK STREET
799 BOYLSTON STREET

NEW YORK
561 FIFTH AVENUE

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

"SAY IT WITH FLOWERS"

Max Schling Flowers

Schling Service
Nothing Better

785 Fifth Avenue
NEW YORK CITY

Member of Florists' Telegraph Delivery.

Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler. We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders by Telegraph Promptly Filled

Phones 1552-1553 Columbus.

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.

'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

Members of Florists' Telegraph Delivery.

New York.

The Aphrodite Co.

THE ARTISTIC FLORISTS

Floral Decorations for All Occasions.

2703 Broadway, Phone Academy 2479

Mention the American Florist when writing

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.

BROADWAY FLORIST

2094 Broadway, S. E. cor. 72d St.

Phone Columbus 5468.

Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

SALT LAKE CITY

AND CONTRIBUTING TERRITORY

BAILEY & SONS CO. Member F. T. D.

Est 1865. **61-63 East Second South**

Special consideration given Telegraph Order

Large Stock Always on Hand.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Mention the American Florist when writing

New York.

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)

2953 Broadway.

Members of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Best Flowers
Best Service

ROSES
Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Mention the American Florist when writing

Boston, Mass.

Penn, The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop

Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Newark, N. J.

Begerow's

MEMBER F.T.D.

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist
Connecticut Avenue and L Street

Mention the American Florist when writing

Washington, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO
Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building,
4 South Jefferson Street. **Dayton, O.**
Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

Wilkes-Barre and near-by Pennsylvania Towns

Member F. T. D.
14 N. Main St. **A. W. B. EVANS**

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

Mention the American Florist when writing

LITTLEFIELD, Florist

WORCESTER, MASS.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Los Angeles, Calif.

O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Mention the American Florist when writing

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.
A. Newell
FLORIST
Established over 30 years.
1122 Grand Avenue.

Mention the American Florist when writing

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Michigan — Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists,
Grand Rapids.

Mention the American Florist when writing

CHICAGO — DETROIT
Central Floral Co.
132 N. State St., CHICAGO
35 Broadway, DETROIT
Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

ROANOKE, VA.
FALLON, Florist.

Seattle-Rosaia Bros.
Finest floral studio in Northwest.
Member F.T.D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORIST
930 PROSPECT AVE., Erie Building. CLEVELAND

Mention the American Florist when writing

LOUISVILLE, KY.
THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

GUDE BROS. CO.
FLORISTS
1214 F ST. N.W.
WASHINGTON, D.C.

WASHINGTON D. C.
Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

Salt Lake City
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark.
Telephone Market 494

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Philadelphia, Pa.
Chas. H. Grakelow
Broad St., at Cumberland
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Flowers Delivered Anywhere. Phone, 1952 Bedford
HUGO H. JAHN
—FLORIST—
710 Nostrand Avenue
Cor. Prospect Place, BROOKLYN, N. Y.
Brooklyn Representative of National Floral Corporation.

Mention the American Florist when writing

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO.
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

THE price of bags at Chicago, June 9, was $65.

SEEDSMEN report a falling off in sales of garden seeds.

CALIFORNIA seed crops are badly in need of rain, especially the sweet peas.

SOME interesting facts concerning the nitrate industry of Chili will be found on page 1083 of this issue.

THE death of Charles W. Crossman, president of Crossman Bros. Co., Rochester, N. Y., is recorded in our obituary column this week.

THE postmaster-general has asked congress for $1,000,000 additional for payment of claims arising from loss of domestic mail parcels.

DOCK laborers in Rotterdam returned to work after two months' strike at seven florins per day, being one-half florin below their former wage.

CORN prices dropped recently on an apparently baseless report that the switchmen's strike was ended. July delivery fell 6¼ cents from $1.62 per bushel.

INDICATIONS now point to a large attendance at the Milwaukee convention of the American Seed Trade Association, to be held at the Hotel Pfister, June 22-24.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, June 9, were as follows: Timothy, $9.00 to $11.00 per 100 pounds. Red clover $25.00 to $32.00.

THE senate commerce committee has ordered a favorable report on the Poindexter bill, which makes interruption of interstate commerce by strike of railway employes a felony.

TRAFFIC men around New York say the car situation is greatly improved, car congestion now somewhat below 160,000, against 184,987 a week earlier, and 269,000 at peak April 21.

VISITED CHICAGO: H. Suzuki and C. W. Scott, of the Yokohama Nursery Co., the former en route to Japan; George C. Thomson, of Northrup, King & Co., Minneapolis, Minn., en route east.

THE French government has requisitioned the entire beet sugar crop for 1920-21 at a price of approximately 400 francs per 100 kilos. This is approximately 36 cents a pound at normal exchange.

THE department of agriculture forecast of June 1 says the spring wheat crop is 68,000,000 bushels greater than that of last year, while prospects for winter wheat during May improved 19,000,000 bushels.

LONGSHOREMEN on strike at New York since March 12 voted to remain out until demands for increased wages are allowed. They refuse Governor Smith's offer of mediation conditional on immediate return.

THOMAS HUNTER of the International Seed Co., Chicago, has purchased a bungalow in Western Springs, Ill. Leonard H. Vaughan and Carl Cropp, of Vaughan's Seed Store, and John Leonard, of the Leonard Seed Co., are also residents of that suburb.

A REPORT from Washington, D. C., says the interstate commerce commission could not finish its investigation of railroad needs before September, and therefore, no rate advance could be granted before that time. The increase, when it does come, will probably average 30 per cent for the entire country.

LOS ANGELES, CALIF.—John C. Bodger, of John Bodger & Sons Co., whose health has greatly improved recently, will not attend the seed trade convention this year on account of pressure of work. Recent visitors included David Burpee and George W. Kerr, of the W. Atlee Burpee Co., Philadelphia, Pa.

PAINESVILLE, O.—Carl Barto, who succeeded W. F. Therkildson, in charge of the Storrs & Harrison Co.'s seed department, has resigned to become manager of the seed business of Stark Bros., Louisiana, Mo., a new departure of this firm. Mr. Barto began his career in the seed trade here under W. H. Nichols, and is a nephew of Robert George, general manager of the firm, also nephew of J. E. Barto, of the shipping department. Mr. Barto's many friends wish him every success in his new field.

Brown Seed Co. Expands.

The Alfred J. Brown Seed Co., Grand Rapids, Mich., has purchased the Hopson building, a modern, four-story brick structure, with 66 feet frontage, which, with a storage warehouse to be erected on property adjoining, and ready for occupancy about October 1, will permit of expansion and handling of the firm's business with increased expediency. The offices have already been removed to the Hopson building, and the retail department will be discontinued, having been taken over by the Jones Seed Store, under which name it will be conducted, at least for the present.

Onion Sets at Chicago.

Onion sets in the Chicago north side district are reported in the same generally excellent condition as those of the south side, noted in last week's issue, and probably a little farther advanced. The stand is good, the crop being unusually free of weeds and clean in other respects. The acreage is fully up to that of last year, if not slightly larger.

Southern Seedsmen's Association.

SECOND ANNUAL CONVENTION.

The second annual convention of the Southern Seedsmen's Association, which was held at Jacksonville, Fla., June 7-9, proved very successful, both in point of interest and attendance, 70 members of the organization being present. Twelve voting, and six associate members were added to the roll. At the opening session, following the welcome to the city by Mayor Martin, which was graciously responded to by Dick O'Bannon, of Claremore, Okla., President E. A. Martin, of Jacksonville, delivered his annual address, and the reports of Secretary-Treasurer Frank S. Love, Montgomery, Ala., were received. The session closed with an interesting address on "The Advantage of Illustrations in Catalogues." This proved most instructive in the capable hands of L. B. Reuter, of New Orleans, La. In the afternoon, a trip to Atlantic Beach was thoroughly enjoyed.

The second day had among its programme features an address by A. W. Cockrell, Jr., president of the Chamber of Commerce, and D. R. Mayo, Knoxville, Tenn., had for his subject, "The Benefits of Our Association," followed by John M. Scott, vice-director of the Florida experiment station, whose topic was "Forage Crops." Secretary-Treasurer Love gave an interesting talk on "Growers' Contracts." In the afternoon there was a barbecue at Roseland Farms, and a boat trip on the St. Johns river.

The business session on the third day was taken up with an executive meeting, the election of officers, committee reports and general talks on benefits of association.

Pieters-Wheeler Seed Company

Growers of High Grade SEED

Gilroy, California

P-W

Beet, Carrot, Lettuce, Onion, Radish.

Correspondence Solicited.

The Best Color Chart

PRICE $1.00 POSTPAID.

AMERICAN FLORIST CO.

440 S. Dearborn St., Chicago

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids, Mich.

Mention the American Florist when writing

Braslan Seed Growers Company

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.

SAN JOSE, CALIFORNIA

We are headquarters for the BEST OF EVERYTHING in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

The Frank S. Platt Company

SEEDSMEN

of

NEW HAVEN, - CONNECTICUT

Established in 1877, is offered

FOR SALE

Mr. Platt will retire after fifty-four years of continuous business. This firm has a degree of prosperity quite exceptional and the present year fully justifies the statement that

"Opportunity is Knocking"

for someone to secure a **First-Class** live business proposition under extraordinarily favorable conditions.

Free Seed Distribution Finally Retained.

The agricultural appropriation bill for the fiscal year beginning July 1, 1920, carries approximately $6,000,000 less than the department's estimates as to its needs, and $2,185,000 less than the amount provided in the appropriation act for the current year. Furthermore, the purchasing power of the dollar has decreased considerably, and the same amount of money cannot be made to do as much work as formerly, according to Secretary Meredith. Much important work on crops, marketing, forestry, etc., must be eliminated or curtailed.

Notwithstanding the recommendation of the department that the appropriation of $239,000 for congressional seed distribution be eliminated, and the money diverted to necessary and important activities having a direct bearing on agricultural production, this item, although dropped by the senate, has been finally retained in the bill.

Field Seed Co. to Increase Capital Stock.

The Henry Field Seed Company, Shenandoah, Ia., is being reorganized for $1,000,000. The capital stock outstanding at the present time is $125,000, but there are assets of the company amounting to $500,000, so that under the reorganization plan three new shares will be issued as dividends for each share outstanding, making $500,000 of common stock. In addition to this, $250,000 of new preferred stock will be issued, bearing 7 per cent interest and will be sold to citizens who desire it. Another $250,000 of common stock will be authorized, but not sold at the present time.

New York Seed Trade.

L. D. Waller, of the L. D. Waller Seed Co., Guadaloupe, Calif., was a visitor this week.

W. J. Guile, of Vaughan's Seed Store, was on the sick list, but is reported improving.

C. W. Scott, of the Yokohama Nursery Co., has returned from the west.

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) CHICAGO

ENGRAVINGS

—FOR—

Seed Catalogues

Visitors at the Seed Trade Convention this month are invited to visit our office and examine

7 Books of Proofs

showing thousands of cuts available for catalogue work at less than 25 per cent of present costs.

Vaughan's Seed Store

10-12 W. Randolph St., Chicago

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:

Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, FREMONT, NEB.

Growing Station, ROCKY FORD, COLO.

Yokohama Nursery Co.

LTD.

Woolworth Building,

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

BURPEE'S SEEDS
Philadelphia
Wholesale Price List for Florists and Market Gardeners.

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Wichita, Kan.

MAY CLOSES WITH SPLENDID RECORD.

May was crowded with business in all departments. There was a good trade in bedding stock. Added to this was a heavy cemetery demand during the last two weeks, ending with a record Memorial day. The stock available in most cases was ample and of good quality, weather conditions were good, and the buyers responded to the limit of the florists' ability to care for the business. Consequently, there is a good cleanup of bedding stocks, and the June orders will be as near velvet as a florist usually gets. Cut-flower stocks for the Memorial day trade were generally adequate, carnations showing a short supply, due largely to their reputation for sleepiness, causing the stores to buy sparingly. Retail prices were practically unchanged from the usual everyday figures; roses $2 to $6 per dozen, peonies, $3 and $4, and lilies, $5 per dozen. Cape Jessamine was fine, and the three grades sold for 50 cents, 75 cents and $1.00 per dozen. Magnolia wreaths, plain or trimmed, went well; also a moderate demand for the dyed lycopodium wreaths. Business so far for June, is holding up very well.

NOTES.

Otto Kuechenmeister, who has operated the F. Kuechenmeister greenhouses the past year, has decided to discontinue them, and the range is offered for sale, either with the land, or separated, to be wrecked.

Frank Mueller, for several years in charge of the order department for Chas. P. Mueller, has resigned his position, and will look after his two big wheat fields; occupation later not definitely decided.

The greenhouse men are busy now trying to catch up with their work, and at the same time, get their chrysanthemums planted on schedule. About the usual quantities will be put out.

Rolla Mueller, formerly in the store of his uncle, Chas. P. Mueller, has bought the W. M. Shanks greenhouses, at Wellington, Kan., and will operate them henceforth.

Frank Cluff is offering his place for lease.

C.

Salt Lake City.

SCANTY SUPPLY MOVES QUICKLY.

The market is practically cleaned up. Carnations are disappearing rapidly, although roses are in fair supply and peonies are now coming fast, but three weeks behind their appointed usual time. There is, however, a ready sale for them. Plants are all gone with the exception of a few calceolarias, which seem to be quite a novelty.

NOTES.

Manager Uno, of Bailey & Sons, says weddings and decorations are proving a blessing and he has many orders booked for the early part of the present month.

The Miller Floral Co. arranged a very pretty window for the Elks' convention, with quite an elaborate showing of calceolarias.

Memorial day business in this city was much better than anticipated, with the supply about half equaling the demand.

P. R.

R. C. McGILL & CO.
WHOLESALE SEED GROWERS
SPECIALTIES IN VARIETY
ONION-CARROT-BEET-RADISH-PARSNIP
CONTRACT PRICES MAILED ON REQUEST
SAN FRANCISCO CABLE ADDRESS "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

R. & M. GODINEAU
SEED GROWERS
Angers, - - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.
Mention the American Florist when writing

Seed Packets
FLOWER SEED SIZES TO CATALOG
ENVELOPES — RETURN ENVELOPES
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

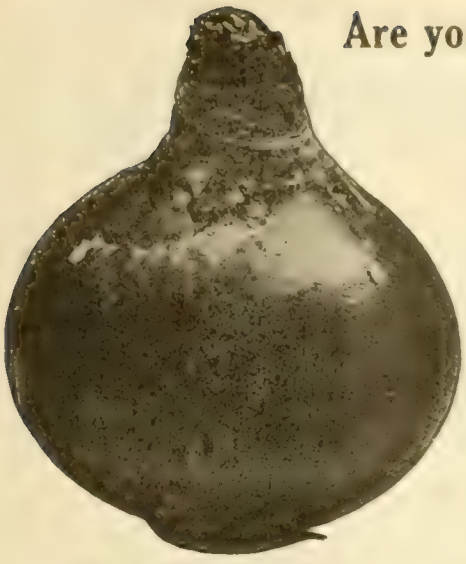
An experience of half a century in producing high grade
GARDEN SEEDS
at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.
S. D. WOODRUFF & SONS
Orange, Conn., and New York City

L. D. Waller Seed Co.
Growers of Choice
Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, - CALIFORNIA

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

SEEDS
Flower, Vegetable and Farm.
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

Geraniums Rooted Cuttnigs
These prices good only for July delivery.
S. A. Nutt and Buchner..... $17.50 per 1000
Poitevine and Ricard..... 25.00 per 1000
Fine Smilax from pots at $3.00 per 100; by parcel post, $3.25.
Albert M. Herr, LANCASTER, PA. R. F. D. No. 8.



Are you sure of your "Laid Down" Costs and certain on delivery of your needs in

P. W. Grandiflora

If not, write for our **guaranteed price,**
f. o. b. New York and f. o. b. Chicago.
It may mean a saving to you.

VAUGHAN'S SEED STORE
NEW YORK CHICAGO

Mention the American Florist when writing

Michell's Flower Seeds

Cineraria

	½ Tr. Pkt.	Tr. Pkt.
Grandiflora Prize Dwarf	$0.60	$1.00
Grandiflora Prize Med. Tall	.60	1.00

Daisy, Double English

	Tr. pkt.	Oz.
Monstrosa Pink	¼ oz., $2.00	$0.50
Monstrosa White	¼ oz., 2.00	.50
Monstrosa Mixed	¼ oz., 1.75	.50
Longfellow Pink	.40	$2.00
Snowball White	.40	2.00
Mixed	.30	1.50

Myosotis

Alpestris Victoria	.25	1.25
Eliza Fanrobert	.25	1.25

Pansy Seed

Michell's Giant Exhibition, Mixed, a giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c; 50c per tr. pkt.; ⅛ oz., $1.25; $7.00 per oz. **Giant Trimardeau, Mixed.** Large flowering and choice colors. Tr. pkt., 30c; $2.50 per oz.

Also Giant Prize and Regular sorts in separate colors.

Primula Chinensis

Alba Magnifica	$0.60	$1.00
Chiswick Red	.60	1.00
Duchess	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens	.60	1.00
Rosy Morn	.60	1.00
Prize Mixture	.60	1.00

Primula Obconica Gigantea

Lilacina, Lilac	$0.50
Kermesina, Crimson	.50
Rosea, Pink	.50
Alba, White	.50
Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Catalog

Henry F. Michell Co.
518 Market St., Philadelphia, Pa.

Mention the American Florist when writing

THE STANDARD BULB COMPANY

Benton Harbor, Michigan

Holland and French Bulbs

High Time to Order for Direct Shipment to You from Holland.

Ask Quotations.

Van Meeuwen & Tegelaar

Wholesale Dutch Bulb Growers

1133 Broadway, NEW YORK

Nurseries at Lisse, Holland

Drevon-Tegelaar & Co.

WHOLESALE
FRENCH BULB GROWERS

1133 Broadway, NEW YORK

Nurseries at Ollioules, France

Bolgiano's "Big Crop" Seeds

"Tested and Trusted" Over a Century.

Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLGIANO & SON, Baltimore, Md.

GET QUOTATIONS FROM

LANDRETH

Seeds which Succeed

Bloomsdale Farm BRISTOL, PA.

Lawn Grass and Golf Mixtures

in bulk, $19.00 per 100 lbs.

Also make mixtures, according to special formula, of fancy recleaned grass seeds.

NEW YORK SEED CO.
83 Water St., NEW YORK CITY

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO.

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Lily of the Valley Pips

Delphinium Newport Rose
Dracaena Indivisa
Salvia Zurich
Smilax Seeds
Grass Seed Mixtures of all kinds.

Send for our catalogue.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Buffalo, N. Y.

SPLENDID MEMORIAL DAY SALES.

The local market seems to be well supplied with stock, and this condition also prevailed for Memorial day, with the exception of peonies, which were late. The business for the occasion, extending as it did over three days, gave the florists added opportunities for business, and from all reports, trade was very satisfactory, although still offering room for improvement. Business in the downtown stores centered principally on wreaths and large plants, the cut flower orders going largely to greenhouses and stores near the cemeteries. Here, there also seemed to be an increased call for urns and cemetery pots of geraniums. The bedding plant stock offered in this market this season is unusually good.

NOTES.

S. A. Anderson is remodelling his establishment, and will come forth about September 1 in a new dress. Genesee street is to be complimented on having such fine flower stores. Charles Netsch, William Sievers and Galley Bros. all have fine establishments on this thoroughfare.

Outdoor lily of the valley has shown unusually good quality in this market this season.

We regret to report the serious illness of Charles Sandiford.

The Colonial Flower Shop has moved to its new quarters. BISON.

Providence, R. I.

BIG MEMORIAL DAY BUSINESS.

Memorial day this year proved very satisfactory, with a good stock moving freely. Geraniums were of fine quality and plentiful. The cut flower supply was ample, but the demand was not as brisk as in former years, the slow movement attributed to the great influx of artificial wreaths and bouquets with which confectionaries, department stores, groceries, etc., were overloaded. Legitimate florists' sales did not seem to suffer greatly, however.

NOTES.

Macnair has nearly finished his store improvements, which will make his establishment one of the largest in this section.

The Hogan Greenhouses produced some of the finest geraniums seen here this year, the supply cleaning up entirely.

John Burke, of Burke & Burns, will leave shortly for several months' visit in Denver, Colo.

Olney Williams had a great stock at his range at Pocasset, but sold large quantities.

The Lowell Avenue Greenhouses did a big business in geraniums and wax wreaths.

M. Iannotti had a good supply of excellent plants, which moved quickly.

Macrea, of Smith street, is now cutting excellent Lilium giganteum.

H. A. T.

DE GRAAFF BROS., Ltd.

(Inc. with S. A. Van Konynenburg & Co.)

NOORDWYK, HOLLAND

Tulips, Daffodils, Iris, Crocus, Etc.

Mention the American Florist when writing

THE HOUSE OF KELWAY

Has a Reputation of 70 Years Behind It as a Guarantee

For three generations we have been growers and selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders (delivery after 1920 harvest), not tomorrow, but NOW.

Specialties: Garden Seeds and Farm Root Seeds

KELWAY & SON, Wholesale Seed Growers, **Langport, England**

Mention the American Florist when writing

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, Telephone Worth 2376. **New York City**

Mention the American Florist when writing

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

75 YEARS UNRIVALLED REPUTATION

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Geraniums Standard Sorts, labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings, From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA

From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

Robert Craig Co...

High Class PALMS

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

Flower Seeds for Summer Sowing

CINERARIA —Vaughan's Columbian Mixture.

CINERARIA.

Vaughan's Columbian Mixture. It consists of a mixture made up by ourselves of the choicest strains and cannot be excelled in variety of color, size, shape and substance of flowers and perfect habit of plant. **Trade pkt. (500 seeds), 50c; 3 trade pkts., $1.40.**

Large-Flowering		Large-Flowering	
White	Each per trade pkt., (500 seeds), **35c**	Dark Blue	Each per trade pkt., (500 seeds), **35c**
Crimson		Blood-Red	
Azure-Blue		Soft Pink	

Matador.	Brilliant scarlet. Trade pkt	500 seeds.	**$0.50**
Old Rose.	Pink, shading to coppery red	500 seeds.	**.50**
Hybrida.	Fine large-flowering. Mixed	500 seeds.	**.25**
Grandiflora.	Semi-Dwarf. Mixed	500 seeds.	**.35**

CALCEOLARIA HYBRIDA. Vaughan's Extra Choice Mixed. Our mixture is composed of the choicest selections of the figured, marbled, spotted and variegated varieties. **Trade pkt. (1000 seeds), 50c; 3 trade pkts. for $1.40.**

GLOXINIA HYBRIDA. Vaughan's Columbian Mixture is made up by ourselves from the choicest spotted, tigered, edged, marbled and splashed sorts of the upright and horizontal types, and we know that better seed is not to be had at any rate. **Trade pkt. (about 1000 seeds), 50c; 1-32 oz., $3.00.**

GYPSOPHILA Elegans Grand. Alba. Fine for cutting. ¼ lb., **45c;** lb., **$1.60;** Oz., **15c.**

PRIMULA. Vaughan's Chinese International Mixture. Packet of 250 seeds, **50c;** 3 for **$1.40;** per 1-16 oz., **$5.00.**

PRIMULA Malacoides. An improved Forbesii........1-16 oz., **$1.00;** Trade pkt., **50c**

Just Received—PRIMULA OBCONICA

Originators Stock of the Famous Ronsdorf Strain.

Grandiflora Mixed, " Rosea, " Appleblossom, Grandiflora Crimson, " Crispa Rosea, " Salmon, }Per Trade Pkt., $1.00.

Gigantea Mixed, " Rosea, Gigantea Oculata Rosea, " Crimson, }Per Trade Pkt., $1.00.

Order at once. We have only limited quantities of these fine Primulas.

PANSY

Vaughan's International Mixture. Trade pkt., **50c;** ⅛ oz., **$1.50;** ½ oz., **$5.00;** Oz., **$10.00.**

Vaughan's Giant Mixture. Trade pkt., **50c;** ⅛ oz., **75c;** Oz., **$5.00;** ¼ lb., **$18.00.**

Vaughan's Cut Flower Mixture. Trade pkt., **25c;** ⅛ oz., **60c;** Oz., **$4.00.**

Vaughan's P. P. (Popular Price) **Mixture.** Trade pkt., **25c;** ⅛ oz., **50c;** Oz., **$3.00.**

Chicago Parks Bedding Mixture. Trade pkt., **25c;** ¼ oz., **50c;** Oz., **$1.80.**

New Early-Flowering Giant Pansies. This new strain produces its giant flowers about four weeks earlier than any other known types. In early March, when the old type pansies hardly show any buds, the plants of the new strain often bear from three to five of their giant flowers.

Early-Flowering Giant White, Yellow, Light Blue, Dark Blue and **Mixed.** The four colors, trade pkt. (500 seeds), **25c;** ⅛ oz., **60c;** Oz., **$4.00.**

Write for List of Named Sorts With Prices.

Our List of "Flower Seeds for Summer Sowing" now on the press. Will be mailed shortly.

CHICAGO, ILL. VAUGHAN'S SEED STORE NEW YORK, N.Y.

Mention the American Florist when writing

BULBS

LILIUM GIGANTEUM, also **HARDIES,** shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

FOR JULY AUGUST SHIPMENT.

SEEDLING FERNS in FLATS, all varieties.

BAMBOO STAKES

Natural and Green, in all sizes—both domestic and Japanese.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

Chrysanthemums

THE BEST

In Novelties and Standard Kinds.
Catalogue on application.

Elmer D. Smith & Co.
ADRIAN, MICH.

Mention the American Florist when writing

COLEUS

	100
COLEUS, 2-in.	3.00
COLEUS, R. C.	1.25
COLEUS, R. C., 10 kinds....per 1,000	10.00
DAISY SAUNDERS, R. C.	$1.50
DUSTY MILLER, Gymnocarpa, 2-in.	3.00
GERANIUM SALLEROI, 2-in.	3.00
GERANIUM, Dbl. White, 2¼-in.	4.00
HELIOTROPE, Blue, R. C.	1.50
CUPHEA, Ageratum, Gurney and Blue Star	.90
GENISTA, DAISIES, Single white	1.50
FUCHSIA, R. C.	1.50
CHERRY, Cleveland, from seedlings	1.00
STEVIA DWARF, R. C.	1.50
DRACENA INDIVISA, fine seedlings	1.50

Cash.

BYER BROS., CHAMBERSBURG, PA.

ABUNDANCE OF

BEDDING STOCK

Of late propagation and transplanting.

Size of Pots		100	1,000
2¼-in.	**Ageratums**, Fine plants	$ 2.50	$22.50
2 -in.	**Alternantheras**, Red and Yellow	2.25	20.00
2 -in.	**Alyssum**, Dbl. or Little Gem	2.25	20.00
2½-in.	**Asparagus Plumosus and Sprengeri**	5.25	50.00
2 -in.	**Aster**, W. P. or L.	2.25	20.00
4 -in.	**Caladium**, Elephant Ears	13.00	
2¼-in.	**Chrysanthemums**, 24 varieties	3.50	30.00
3 -in.	**Cannas**, Fire Bird, Mrs. Conard; Red and Yellow King Humbert	10.00	90.00
2¼-in.	**Dusty Millers**	2.50	20.00
2¼-in.	**Coleus**, Red and Yellow	2.50	22.50
2¼-in.	**Cupheas**, Cigar Plants	2.75	25.00
4 -in.	**Fuchsias**, 12 vars.	12.50	100.00
4 -in.	**Geraniums**, All vars.	10.50	100.00
4 -in.	**Heliotropes**, 3 vars.	12.50	120.00
2¼-in.	**Petunias**, Choice mixed	2.50	22.50
2¼-in.	**Salvias**, Scarlet Sages	4.50	40.00
2½-in.	**Stocks**, 2 varieties	2.75	25.00
2½-in.	**Verbenas**, Choicest mix.	2.75	25.00
2¼-in.	**Vinca**, Variegata	5.00	45.00
4 in.	**Vinca**, Variegata	13.00	125.00
2¼-in.	**Tomato Plants**, Any var	2.25	20.00
2½-in.	**Egg Plants**, Black Bea.	4.00	35.00
	Cabbage Plants, All vars.	.80	4.50

All Cauliflower and Brussels Sprouts. Also abundance of other stock on hand.

Correspondence Solicited.

ALONZO J. BRYAN,
Wholesale Florist
Washington, New Jersey

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

WASHINGTON, D. C.—More than 600 garden plots have been laid out in East Potomac park this year, available to persons who wish to grow their own vegetables.

PRICES for new and old potatoes at Chicago continued to advance, June 7, under limited arrivals and a brisk demand. Old potatoes were 50 to 65 cents higher per 100 pounds, and new potatoes advanced $1.00, selling at a new high of $12.00.

Prices of Indoor Fruits and Vegetables.

Chicago, June 9.—Cucumbers, 2-doz. box, $2.00 to $3.00; celery, Florida, crate, $5.50 to $6.50; leaf lettuce, per tomato box, 17½ cents; radisnes, per 100 bunches, $2.00 to $2.50; tomatoes, per crate, six baskets, $8.00 to $9.50.

New York, June 7.—Celery, per crate, $1.00 to $12.00; cucumbers, per dozen, 75 cents to $1.00; mushrooms, 50 cents to $2.25 per three-pound basket; tomatoes, per pound, 20 to 40 cents; lettuce, per package, 50 cents to $4.00; radishes, per 100 bunches, 50 cents to $1.00.

Vegetable Markets.

Reports to the bureau of markets, United States department of agriculture, covering the period, May 30-June 5, show lighter movement in many lines, with old potatoes stronger and the supply of new stock increasing. In the latter, the market has been active at South Carolina shipping points, but heavy haulings lowered prices slightly to a range of $11-$12 for No. 1 Irish Cobblers in cloth top slat barrels, carloads, fob. Eastern markets ranged generally $12-$15.50. Early sales of No. 1 Spaulding Rose in double head barrels were $11-$12, carloads, fob., at Florida shipping points. Prices of No. 1 Spaulding Rose in eastern cities were $12-$15, and in middle-western, $13-$18. Irish Cobblers in cloth top slat barrels ranged $10.50-$11.50 carloads fob. with demand good. The same stock brought $11-$13 in Philadelphia. Louisiana and Texas Bliss Triumphs ranged $9.50-$11 in St. Louis and Kansas City, per 100 pounds, sacked. Old stock has been quite firm, and light supplies have caused a considerable advance in prices. Round white potatoes at Minnesota shipping points ranged $7.65-$8.40 per 100 pounds, sacked, carloads fob. Prices in St. Louis and Kansas City were $8.50-$9. Carlots in Chicago gained about $1.25 per 100 pounds, reaching $9.25 sacked. Maine Green Mountains did not advance so strongly in eastern cities, ranging $7-$8 in Philadelphia and Boston, and $6.65-$7.25 in New York.

Onion consuming centers have been heavily supplied by the new crop and the markets have become dull, with movement slow. Prices of No. 1 and 2 yellow Bermudas, per standard crate, are $1-$2. Demand was also poor at California shipping points, yellow Bermudas selling at 85 cents to $1 per standard crate, carloads, fob. cash track, and ranging $1-$1.25 in consuming markets. It has been reported that some Texas growers are storing onions under sheds, on account of present market conditions. Shipments showed a sharp decrease of nearly 450 cars in one week. The greatest portion of this decrease was caused by the lighter movement of Texas onions, the California shipments falling off more moderately.

The new crop of tomatoes is beginning to move from Mississippi and Texas. Carloads of fours, pink, unwrapped, were in moderate demand at Texas shipping points at $2.35 fob. Prices in Chicago ranged $3-$4. Green tomatoes, wrapped, were in good demand at Mississippi shipping points at $2.50 per 4-basket flat, carloads, fob. cash track. Prices in Chicago were $2.50-$3.50. Florida tomatoes in eastern markets sold generally between $7-$8 for fancy Globes in six-basket carriers. Repacked stock in Chicago sold early at $11-$12, closing $9-$10. The heaviest movement is still from Florida, Texas and Mississippi, aiding in a moderate total increase.

Kansas City, Mo.

PLANT SALES MAKE HIGH RECORD.

With the spring bedding season about finished, all reports indicate that it was the best in many years. In many cases, more stock could have been disposed of had it been available. Petunias, especially in the purple varieties, took a strong lead over everything else, and were practically sold out before the end of May. Vinca vines also ran short of requirements. Memorial day business was far better than in former years, and stock, with the exception of peonies, was plentiful. Roses were in fine form for the occasion, while carnations, as usual at this time, were not plentiful, and affected to a great extent by the severe hailstorm of the previous week. June wedding orders are far greater than any other year, and many are booked well ahead for the month, and with the school commencements will keep the trade busy.

NOTES.

T. J. Noll & Co. have opened for business, but until improvements are installed the establishment is not really in full swing. It will very soon, however, be one of the largest and most complete wholesale establishments in this section.

H. Kusik & Co., while short of peonies, were well prepared to take care of the big business with a large supply of excellent roses, carnations and other offerings. Wreaths and artificial material were in strong demand here.

W. J. Barnes enjoyed his best Memorial day trade, selling completely out in cut flowers, with heavy sales of wreaths and sprays of artificial material. His spring plant supply is about depleted.

Miss Hayden reports the most active call for decorations in the history of Samuel Murray's always busy establishment. There appears to be no letup to the call for wedding and funeral orders.

The Kansas City Cut Flower Co. is more than pleased with the large volume of its first Memorial day business. Made-up wreaths were in unusually strong demand.

The Wm. L. Rock Flower Co. reports increased demand for decorations, compared with other seasons, with the call favoring flowers of the better grades.

M. E. Chandler made one of the largest cuts of peonies and poppies in his history, and never before was compelled to turn down so many orders.

A. F. Barbe reports his cemetery trade was the best ever experienced, and when the rush was over, a chance to rest was appreciated.

Arthur Newell is more than pleased with his trade in decorations, and is also very busy with wedding orders.

August Luther reports an immense business in spring plants and is nearly sold out.

E. J. B.

CARNATIONS
F. Dorner & Sons Co.
Lafayette, Ind.

CHAS. H. TOTTY
MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty

If you are interested in
POINSETTIAS
and four and five inch
BOSTON FERNS
for immediate delivery, write
GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

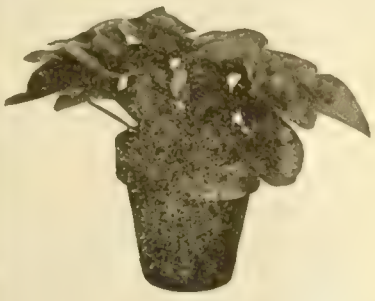
THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.60

AMERICAN FLORIST CO.
440 S. Dearborn St.
CHICAGO.

Cyclamen, Dracæna Indivisa, Pyramid Ivy



CYCLAMEN

We have a quantity of unusually fine three and four inch Cyclamen, all varieties and colors, which we offer as follows:

3-inch - - - per 100, $25.00
4-inch - - per 100, 40.00

These plants are in excellent condition to grow on for Christmas. The scarcity of Azaleas and other flowering plants will make Cyclamen the big Christmas seller—You can't go wrong on them.

Pyramid Ivy

These English Ivy grown in pyramidal shape as shown in cut, afford an excellent substitute for Boxwood.

8-inch Pot,
Each, $5.00.

Dracaena Indivisa

Our Dracaena Indivisa are good strong plants, well worth the money.

7-inch,
Per dozen, $15.00.

All Prices F. O. B. Chicago.

Wittbold FLORIST

Packing Charged at Cost.

The Geo. Wittbold Co.,

745 Buckingham Place,
CHICAGO, ILL.
L. D. Phone, Graceland 1112

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

ROME, N. Y.—E. J. Byam, for many years a large grower in this city, has been appointed superintendent of parks.

THE next annual meeting of the American Association of Park Superintendents will be held at Louisville, Ky., September 9-11.

ROSEVILLE, CALIF.—Alexander Bros., formerly of Plattsmouth, Neb., are establishing a nursery at Citrus Heights, near this city.

SAMUEL ADAMS, of Virginia, editor of the American Fruit Grower, is a candidate for vice-president at the republican convention in Chicago this week.

THE many friends of James McHutchison, of McHutchison & Co., New York, will be pleased to learn that he is back at his desk again after an absence of seven weeks on account of illness.

THE annual covention of the American Association of Nurserymen will be held at the Congress hotel, Chicago, June 23-24, but the get-together dinner of the association will take place the evening of June 22, preceding the opening day, at 7 o'clock.

PAINESVILLE, O.—Charles Hacker, upwards of 30 years with the Storrs & Harrison Co., specialist in roses and ornamental shrubs, has resigned to become general manager of the establishment of Henry Kohankie & Son. Mr. Hacker started with the Storrs & Harrison Co. as a boy of 16, and has the best wishes of a host of friends for success in his new position.

Cherry Losses in Wisconsin.

A loss of $275,000, because their cherries drop off the trees before they are ripe, is a rather heavy loss for the growers of Door county, yet that is the conservative estimate for last year.

In order to try and find a solution, R. H. Roberts of the horticultural department of the University of Wisconsin, will spend May and June in visiting the orchards, and studying the situation. He is co-operating with the growers, who are anxious to see if there is not some way in which the loss could be checked. Cross pollination, self pollination, the relation of insects to pollination, the influence of wind pollination, blossom fertilization and the development of the seed in relation to setting and dropping, are some of the things which he will observe and study. Cultural practices will also be noticed in their relation to fruiting.

Massachusetts State Forests Urged.

The Massachusetts Forestry Association says over two-thirds of the lumber used in the state is imported at a cost of over $40,000,000 annually, and most of it could be grown there with local labor at less cost than the transportation alone from the Pacific coast. One-fifth of the state is now idle, while other property is taxed to build roads over it and protect it from fire. In 10 years, at the present rate, more than $400,000,000 for lumber, or $100 per capita, will be sent out of the state. To buy and reforest 250,000 acres in that time would cost about $8,000,000, or $2 per capita. This number of acres under forest would furnish permanent employment to over 5,000 men in growing, lumbering and the manufacture of product.

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
342 pages, illustrated. Price $2.00.
American Florist Co.
440 S. Dearborn St., CHICAGO

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. ★ WEST GROVE PENNA.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

—THE—
Storrs & Harrison Co.
PAINESVILLE NURSERIES
Catalogues and Price Lists Free on Application.
PAINESVILLE, - OHIO

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied. Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

Hybrid Tea Roses
6 inch, for planting out.
HYDRANGEAS, French, 6 inch, until further notice.
WM. K. HARRIS
55th St. and Springfield Ave., WEST PHILADELPHIA, PA.

Box-Barberry Bordered Garden.
Make a Leader of
BOX-BARBERRY
In Your 1921 Catalogue.
Many of the leading firms already have booked with us for their stock.
Write for terms or see
WALTER CAMPBELL,
At the
Nurserymen's Convention.
The Elm City Nurseries Co.
Woodmont Nurseries, Inc.
New Haven, - Conn.

G. A. H. BUISMAN & SON
ROSE SPECIALISTS
Heerde, Holland
Also Growers of Rosa Canina, Apple and Pear Seedlings
CATALOGUE ON APPLICATION

Ready Reference Section.

12 CENTS, NET, PER LINE.

AGERATUMS.

Ageratum, light or dark, 2-in., $2.50 per 100; $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

ALYSSUM.

Alyssum, Little Gem, 2½-in., $3.00 per 100. ODOR GREENHOUSES, Iola, Kans.

ASPARAGUS.

Asparagus plumosus seedlings. $1.00 per 100, $8.00 per 1,000; 2-in., $3.50; 2½-in., $5.00; 3-in., $10.00; 4-in., $15.00 per 100. All first-class stock. HENRY SMITH, Grand Rapids, Mich.

Asparagus Sprengeri seedlings, 75c per 100. Cash please. CHAS. E. COUGILL, Auburn, Ind.

ASTERS.

Asters. Transplanted Queen of Market and Crego Giant, separate colors, per 100, $1.00. ODOR GREENHOUSES, Iola, Kan.

BARBERRY.

Box-Barberry, well rooted summer frame cuttings, $65.00 per 100. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEDDING PLANTS

Bedding stock of late propagation and transplanting. For varieties and prices see display advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

BULBS.

Cold storage lily bulbs. Giganteum 7-9. Write for special prices. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Tulips, daffodils, iris, crocus, etc. Write for prices. De Graaff Bros., Ltd., Noordwyk, Holland.

CALADIUMS.

Caladiums. The kind with real sound center shoots. 5 to 7-in., $6.50 per 100, $60.00 per 1,000; 7 to 9-in., $7.50 per 100, $70.00 per 1,000; 9 to 11-in., $12.00 per 100, $115.00 per 1,000; 11 to 12-in., $25.00 per 100. Vaughan's Seed Store, Chicago and New York.

Caladiums. 5-7, $5.00 per 100; 7-9, $8.00 per 100. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

CALENDULAS.

Calendulas. Orange King, 2½-in., $3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Calendula Orange King, 2-in., $2.50 per 100. Byer Bros., **Chambersburg, Pa.**

CALLAS.

CALLAS-GODFREY

3-in. Ready to bloom..........	$10.00 per 100
3-in. Smaller plants	8.00 per 100

THE PARK FLORAL CO.
Denver Colorado

CANNAS.

Cannas. Three-in-pot plants, ready for immediate shipment: $1.00 per doz.; $5.00 per 100; $40.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

CARNATIONS.

FIELD-GROWN CARNATION PLANTS.
Enchantress Supreme, Mrs. C. W. Ward, White Perfection, Aviator.
GEORGE PETERS & SONS
Hempstead N. Y.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS

Standard Varieties

	100	1,000
Marigold	3.50	30.00
Buckbee	3.50	30.00
Enguehardt	3.50	30.00
Seidewitz	3.50	30.00
Nagoya	3.50	30.00
POMPONS		
Yellow Baby	$2.50	$20.00
Golden Climax	2.50	20.00
Buckingham	2.50	20.00
Beu	2.50	20.00

PETER REINBERG,
Wholesale Florist
30 East Randolph St., Chicago

ROOTED CHRYSANTHEMUM CUTTINGS

	100	1000
Yellow Nagoya, Bonnaffon, Golden Queen, Halliday, Marigold, Roman Gold....	$3.00	$25.00
Pink Chieftain, Engnehard.	3.00	25.00
White Chadwick	4.00	35.00
White Chieftain, Charles Razer, Oconto, Smith's Ideal	3.00	25.00
Red, Intensity	3.00	25.00
Pompons, Aster, Billy Primrose, Lillian Doty, Mensa, Godfrey, Diana	3.00	25.00

WIETOR BROS.,
30 E. Randolph St., Chicago

Pompons, double, Becky McLean, Wilcox Golden Climax, Hilda Canning, Jules La Gravere; fine bronze Lilian Doty, Mardiana. Single varieties, Buckingham and white, pink, red and yellow seedlings. All good varieties, 2-in., $4.00 per 100. PARK FLORAL CO., Denver, Colo.

CHRYSANTHEMUMS.

CHOICE MUM PLANTS 2½-INCH POTS.

These are fine big plants ready to bench. Price in lots of 100 or more of a variety at rate of $40.00 per 1000.

In lots of less than 100 of a variety $5.00 per 100:

- 1500 Oconto
- 500 Golden Queen Pompons
- 1500 Christmas Gold
- 500 Western Beauty
- 500 Ouray
- 300 Vasca

BASSETT & WASHBURN
178 North Wabash Ave., Chicago.

Chrysanthemums. Standard varieties for cut flowers and potted plants. R. C. at $3.00 per 100; 2¼-in. plants, $4.00. Send list of varieties required. HENRY SMITH, Grand Rapids, Mich.

Chrysanthemums. Trade list of the 200 best chrysanthemums for the asking. STAFFORD CONSERVATORIES, Stafford Springs, Conn.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., **Adrian, Mich.**

COLEUS.

Coleus. R. C., $1.50 per 100; 2¼-in. pots, **$5.00 per 100. Standard varieties. HENRY SMITH, Grand Rapids, Mich.**

CYCLAMEN.

Cyclamen, 2¼-inch. $10.00 per 100; 3-inch, $15.00 per 100. Ready now. Fine stock. J. E. MATTHEWSON, Sheboygan, Wisc.

Cyclamen. Unusually fine stock in all varieties and colors. 3-in., $25.00 per 100; 4-in., $40.00 per 100. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

DRACAENAS.

Dracaena Indivisa, fine strong seedlings from flats, $1.50 per 100. ODOR GREENHOUSES, Iola, Kans.

Dracaena Indivisa. Good strong plants, 7-in., $15.00 per dozen. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

FERNS.

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. **For sizes and prices** see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Table ferns. Standard varieties. 2¼-in., $5.00 per 100. Adiantum Cuneatum, 2¼-in., $5.00 per 100; 3-in., $12.00 per 100; HENRY SMITH, Grand Rapids, Mich.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

FREESIAS.

FREESIA PURITY BULBS.
Fresh, sound, plump bulbs of a heavy-flowering strong-stemmed strain, for high-class florist trade. Prices per 1,000 bulbs: ½in., $10.00; ⅝-in., $15.00; ¾-in., $20.00.
SEVIN-VINCENT CO.
417 Montgomery St. San Francisco, Calif.

FUNKIAS.

Funkias Var., strong, field-grown divisions, $5.00 per 100. Cash. B. SCHELLER, Warren, Pa.

GERANIUMS.

100,000 geraniums. Poitevine, Barney, Oberley, Castellane, 2¼-in., 4½c; Nutt, 3-in., 10c; Nutt and Castellane, 4-in., 15c; Nutt and Castellane, 4-in., extra large spread, 17½c; **Am. Beauty, Barney, H. Michell, 20c.** Cash. L. J. ROWE, Box 244, Titusville, Pa

Geraniums. Ricard, Poitevine, Nutt, Buchner, etc., 2-in., $4.25 per 100; $40.00 per 1,000; 3½-in., $10.50 per 100; $100 per 1,000. Alonzo J. Bryan, Washington, N. J.

GIGANTEUM

Cold storage giganteum. For sizes and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

IVIES.

Pyramid Ivy. English ivy grown in pyramidal shape and afford an excellent substitute for boxwood. 8-in., $5.00 each. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

LOBELIAS.

Lobelia, Crystal, Palace, 2½-in., $4.00 per 100. ODOR GREENHOUSES, Iola, Kans.

MOONVINES.

Moonvines, 2½-3-inch; $5.00 per 100. ODOR GREENHOUSES, Iola, Kans.

ORCHIDS.

HASSALL & CO., orchid growers and **raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One** trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANSIES.

Pansies. Vaughan's Giant Mixture. Jan. sown; bud and bloom, $1.00 per 100. ODOR GREENHOUSES, Iola, Kans.

PRIMULAS.

Primula obconica gigantea, Kermesina and Vesuvius, plenty of red. Fine, strong transplanted plants as good as 2¼-in., $4.00 per 100, postpaid; cash; immediate delivery. BRILL CELERY GARDENS, Kalamazoo, Mich.

Primula Malacoides, 2½-inch fine stock at $6.00 per 100. Would like to trade for chrysanthemum plants. JOHN RINDFLEISCH, Beloit, Wis.

ROSES.

ROSES
Quantity and Quality
2¼-in. ROSE PLANTS

Ophelia	$14.00	$115.00
White Killarney	14.00	115.00
Sunburst	14.00	115.00
Milady	16.50	150.00
Columbia	16.00	140.00
Russell	22.00	200.00
Premier	21.00	180.00

BENCH PLANTS
FINE STOCK
The Kind That Will Please

Pink Killarney	$12.00	$100.00
White Killarney	12.00	100.00
Ophelia	15.00	140.00
Milady	15.00	140.00
Russell	16.00	150.00
Champ Weiland	15.00	140.00
American Beauty	17.50	165.00

M. C. GUNTERBERG
Wholesale Florist
159 North State St. Chicago

ROSES—BENCH PLANTS.
Good Stock.

	100	1,000	5,000
Richmond	$6.00	$50.00	$200.00
Ophelia	6.00	50.00	200.00
White Killarney	6.00	50.00	200.00
Ophelia (2½-inch)	6.00	50.00	200.00

GEORGE REINBERG
30 E. Randolph St. Chicago

You Need Room

All surplus plant stock should be sold now.

The plants need more room this warmer weather and will soon spoil if they don't get it.

Every plant has cost you money and you can readily sell the surplus by advertising NOW.

ROSES.

ROSE PLANTS—2½-INCH STOCK

	100	1000
White Killarney	10.00	90.00
Ophelia	10.00	90.00
Columbia	15.00	125.00

BENCH PLANTS

	100	1000
Pink Killarney	10.00	90.00
Killarney Brilliant	10.00	90.00
Ophelia	10.00	90.00

WIETOR BROS.
30 E. Randolph St. Chicago.
L. D. Phone Randolph 2081.

CHOICE ROSE STOCK 2½-INCH.
These are extra good plants.
3000 Russells .... $200.00 per 1000
2500 Ophelia .... 120.00 per 1000
1500 White Killarney.... 100.00 per 1000
Also we offer 5000 White Killarney 4-in. Extra choice stock @ $150.00 per 1000.
BASSETT & WASHBURN
178 North Wabash Ave., Chicago.

ROSES.

YOUNG ROSE STOCK—2½ INCH.

	100	1,000
Ophelia	$7.00	$65.00
White Killarney	7.00	65.00
Sunburst	7.00	65.00

3-inch

	100	1,000
Ophelia	$8.00	$75.00
White Killarney	8.00	75.00

PETER REINBERG
30 East Randolph St. Chicago

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison N. J.

Roses. Very fine 2¼-in., own root, greenhouse grown. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

Bench roses. Richmond, Hoosier Beauty, Ophelia, $12.00 per 100. American Bulb Co., 172 N. Wabash Ave., Chicago.

SALVIAS.

Salvia, 2½-inch, $4.00 per 100. ODOR GREENHOUSES, Iola, Kans.

SEEDS.

SEEDS.
Nasturtiums, tall mixed, 25c per pound.
Nasturtiums, dwarf mixed, 28c per lb.
Sweet Peas, giant mixed, 30 per pound.
Best Quality.
AMERICAN SEED & SEEDTAPE CO.,
Newark, N. J.

Seeds. Primula Chinensis and P. Obconica Gigantea. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Specialists in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Delphinium Newport Rose, Dracaena Indivisa, Salvia Zurich, and Smilax. Also grass seed mixtures of all kinds. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices, Kelway & Son, Langport, Eng.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Flower for summer sowing. For varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorsinera, etc. Write for offers. SPRUIJT & CO., Utrecht, Holland.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds, Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedericktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. **S. D. Woodruff & Sons, 82 Dey St.,** New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. **Wholesale only.** Kelway, Langport, England.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax. Extra good, strong, well rooted plants. 2-in., $2.50 per 100. Elmer Rawlings, Allegheny, N. Y.

SNAPDRAGONS.

Snapdragons. Silver Pink and Nelrose, 2¼-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SPHAGNUM MOSS.

Sphagnum Moss for florists and nurserymen. For spot shipments or contract. Write us. Vaughan's Seed Store, Chicago and New York.

THUNBERGII.

Thunbergia 2½-in., 4c each. ODOR GREENHOUSES, Iola, Kans.

TUBEROSES

Tuberoses. Well cured; free from rot. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, New York.

VEGETABLE PLANTS.

Vegetable plants. Tomato, Ponderosa, Earliana, Stone and Globe; ready for the field, $3.50 per 1000. Celery, White Plume; transplanted and ready for field, $3.00 per 1000. Cabbage, Early and Late Flat Dutch, $3.50 per 1000. ODOR GREENHOUSES, Iola, Kans.

Vegetable plants. Delivered to you, all charges prepaid. Cabbage, tomato, beet, lettuce and celery. 100, 65c; 1,000, $3.50; 5,000, $15.00; 10,000, $28.50. Price list free. COMMERCIAL PLANT CO., New Bohemia, Va.

Celery plants, Easy Blanching; now grown exclusively by 90% of Kalamazoo growers in place of Golden Self-Blanching. Strong plants, ready for the field, $3.00 per 1,000. Cash.
BRILL CELERY GARDENS
Kalamazoo Mich.

Tomato plants. Earliana, John Baer, Bonny Best, Chalk's Jewell, Greater Baltimore, Red Rock, New Stone, Acme, Matchless, Truckers' Favorite, per 1000, $1.50, parcel post or express. Sweet potato plants, $2.00 per 1000. CODEN NURSERIES, Coden, Ala.

New crop plants ready. Cabbage, lettuce, celery, tomato. We have all varieties; order what you want. 100 lots, 50 cts. prepaid. 1,000 lots or more, $1.50 per 1,000. Express or P. P. CODEN NURSERIES. Coden, Ala.

VERBENAS.

Verbenas. Strong transplanted, separate colors, per 100, $1.25 prepaid. ODOR GREENHOUSES, Iola, Kan.

VINCAS.

Vinca Minor, Periwinkle, Alba and Rosea, 2½-in., $4.00 per 100. ODOR GREENHOUSES, Iola, Kans.

MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

White Wood Easel. Very desirable for mounting floral designs. For sizes and prices see display advertisement elsewhere in this issue. Geo. H. Angermueller Co., 1324 Pine St., St. Louis, Mo.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works,, Lowell, Mass.

Good fresh tobacco stems in bales, $1.50 per hundred pounds, $25.00 per ton. Check with order. LEON S. BOUCHER CIGAR CO., Joplin, Mo.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 56th and Springfield Ave., W. Philadelphia, Pa.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $7.00. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Baskets, novelties and florists' supplies. S. H. Russin, 55 W. 19th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 6732 Gunnison St., Chicago.

FERTILIZERS

For results use "Master Brand" prepared concentrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J. Inc., New York.
Dolansky—McDonald Co., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.

Bailey's New Standard Cyclopedia of Horticulture

Six Splendid Volumes

Price, $6.00 Per Volume

Carriage paid to any part of the United States

American Florist Co.
440 S. Dearborn St., CHICAGO

WHOLESALE CUT FLOWERS.

Kruchten, John, Chicago.
Kuhl, Geo. A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
Neidinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Rusch & Co., Gust., Milwaukee, Wis.
Siebrecht, Geo. C., New York.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Zech & Mann, Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

"Everything for the Greenhouse"

Our business will be to sell you anything you need. We are direct agents for the best materials.

RIGHT NOW IS THE TIME TO BUY PECKY CYPRESS FOR YOUR BENCHES and COAL FOR YOUR BOILERS.

Coal is going to be very scarce. Order now or you may freeze up next winter. We can quote you very low prices for prompt shipment.

Write us now. Tell us what you need. Let us quote you.

Greenhouse Supply Company

30 East Randolph Street, CHICAGO, ILL.

Mention the American Florist when writing

WIZARD BRAND Shredded Cattle Manure

Is selected quality manure taken from brick-paved Stock Yard cattle pens—dried and sterilized by a high temperature direct heat process which kills weed seeds, fungus and disease germs.

Packed in 100-lb. bags in coarse shredded form for mulching or top dressing. Largely used for mixing with bench and potting soil and liquid manuring. Unequalled for lawn and garden fertilizing.

Insist on WIZARD BRAND through your supply house or write us direct.

THE PULVERIZED MANURE CO., 32 Union Stock Yards. **Chicago**

Seattle, Wash.

MEMORIAL DAY BRINGS RECORD TRADE.

Florists here are more than gratified with the volume of Memorial day business, which was observed more generally than ever before. The graves of departed heroes were profusely decorated with wreaths, cut flowers and pot plants, and brought the local dealers a rush of business such as has never been seen here on Memorial day before. As was foreseen early in the week, the supply was not nearly equal to the demand. Peonies from California, although not as choice as those from the local and Bellingham greenhouses, were eagerly snapped up. Roses were more plentiful than was expected; in fact, the cut has increased to such an entent during the past week that it is expected that before long the entire demand can be supplied locally. Ophelia and Premier are in good form, both in color and shape. The chief deliveries from the south have been early summer novelties, among which is baby gladioli in both pink and white, pyrethrums, lupines and sweet sultans. They find a good market in basket combinations with local snapdragons and marguerites. Other spring flowers, such as iris, sweet william, violas and out-door lily of the valley are being supplied very satisfactorily by the local growers. Among the notable features in the market are some extra large tulips of very lustrous bloom and vivid color. They measure nearly six inches in circumference and come in lavender, pink and red. Bedding stock moves somewhat slowly, due to the high prices. While there is a good demand for geraniums there are few reorders on other lines. Pansies rank next in popularity. Social entertainments for visitors prominent in public life, and the opening of the wedding season, have stimulated the sale of cut flowers of the more expensive varieties. Sweet peas are coming in from the local greenhouses, strong, sturdy and colorful, and in sufficient supply to make importations unnecessary. Carnations are bringing a good price, and dealers find it very hard to keep the stock on hand, since local growers are experiencing a slight falling off in production. Practically all that can be secured from Spokane find a ready market here, especially the Laddie in pink and white. The demand for boxes and hanging baskets continues fairly

John C. Moninger Co.

GREENHOUSES

Designers - Manufacturers - Builders

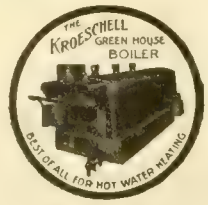
We sell the complete house or any part

908 Blackhawk St., CHICAGO, ILL.

THE CUSTOMERS' INTEREST FIRST

This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all the Greenhouse Boiler business

NOT CAST IRON



NOT CAST IRON

A KROESCHELL

is the key to fuel economy.

Kroeschell Bros. Co. 452 W. Erie St. CHICAGO

THE KROESCHELL POLICY

We make every kind of boiler, but it is our policy to supply only the type of boiler best suited for the conditions. You get the highest boiler value.

NOT CAST IRON

NOT CAST IRON

strong, pot fuschias being especially popular for the latter.

NOTES.

The Hollywood Gardens showed a window of Memorial day wreaths. In the back, and to the right was a large wreath about five feet high, decorated with palm leaves and American flags. Grouped about it were smaller wreaths arranged very artistically with white flowers. This firm is now showing some bright spring baskets filled with combinations of Parrot tulips, marguerites, snapdragons and roses.

Fred Rowe, of McCoy's Flower Shop, presented a very appropriate Memorial day window, consisting of a background of large American flags, surmounted by huge bouquets of snowballs and callas, wreaths of magnolia leaves trimmed with white roses and maidenhair fern, and in the foreground a group of stacked rifles and sabre, tied with red, white and blue ribbon.

Some of the best gardenias, as well as Butterfly and Cordelia roses are being shown by Rosaia Bros. this week. The orchids from the firm's greenhouse are also attracting favorable comment, especially those of the cattleya variety, which form an elaborate bouquet in a bridal window display at one of the local department stores.

H. P. Anderson, of the University Flower Shop, found that pot lily of the valley was a strong seller for grave decoration among those who were especially anxious for something very choice. The price, compared with other pot plants of its size, however, kept it from dominating the market.

Harry Day, of the Orpheum Floral Co., reports the best Memorial day business in the history of local trade. All stock imported for the purpose was cleaned up by Saturday night, and the passing of the holiday found his floors bare.

One of the features of the Ranier club banquet to former President Taft, which elicited comment from the local papers, was the elaborate table decoration furnished by Kenney's Home of Flowers.

The Washington Florists are showing some fine pot petunias in their retail store. These, with a fine supply of Boston and Holly ferns, will soon be ready for delivery in substantial quantities.

The Woodlawn Florist Shop has some of the best local Brunner roses on the market. They are large and strong, and of a deep rich color.

Anna F. Burns, of the Burns Floral Co., has returned from a short visit with relatives in Oregon.

C. H. S.

TORONTO, ONT.—The gardeners' and florists' association will hold its next meeting September 21, a recess being taken during the summer.

FLATS
OR
PLANT BOXES

Made from **Genuine Louisiana Gulf Red Pecky Cypress,** selected stock. Are cut to proper size and shipped K. D.—ready to nail up.

Our stock size is 16 inches wide by 24 inches long by 3 inches high, outside measurements.

Can also furnish special sizes to meet your particular needs, in any quantity, at prices that are right.

BENCH LUMBER

We have a large and well assorted stock of Bench Lumber, and can take care of your requirements, large or small.

WRITE FOR PRICES.

The Foley Greenhouse Mfg. Co.

DESIGNERS BUILDERS HEATING ENGINEERS

Main Office and Factory: **3100 S. Spaulding Ave., CHICAGO, ILL.**

Mention the American Florist when writing

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. **PRICE, $2.00.**

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. **PRICE, $2.00.**

American Florist Co., 440 S. Dearborn St., **Chicago**

WE ARE SPECIALISTS IN
GREENHOUSE GLASS
Free From Bubbles—Uniform in Thickness.
PAINTS and PUTTY
Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.
It will pay you to get our estimates.
THE **DWELLE-KAISER** CO.
251 Elm St., - BUFFALO, N. Y.

Mention the American Florist when writing

Azalea Pots, Hanging Baskets, Lawn Vases, Urns. Etc.
Red Pots
Refined Clays—Skilled Labor
The Peters & Reed Pottery Co.
SO. ZANESVILLE, OHIO
"Moss Aztec" Ware
HORACE C. GRAY CO.
200 Fifth Avenue New York
Mention the American Florist when writing

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of
FLOWER POTS
Why?
A. H. HEWS & CO., INC.
Cambridge, Mass.

George Keller Pottery Co.
Successor to

GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.
Mention the American Florist when writing

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.
Mention the American Florist when writing

Greenhouse Builders

When You Are Ready
To Talk Building
Say When and Where
and We'll Be There
Lord & Burnham Co.
Irvington Boston New York Cleveland Philadelphia Toronto Chicago Montreal
Mention the American Florist when writing

Horticultural Trade Journal
Published weekly. The Largest, Brightest and Best British Trade Publication. Also
THE INTERNATIONAL EDITION
Published quarterly. Annual subscription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.
THE HORTICULTURAL PRINTING COMPANY
BURNLEY, ENGLAND.
Mention the American Florist when writing

ARE YOU USING A
BOILER
That Let's the Florist Sleep
Get Posted! Ask for our catalogue.
GIBLIN & CO., UTICA, N. Y.
Mention the American Florist when writing

The Regan Printing House
Large Runs of
CATALOGUES
OUR SPECIALTY
WRITE FOR PRICES
523 Plymouth Court, CHICAGO
Mention the American Florist when writing

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

Bailey's New Standard Cyclopedia of Horticulture
SIX SPLENDID VOLUMES
Price, $6.00 Per Volume
AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago.

SUPERIOR
RED POTS
Quality and prices right. ASK US.
FLORIST SPECIALTY CO.
IDAVILLE, INDIANA

Index to Advertisers.

Allen J K.....1105
Alpha Floral Co....1106
American Bulb Co.. I
American Greenhouse Mfg Co..... IV
Amling E C Co.....1101
Anderson S A 1106
Angermueller G H Co.....1103
Aphine Mfg Co III
Aphrodite Co.....1109
Astoria Florist 1109
Avenue Floral Co..1111
Baer Julius 1111
Bailey & Sons Co..1109
Barnard W W Co..1114
Barnes W J.....1108
Bassett & Washburn1094
Baumer Aug.....1108
Baur Window Glass Co..... IV
Bayersdorfer H & Co1092
Begerow's.....1110
Berger Bros.....1102
Berning H G.....1102
Blackistone Inc ... 1110
Bodger J & Sons Co1114
Bohannon Flo Co..1106
Bolgiano J & Son...1115
Bramley & Son.....1110
Braslan Seed Growers Co.....1112
Breitmeyer's J Sons1110
BrennerEdward....1105
Broadway Florist...1109
Brown A J Seed Co 1112
Brown Bag Filling Machine Co 1114
Bruns H N 1107
Bryan Alonzo J 1117
Buckbee H W.....1110
Budlong Co J A....1099
Buisman G A H & Son 1120
Bunyard.....1109
Burpee W A Co....1114
Byer Bros.....1117
California Florists .1108
Central Floral Co...1111
Central Refrigerator & Equipment Co.1101
Chicago Feed & Fertilizer Co.....1128
Chicago Flower Growers Assn ...1095
Clark E B Seed Co.1115
Clarke's Sons D....1109
Clay & Son.....1128
Clipper Lawn Mower Co.....1128
Coan J J.....1105
Conard & Jones Co.1120
Cooke Geo H 1110
Cowee W J..... III
Coy H C Seed Co..1114
Craig Robt Co 1116
Culp W H & Co....1108
Danker Fred A 1106
Dards Chas.....1109
De Graff Bros.....1116
Dietsch A & Co.... IV
Dolansky-McDonald Co. 1105
Dominion Floral Co1107
Dorner F & Sons Co1118
Dreer H A.....III 1127
Drevon-TegelaarCo1115
Dunlop John H.....1110
Dwelle-Kaiser Co...1127
Eble Charles.....1107
Edwards Fold'g Box1127
Elm City Nurs Co..1120
Engelmann C.....1106
Erne & Co 1110
Evans A W B 1110
Excell Laboratories III
Eyres H G.....1106
Fallon Florist.....1111
Fleischman 1110
Florist Specialty Co1127
Foerster Co Jos 1099
Foley Greenhouse Mfg Co.....1126
Ford M C 1105
Ford William P....1105
Fox J M & Son Inc 1108
Frauenfelder C....1107
Frey C H.....1106
Frey & Frey.....1108
Friedman.....1107
Froment H E.....1105
Futterman Bros....1104
Galvin Thos F.....1109
Gasser J M Co.....1106
Giblin & Co.....1127
Gnatt Ove Co The..1093
Godineau R & M...1114
Goldstein I.....1105
GorhamPrinteryInc IV
Grakelow Chas H 1111
GrandRapidsFlo Co1111
Greenhouse Supply Co.....1125
Grimm & Gorly....1108
Gude Bros.....1111
Habermehl'sSonsJJ1106
Hammond's Paint & Slug Shot Wks ... III
Hardesty & Co.....1110
Harris Wm K.....1120
Hart Geo B 1105
Hart Henry.....1109
Haven Seed Co.....1114
Heinl John G & Son1108
Henderson A & Co. I
Henderson Lewis.. 1108
Henry Co The John1100
Henshaw Floral Co1105
Hentz & Nash.....1104
Herr Albert M.....1114
Hess & Swoboda...1108
Hession.....1109
Hews & Co A H....1127
Hill D Nursery Co 1120
Hogewoning & Sons1116
Hollywood Gardens1108
Holm & Olson.. 1108
Holton & HunkelCo1103
Hort Trade Journal1127
Hurff Edgar F.....1116
Hurst & Son. 1116
Ickes-Braun Mill Co IV
Idlewild Greenhs ..1111
Jahn Hugo.....1111
Joy Floral Co.....1107
Kasting W F Co.... I
KellerPott'yCoGeo.1127
Keller Sons J B.....1106
Kelway & Son.....1116
Kennicott Bros Co.1094
Kervan Co The.....1105
Kessler Wm.....1105
Kottmiller A.... 1109
Kroeschell Bros Co1126
Kruchten John.....1101
Kuhl Geo A 1118
Landreth Seed Co..1115
Lang Flo & Nurs Co1108
Lange A.....1107
Lecakes C & Co . 1104
Lindley Flower Box Co.....1092
Littlefield Florist...1110
Longren A F..... 1100
Lord & BurnhamCo1127
Louise Flower Shop1106
McCallum Co 1103
McGill R C & Co...1114
McHutchisor & Co.1117
Mackie William....1105
Malandre Bros.....1109
Matthews the Flo'st1110
Matthewson J E....1107
Meconi Paul.....1105
Metaire Ridge Nurs1110
Meyer John C Florist Thread Works... 1100
Michigan Cut Flower Exchange.....1101
Michell HenryFCo 1115
Millang Jos A 1104
Miller Floral Co....1111
Miller & Musser...1101
Moninger J C Co...1125
Murray Samuel.....1111
Neidinger JosG Co.1103
Newell A 1111
N Y Cut Flower Ex.1105
N Y Floral Co.....1108
New York Seed Co.1115
Niessen Leo Co . 1102
Oriental Goldfish & Supply Co.....1100
Papadem J G Co.. 1109
Park Floral Co.....1111
Peacock E R Co....1113
Pearson E W 1106
Pedrick G R & Son 1117
Penn the Florist....1110
Peters & Reed Potty1127
Philips Bros 1107
Pierce F O Co..... IV
Pierson F R Co ... I
Pierson A N (Inc) .. I
Pieters-Wheeler Seed Co.....1112
Pikes Peak Flo Co.1111
Pillsbury I L..... III
Pittsburgh Cut Flo Co 1100
Platt Co Frank S ..1113
Podesta & Baldocchi1110
Poehlmann Bros Co II
Pollworth C C Co..1103
Polykranas Geo J...1104
Potter Floral Co....1111
Proto-Feed & Guano Co.....1128
Pulverized Manure Co The.....1125
Pyfer A T & Co.....1096
Raedlein Basket Co1101
Randall A L Co....1101
Randall's Flo Shop.1110
Randolph & McClements..... 1106
Rawlings Elmer....1116
Ready Reference...1121
Reed & Keller..... III
Regan Ptg House ..1127
Reid Edw. 1102
Reinberg Geo..... 1101
Reinberg Peter.....1095
Rice Bros.....1103
Rice Jerome B Seed Co.....1113
RobinsonJCSeedCo1115
Rock Wm L Flo Co.1108
Rodgers J W.....1110
Robnert Waldo. . 1114
Rosaia Bros.....1111
Rosery Floral Co...1111
Routzahn Seed Co..1114
Rusch G & Co.....1103
Russin S H.... . .1104
Saake O C.....1111
Salzer Seed Co J A.1108
Sceery Edw.....1111
Schiller the Florist.1107
Schillo A Lum Co .. IV
Schlatter W & Son 1128
Schling Max..... 1109
Schmidt Chas L....1106
Shaffer Geo C 1110
Sharp Partridge & Co..... 1128
Sheppard H W.....1110
Siebrecht Geo C....1105
Simon & Son I N...1114
Situations & Wants1091
Skidelsky S S & Co. I
Smith A W & Co...1106
Smith & Co E D ..1117
Smith & Fetters Co1111
Smith Henry.....1111
Standard Bulb Co..1115
Storrs & Harrison..1120
Stumpp G E M.....1109
Thorburn J M & Co.1116
Tonner O A & L A. 1092 1097
Totty Chas H.....1118
Traendly & Schenck1105
Traveling Wholesale Florist.....1104
Trepel Joseph.....1106
United Cut Flo Co.1105
Van Meeuven & Tegelaar .... .1115
Vaughan A L Co . 1097
Vaughan's Seed Store ..1 1093 1096 1113 1115 1117
Vick's Sons Jas....1114
Vincent R Jr & Sons Co..... I
Walker F Co.....1111
Waller L D Seed Co1114
Weber F H.....1111
Weiland & Risch..1101
Weir Jas.....1106
Western Seed & Irrigation Co.....1113
Wietor Bros.....1096
Williams Mrs E A.1106
Winterson Co E F.1100
Wittbold G Co 1107 1119
Wolf John 1108
Wolfskill Bros & Morris Goldenson1106
Woodruff SD & Sons1114
Yokohama Nurs Co1113
Young A L & Co....1104
Young John & Co..1105
Zech & Mann.1098 1101

"Master Soil Builders"

Send for prices on Master Brand Vine and Plant Manure—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.
4121 South La Salle Street, CHICAGO

Mention the American Florist when writing

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 8,000 for $1.00 Postpaid
Wm. Schlatter & Son

Before
After

422 Main Street SPRINGFIELD, MASS.

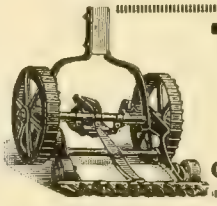
Mention the American Florist when writing

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.
809 Exchange Avenue, U. S. Yards, Chicago

Mention the American Florist when writing



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plantain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER COMPANY Dixon, Illinois

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS
MANUFACTURED BY
CLAY & SON, STRATFORD, LONDON, ENGLAND

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES
Price: $6.00 Per Volume
Carriage prepaid to any part of the United States

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

GREENHOUSE GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST., CHICAGO, ILL.

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas"

Vol. LIV. **CHICAGO AND NEW YORK, JUNE 19, 1920.** **No. 1672**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company.
Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treas. The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN ASSOCIATION OF PARK SUPERINTENDENTS.

The next annual meeting will be held at Louisville, Ky., Sept. 9-11, 1920. OFFICERS: J. W. THOMPSON, Seattle, Wash. President; H. W. BUSCH, Detroit, Mich., Vice-President; EMMETT P. GRIFFIN, East St. Louis, Ill., Secretary-Treasurer.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa. President; F. L. ATKINS, Rutherford, N. J., Vice President; E. A. WHITE, Cornell University Ithaca, N. Y., Secretary; HARRY O. MAY, Summit N. J., Treasurer.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at New York, September 27-29, 1920. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK, 205 Elwood Av., Newark, N. J., Sec'y.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition Boston, Mass., July 10-11, 1920. OFFICERS— . W. KERR, Doylestown, Pa., President; WM GRAY, Bellevue Rd., Newport, R. I. Secretary.

AMERICAN PEONY SOCIETY.

Seventeenth Annual Meeting and Exhibition.
Reading, Pa., June 10-11, 1920.

Live Meeting and Splendid Exhibition.

Weather conditions are a great factor in the selection of correct dates for the peony show. The committee this year could scarcely have chosen a more suitable time for the section of country within 100 miles of Reading, Pa., and also to suit Ohio growers, who were able to stage many of their best varieties. It was a little too early for some of the fine late favorites, but take them as a whole, the growers were in a position to select from at least three-fourths of their best kinds.

The exhibition arrangements were perfect. The largest room on the main floor of the Berkeley hotel, together with another, half the size, were turned over to the society. There was ample table space, with good, wide aisles for free movement of the visitors. The placing of the tables, the entries, assignment of the various exhibitors' spaces, etc., was in charge of Secretary David Rust of the Pennsylvania Horticultural Society, who managed to find room for every exhibit, and whose systematic work enabled the exhibition to be opened on time. He also followed up the judges, placing premiums awarded, as soon as the decisions were announced.

While peonies are peonies, and one show is, in general appearance, much like another, yet the peony enthusiast is sure to see a wonderful difference year after year. The first exhibit that caught the eye in this show was the superb collection of 100 varieties staged by the Movilla Gardens of James Boyd, Haverford, Pa. All the experts agreed that this was by far the best display ever made at an exhibition of the society. It contained the cream of all the popular varieties and many choice but little grown kinds that seldom see the display tables. The quality of all the flowers was superb. Visitors and members of the society were continually hovering about this exhibit with their note books, taking the names of fancied varieties.

Bertrand H. Farr, Reading, staged a number of vases containing splendid flowers in two and three-dozen lots, but not for competition, as he maintained, that on account of his being on the ground, it would not be fair to those who had to bring their flowers from a distance. His vases, with such a wealth of bloom, were very attractive and a splendid addition to the exhibition.

There were three varieties, which on account of their great size and perfect form, always stand out in a peony show. Le Cygne, Therese and Jubilee are the three graces that are in a class by themselves. In the single flower competition, and three and six of a kind classes, they are sure winners. The flowers of Le Cygne staged by Movilla Gardens were superb, as were the Jubilee of Lee R. Bonnewitz, Van Wert, O. Movilla Gardens won in the classes for single flower and threes with Le Cygne, while Lee R. Bonnewitz was awarded first for six Jubilee. Movilla Gardens won first for 10 varieties, three blooms of each. E. M. Buechly, Greenville, O., was second.

There were several entries of single varieties. The Cottage Gardens Company staging a collection of one of a kind, and vases containing 25, which were much admired. A. P. Saunders, Clinton, N. Y., exhibited a number of singles and semi-doubles, which attracted great attention. The Cottage Gardens Company had several vases containing 20 flowers each, which were very showy. E. M. Buechly also exhibited in this class. His flowers showed splendid quality, as did those which won second for the best six blooms.

The advanced amateur and novice amateur classes were staged in the grill

room, where placed rather closer together, they made a harlequin of color. The quality of the stock here was about as good as found in a number of the commercial collections. In the novice amateur classes, there were some choice flowers. Alice Bonnewitz, daughter of the president of the society, won several prizes in these classes.

The Movilla Gardens collection, 10 vases, double, three of a kind, contained the following varieties: Marguerite Gerard, Felix Crousse, Jubilee, Le Cygne, Festiva Maxima, Jules Elie, Therese, Mme. Emil Lemoine, Mme. Calot, and Mons. Martin Cahuzac. The varieties in B. H. Farr's large vases were Jules Elie, Candidissima, Grandiflora Rosea, James Kelway, Festiva Maxima, Adolph Rosseau, Mayor Loder and Labolas.

President Bonnewitz had entries in a number of classes, all blooms being of fine quality. His best flowers were carried from Van Wert, O., by hand in galvanized tins, filled with water, with wire guards to protect the blooms from being crushed in contact with the outside wrapper.

The Babcock Gardens, Jamestown, N. Y., staged a number of flowers of officinalis early-flowering types, for which they won first prize. The Mohican Peony Gardens, Reading, displayed a number of vases of 25 flowers each, all fine varieties. This exhibit was very attractive and not entered in competition.

In the amateur classes, the prominent exhibitors were E. K. Shultz, Longhorne; A. H. Chambers, Reading, and Lee R. Bonnewitz, they winning the principal prizes.

A few of the well-known members, described the show as follows:

James Boyd.—"Very pretty show, indeed. More separate entries than ever before."

President Bonnewitz.—"The wonderful collection of 100 varieties of Movilla Gardens was the best ever exhibited by our society; some not often seen. A very fine show, take it all in all."

R. T. Brown.—"The commercial classes were superior to any we have ever had. The 100 blooms staged by James Boyd is much the best exhibit of such a number ever shown in this country. While not all new, some are very rare and seldom seen. The amateur classes are larger in entries than ever before. A very successful exhibition."

Business Meeting.

The annual meeting was called to order by President Bonnewitz at 9:15, p. m. with 40 members in attendance. The enthusiasm and interest in the proceedings was most marked, as not one person left the room until adjournment at 12:05 a. m. President Bonnewitz, in his address, spoke of the great strides the society had made in the past year, and extended thanks to the Pennsylvania Horticultural Society for its assistance in the present show. The reports of the various committees and directors' meetings, as they had appeared in the bulletins sent out by Secretary Saunders through the year, were adopted. Secretary Young, of the Society of American Florists, had asked if the society desired to affiliate with the national organization, but no action was taken.

A revision, and more accurate description of the 50 to 100 newer varieties, using the French color charts as guides, was advised, and will to some extent be carried out the coming year.

It was suggested that publicity of the work of the society, and peony news in general, might be obtained through a column in the various trade papers.

A. H. Scott, treasurer, reported the net worth of the society was $2,022.20; last year, it was $1,743.10, a gain of $279.10. The total membership of the society is now 604, which at $3 dues, was just about nip and tuck in meeting expenses. He urged that the campaign for new members be kept going intensively.

The secretary then read the awards, as reported by the judges, which were approved. New prizes offered by the Skinner System of Irrigation, Troy, O., and one of $25, by A. M. Cook, Clinton, Iowa, were accepted. W. A. Sisson, Ripon, Wis., offered $100 for a peony of light blue shade, he to be allowed to name the variety.

In a general discussion on seedling varieties, it was stated that no flowers should be judged, except from plants large enough to be divided. A. M. Brand had four seedlings, flower the second year after germination, which was considered remarkable. Only exceptional seedlings should be selected, and none sent out that did not show superiority in some respect. Seedlings do not deteriorate; once a good peony, always a good peony. He said there were altogether too many new catalogue varieties, as very few of these showed merit. Sending old varieties out under new names was condemned, and catalogue men who transgressed would soon hear from the society in no uncertain way.

In awarding prizes or medals to seedlings, it was decided the honor and

COAL

To get your supply of coal for next winter it will be necessary to write your representatives in congress at once requesting them to use every possible means to stop our enormous exports of coal to England.

Write your representatives in congress today or it may be too late to save the coal.

See the latest coal news from Washington, on page 1136, of this issue.

AMERICAN PEONY SOCIETY EXHIBITION, READING, PA., JUNE 10-11.
Partial View of the Gold Medal Collection of 100 Varieties Staged by James Boyd, (Movilla Gardens), Haverford, Pa.

AMERICAN PEONY SOCIETY EXHIBITION, READING, PA., JUNE 10-11.
Partial View of the Main Hall.

prize was to go to the hybridizer or raiser of the variety. All new varieties must be judged as they appear on the exhibition table, as it was not deemed practical to follow up their various traits in the field. The scale of points to be used in judging, as worked out by the directors at the meeting last April, was adopted. It is as follows: Color, 25; form, 15; size, 15; distinctiveness, 15; substance, 10; stem, 10; odor, 10. Peonies without fragrance should be given 5 for odor, those with a disagreeable odor that amounts to a defect, being marked 0.

The secretary was voted $500 for the expense of the quarterly bulletins for the ensuing year.

A. S. Parker, Detroit, Mich., urged newspaper publicity in interesting the public at the various exhibitions. There should be correct and detailed reports of all the various shows, irises, peonies, roses, carnations, chrysanthemums, etc., which would give them great educational value. The ladies of the city of Reading and B. H. Farr, he said, had done good work in this respect here, which greatly helped in the fine attendance. The directors were instructed to provide for this publicity in future exhibitions.

At the invitation of H. A. Norton, Boston, Mass., was unanimously selected as the city for the meeting and exhibition of 1921.

Election of Officers.

The present officers were re-elected for the ensuing year as follows: Lee R. Bonnewitz, Van Wert, O., president, A. H. Fewkes, Newton Highlands, Mass., vice-president; A. P. Saunders, Clinton, N. Y., secretary; A. H. Scott, Chester, Pa., treasurer; C. W. Ward, Eureka, Calif., was chosen honorary president. The board of directors will consist of the president, vice-president, secretary and treasurer, ex officio: B. H. Farr, Reading, Pa.; R. T. Brown, Queens, N. Y., and James Boyd, Haverford, Pa., the latter succeeding T. A. Havemeyer. Regional vice-presidents were re-elected as follows: For the northwest, A. M. Brand; east, A. H. Fewkes; middle states, S. Prentiss Baldwin; west J. F. Rosenfield; southwest, C. M. Wild; Canada, W. E. Saunders.

Lee R. Bonnewitz, Van Vert, O.
President American Peony Society.

The secretary read a report of the increase in membership of the society since it was founded, in 1902, with a charter list of 23. There were very few additions worth while, until the past five years, when the growth was very encouraging. The list of new names read, and which were unanimously elected members, amounted to 84, more than twice that of any previous year. This interest was largely created from invitations sent out in the various catalogues of peony growers, to have their customers join the society. Treasurer Scott stated that most new names came through these channels. A discussion on soils and fertilizers, best suited to peonies, was interesting. James Boyd had found deep and constant cultivation as essential as manures. President Bonnewitz stated that clumps divided and replanted in the same place would not thrive, which was the experience of others. Rotation and new soil were considered necessary. George C. Thurlow stated that muck retained moisture, but there must be three essentials in fertilizers—nitrogen for top growth, potash for the roots, and acid phosphate to develop seed. There must be a good root action to pump up water, or there will be no luxuriant growth. Weak stems show the soil needs potash.

The opinion was expressed that through symposium, or voting as to the merits of the numerous varieties, it would be possible to determine those suited and more reliable if the country was divided into four sections, north, south, east and west, as the conditions in the various divisions are different.

The meeting then adjourned.

President Bonnewitz's Address.

The annual meeting of the American Peony Society is always an enjoyable event in the lives of those of us who attend all of its exhibitions. We look forward to these meetings with fond anticipations, and we look back upon them with pleasant recollections. Each year we expect to be thrilled with the discovery of some new peony or the wonderful development of some old favorite and I have never attended a single peony show from which I did not return with plenty of new enthusiasm for my peony garden, and a new stock of peony stories for other enthusiasts.

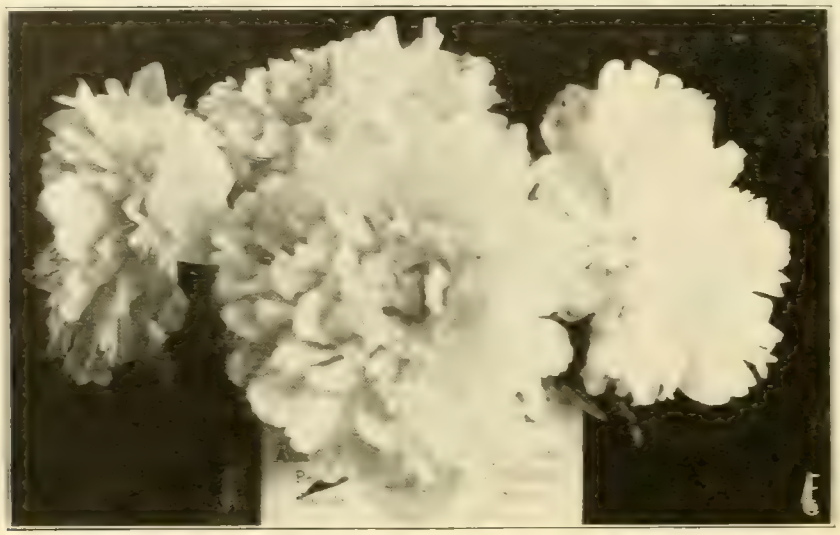
The past year has been a prosperous one for the American Peony Society. We have received more new members

than in any prvious 12 months, and thanks to the co-operation of the Pennsylvania Horticultural Society, we have been able to offer a much larger premium list than ever before. The bills for printing and postage have been much larger than in previous years, because your president has taken it upon himself to send out four general letters to every member of the society upon matters which he thought would interest the individual member. He does not know whether this additional expense is approved by the society, but he does know that members of the society, who for one reason or another, cannot attend this show, are very anxious that a letter be mailed to them very soon, telling them all about this exhibition and the varieties which have deserved special recognition.

We are all gratified that America is producing some extraordinary new peonies, and we congratulate A. M. Brand upon his wonderful Martha Bulloch, Mrs. Pleas upon her lovely Jubilee, Mr. Shaylor upon his magnificent, Mrs. Harding, Mr. Rosenfield upon his brilliant Karl Rosenfield, Messrs. Thurlow & Sons upon their successful landscape variety, Cherry Hill, and our worthy secretary, A. P. Saunders, upon his dainty Grace Loomis. I have no doubt but that each peony enthusiast in this meeting is looking forward to the time when he can surprise the peony world with some new seedling from his garden. I am growing them by the thousands, but I have not yet found one which I think has merit enough to bring to this show.

As there are so many of us interested in growing seedlings, and as the price of a root of a new seedling varies from $25 to $100, it might be well for the introducers of new varieties, to limit the number to one new variety each year, better still, only one every [illegible] and to be sure that the seedling not only [illegible] but that it is sufficiently distinct from any existing variety, to demand a place of its own in the peony garden. Richardson pro-

[illegible] titude of new varieties, and I believe not more than two of them are held in much esteem at this time. Of the two men, Richardson performed a great service to the peony world. Terry did not. I am hoping that the American peony originators of today, will follow Richardson's example, rather than Terry's.



AMERICAN PEONY SOCIETY EXHIBITION, READING, PA., JUNE 10 11.

Vase of Jubilee Exhibited by Lee R. Bonnewitz, Van Wert O.

The Banquet.

On Thursday evening there was a banquet at the Berkeley hotel, given under the auspices of the Reading chamber of commerce. About 150 sat at the various tables. After the repast, a most cordial welcome was extended to the members by the president of the chamber of commerce, who wanted them back next year. He then turned the meeting over to President Bonnewitz, who acted as toastmaster. He congratulated the members on the splendid show, the great interest taken in the meeting by the people of Reading, and the great work of B. H. Farr. James M. Boyd then told how simple and easy it was to grow peonies; that all large collections have small beginnings, but increase rapidly with the interest taken. Deep cultivation, he said, was the secret in cultural methods. The Pennsylvania Horticultural society, of which he is president, stands ready with money prizes, and a helping hand generally, to all such horticultural events.

President Bonnewitz told how his interest grew from the purchases of peonies, 40 for $10, until he had paid as much as $100 for one plant, which had been a better investment than any he had ever made. B. H. Farr described his entry with the peony world, and working up to 100 varieties, when people thought he was crazy. Now he has over 700, and still adding. The love of flowers, and enthusiasm for them, makes you forget you are getting old, he said. A. M. Cook, Clinton, Ia., came more than 1,000 miles to attend the meeting, and felt amply repaid. He was proud to say that B. H. Farr was an Iowa boy. The love of flowers was a great business asset, as such people, he found, always paid their bills.

John Wister, president of the newly founded American Iris Society, emphasized the great good the American Peony Society had done in straightening out the nomenclature of the flower. Secretary A. P. Saunders was introduced as the best secretary in the whole world. He said lovers of flowers, and peonies in particular, were the salt of the earth. That he could not exhibit more of his blooms was a great sorrow to him. The beauty of the flowers created enthusiasm and love for the work. A. M. Brand, the great hybridizer of peonies, was called on to stand up, which he did, but was too modest to talk.

George Thurlow urged all present to sign up as members of the society, and hoped that soon it would tax the largest halls to hold their exhibitions. Carloads of peonies could be sent safely to California, or any other distant place. He hoped that new varieties would not come out too fast, or most of the enthusiasts would go broke. A. F. Little said he had received his first inspiration from B. H. Farr's catalogue, and ordered a small collection. Now he has over 250 varieties. He was proud that

AMERICAN PEONY SOCIETY EXHIBITION, READING, PA., JUNE 10-11.

Jubilee in the Field of Lee R. Bonnewitz, Van Wert, O., Showing the Plant From Which the Best Six Blooms in the Exhibition Were Cut.

the great favorite, Jubilee, came from his own state, Indiana. H. A. Norton saw great growth in peony enthusiasm all over the land.

Leonard Barron said he was a member of all the various flower societies, the latest being the American Iris Society, and the number is increasing so fast that it made him dizzy, but he took a great delight in all of them. Competitive exhibitions kept up the standard of all flowers, as the poorer varieties were soon dropped. The last speaker, A. H. Scott, the treasurer, said that one who loves a garden was always a good credit risk. If every man and woman could be made to love flowers, all would be well.

President Bonnewitz then announced that the annual meeting of the society would convene at 9 p. m. in the same room.

A pleasing feature of the entertainment programme arranged by the chamber of commerce was an automobile ride which included a tour of Mount Penn, with its beautiful view over the city, thence through pretty suburbs and the fine tree lined avenues of the Nolde estate, and a stop at the nurseries of B. H. Farr.

Among the visitors, prominent in the society, were the following:

Leonard Barron, Garden City, N. Y.
Lee R. Bonnewitz, Van Wert, O.
James Boyd, Philadelphia, Pa.
A. M. Brand, Faribault, Minn.
R. T. Brown, Queens, N. Y.
E. M. Buechly, Greenville, O.
A. H. Chambers, Reading, Pa.
B. H. Farr, Reading, Pa.
I. S. Hendrickson, Flowerfield, N. Y.
A. F. Little, Goodland, Ind.
W. McClellan, Saginaw, Mich.
Adolph Mueller, Norristown, Pa.
H. A. Norton, Ayers Cliff, Canada.
A. S. Parker, Detroit, Mich.
A. H. Scott, Philadelphia, Pa.
I. J. Styer, Concordville, Pa.
G. C. Thurlow, West Newbury, Mass.

The Awards.

Collection of not more than 100 named varieties, double, one bloom of each—James Boyd, Haverford, Pa., 1st.

Collection of 10 varieties, double, three blooms of each—James Boyd, 1st.; E. M. Buechly, Greenville, O., 2nd.

Collection of single varieties, one bloom of each—Cottage Gardens Co., Queens, N. Y., 1st.; L. R. Bonnewitz, Van Wert, O., 2nd.

Twenty blooms, white or cream, double, one variety—Cottage Gardens Co., 1st.; E. M. Buechly, 2nd.

Twenty blooms, dark pink, double, one variety—Cottage Gardens Co., 1st.

Twenty blooms, light pink, or pink and cream, double, one variety—Cottage Gardens Co., 1st.

Twenty blooms, red or crimson, double, one variety—E. M. Buechly, 1st.

Six specimen blooms, double, any variety—L. R. Bonnewitz, 1st.; E. M. Buechley, 2nd.

One specimen bloom, double, any variety—James Boyd, 1st.; Lee R. Bonnewitz, 2nd.

Collection of new varieties introduced ety—James Boyd, 1st.; L. R. Bonnewitz, 2nd.

Most artistic arrangement of not more than 25 peonies in vase, bowl or basket—Mrs. George S. Pomeroy, Wernerville, Pa.

Advanced Amateur Classes.

Collection of not more than 50 named varieties, double, three blooms of each—E. K. Schultz, Jenkintown, Pa., 1st.; Lee R. Bonnewitz, 2nd.; A. H. Chambers, Reading, 3rd.

Collection of 10 named varieties, double, three blooms of each—E. K. Schultz, 1st.; Lee R. Bonnewitz, 2nd.

Vase of single or Japanese peonies, arranged for effect, one or more varieties, not over 25 blooms—A. H. Chambers, 1st.; E. L. Scott, Swarthmore, 2nd.

Vase of 15 blooms, double, one variety—E. K. Schultz, 1st.; Lee R. Bonnewitz, 2nd.

Collection of Japanese varieties, not more than three blooms to a variety—L. R. Bonnewitz, 1st.

Collection of white varieties, double, one bloom of each—E. K. Schultz, 1st.; L. R. Bonnewitz, 2nd.

Collection of light pink or pink and green varieties, one bloom of each—E. K. Shultz, 1st.; L. R. Bonnewitz, 2nd.

Prizes in the same amounts were won by the same exhibitors in the next two classes, which were for dark pink varieties, double, one bloom of each, and a collection of dark red or crimson varieties, double, one bloom of each.

Novice Amateur Classes.

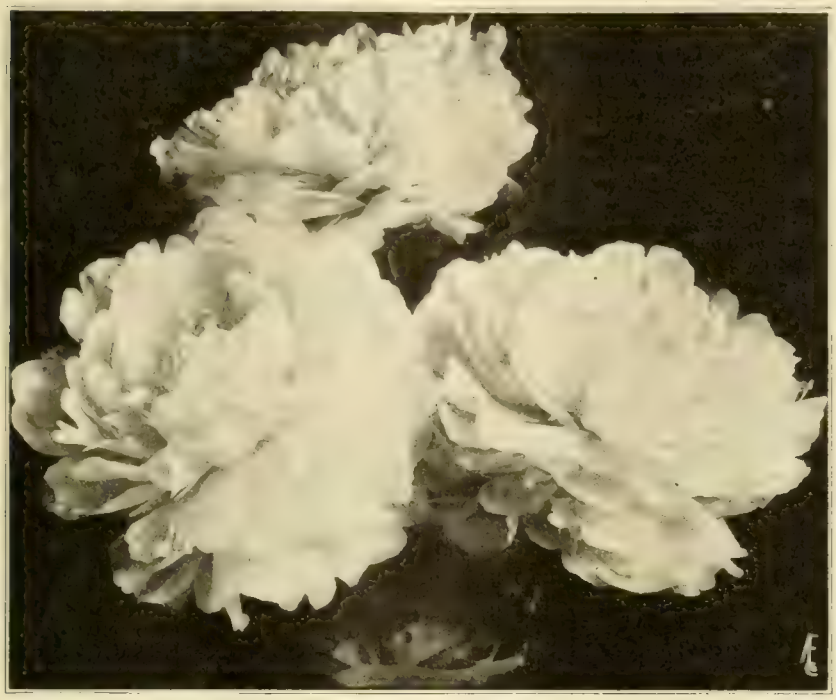
Collection of six varieties, double, one bloom of each—Thomas T. Taylor, Ogontz, 1st.; Miss Alice Bonnewitz, 2nd.; C. H. Newhard, Wilkes-Barre, 3rd.

Vase of three blooms—Alice Bonnewitz 1st.; Dr. John Ege, Reading, 2nd.; E. T. Scott, 3rd.

Vase of three blooms, light pink and cream—T. T. Taylor, 1st.; Mrs. Sylvester Keyser, Wyomissing, 2nd.; Dr. Reuben G. Wenrich, Wernersville, 3rd.

Vase of three blooms, dark pink—Herbert Taylor, 1st.; Dr. Wenrich, 2nd.; Alice Bonnewitz, 3rd.

Vase of three blooms, red or crimson—Alice Bonnewitz, 1st.; Dr. Wenrich, 2nd.; Dr. John Ege, 3rd.



AMERICAN PEONY SOCIETY EXHIBITION, READING, PA., JUNE 10-11.

Vase of Jubilee in the Movilla Gardens Collection.

AMERICAN PEONY SOCIETY EXHIBITION, READING, PA., JUNE 10-11.

Mayor Loder, a Fine Single in the Exhibit of B. H. Farr, Reading.

F. T. D. Banking Facilities.

Sometime ago the F. T. D. office established a bank account in Canada, at the same time offering its members facilities for saving the discount rates prevailing. We are pleased with the results obtained. But we find many of our American members are not reciprocal. They do not pay their Canadian accounts through this office, thereby taking advantage of discount rates, and the result is that our cash balance in our Canadian branch is far in excess of our American balance. We feel in justice to the courtesy extended that all Canadian accounts should be paid through this office and therefore ask your co-operation by sending checks for Canadian members to this office.

Yours for more and better F. T. D. co-operation.

ALBERT POCHELON, Sec'y.

Say it with Flowers at Indianapolis.

Two speakers at the sixteenth annual convention of the Associated Advertising Clubs of the World, at Indianapolis, Ind., June 6-10, lauded the flower trade and its success in putting over its slogan, "Say It With Flowers." Don Francisco, advertising manager of the California Fruit Growers' Exchange, of Los Angeles, referred to the flower campaign in warm terms. "We are trying to do in the fruit business, what the florists accomplished in their field," said Mr. Francisco. "The slogan of the flower industry, which is nothing short of the work of genius, represents almost perfection in co-operative advertising. In the same way, we are trying to sell lemons and other fruits to the public."

The other speaker who referred to the slogan was Mrs. Christine Frederick, founder of the Applecroft Experiment Station, at Greenlawn, L. I., N. Y., who spoke on "What Women Owe to the Home-Making Influence of Advertising." The flower campaign, she said, while making for success to the men back of it, was even more far-reaching. The publicity awakened men to the fact that they owed something to their women, and married men who had ceased to woo their wives after the ceremony, began to buy flowers. Single men, won over by the advertising, used flowers in their courting, so that the campaign made many new homes, and kept old ones happy.

Extracts from other addresses delivered at the convention follow:

G. R. Lowe, Neosho, Mo.—"The Neosho plan requires that retailers band together for the purpose of making a specific offering in the way of bargains, on one particular day of the month; that the announcement of this bargain shall go out in company with as many as are offered by the different merchants of the city; that there shall be no conflicting offerings nor any 'so-called' bargains; they must be bona fide bargains, and there is a committee to see that they are. It is a checkerboard arrangement of ads with no preferred space. This circular is a direct-by-mail appeal, going into every home in the territory the town wishes to reach."

Frank A. Black, Filene's Department Store, Boston—"Newspapers seem to provide an ideal vehicle for up-to-date store advertising. In form, elasticity, frequency and cost, the daily newspaper undoubtedly ranks first among media for retailers. We use 'elasticity' as a handy name for the quality that enables you to present to your friends each day the story of your store, long or short, illustrated or otherwise, exactly as you may decide, only 24 hours in advance. Nothing else provides this quality in so marked degree. As to cost, consider this: A one-cent post card, mailed to 400,000 families, costs $4,000 plus the cost of printing and addressing. We have in Boston, a morning newspaper that will carry your post-card message to 40,000 breakfast tables, and more, for the insignificant cost of $26.

A famous merchant said that of all forms of publicity used by his store, the show window is the most important. He bases this statement on the fact that the window gets in its work when the customer is on the spot, ready and able to purchase, with least inertia to overcome. The study of lighting, of color combinations, and of backgrounds, is worthy of the highest intelligence. It is the function of the display windows to present the desired picture, to supplement and emphasize the store's other publicity, and to pick the store's share of customers from the passing thouands by sheer force."

Frank Stockdale, advertising agent, Chicago—"The reason the average retailer does not have time to advertise, is because he has failed to organize his business, which means that he has failed to organize his own time. The average retailer gets lost in his job. Most of the people who are amazed at the things the retailer neglects to do, would also be amazed, I believe, at the things he does do, if they could have the experience of running a retail store."

Trade visitors at the convention included Henry Penn and wife, Boston, Mass.; Vincent Gorly, St. Louis, Mo., and Mrs. Ella Grant Wilson, Cleveland, O. M. E. C.

Cape Jasmine Resolution.

Following the presentation of a cape jasmine to the members of the Associated Advertising Clubs of the World in convention at Indianapolis, Ind., June 6-10, by one of their number from Texas, who asked the adoption of the cape jasmine as the organization's convention flower, reported in our issue of June 12, page 1087, Vincent Gorly, of Grimm & Gorly, well known florists of St. Louis, Mo., a member of the delegation from that city, suggested the adoption of the following resolution:

Whereas, It is fitting and becoming that beauty in all its forms be encouraged, and

Whereas, The advertising fraternity has recognized that messages of the heart are often conveyed in their most sacred relation by an appeal through the love of flowers, and

Whereas, Nature has been a most efficient advertiser, long before the human mind conceived the idea, by providing flowers with a fragrance which carries their message beyond human vision, and

Whereas, There is one flower particularly suited for use by the Advertising Clubs of the World, because of its abundance and particularly pleasant, fragrant appeal at this season, when the ad men's convention is in session, and only at this time, be it

Resolved, That the A. A. C. of W. in convention assembled, hereby adopt the sweet, fragrant cape jasmine, as the official convention flower of this association.

National Publicity for Flowers.

August F. Poehlmann, of Poehlmann Bros. Co., Chicago, whose growing establishment at Morton Grove, Ill., is the largest in the country, says: "Summing up the results obtained by collective advertising, thus far, I feel encouraged to go on with it, and I hope to see every retailer, wholesaler and grower tied up with this advertising campaign."

In this summary is voiced the opinion generally of those who have made this movement possible. It ought to have some effect on the minds of those to whom we look for assistance in the continuance of the campaign. August Poehlmann, perhaps more than anyone else, is in position to observe the beneficial results we have obtained, and that is why he recommends its continuance and extension.

Last year our publicity committee set the goal for $100,000, the fund which it was believed should be spent for publicity. Their belief was based upon the immense amount of profitable publicity we had obtained in the previous year for less than half that sum. Their expectations, however, only materialized to the extent of nearly 60 per cent, but again we secured publicity sufficient to swell the prestige obtained in the previous year, and to increase the demand

AMERICAN PEONY SOCIETY EXHIBITION, READING, PA., JUNE 10-11.
Single Varieties From the Cottage Gardens Co., Queens, N. Y.

for flowers very perceptibly. This year, the same goal was set, as our committee reasoned that, surely, now the florists would perceive the importance and profit in a vigorous prosecution of the campaign. Up to this writing, however, less than one-half of the required amount is collected.

It cannot be said that the florists are too poor to provide the amount required. Nor can we believe that they are not anxious to increase the business they are doing. Then what is the reason for this holding back? Is it that they are content to let their more generous brother florist shoulder the burden of expense, content to reap a share of the harvest he provides, without a trifling aid from their own pockets? There may be some who have this idea, but in the main it is not one characteristic of the florist as we know him, always ready and anxious to pay his way. Is it because they have not faith in the efficacy of the campaign? In this case, they have Mr. Poehlmann's views to ponder upon. He knows, and so do all our other supporters, especially those whose subscriptions run to large amounts. How many of those who have not yet tied up with us, realize that some of their florist brethren are paying into the fund as much as $25 to $50 per month. They certainly have faith in the work, and are not merely taking chances.

As soon as we get the required support, we can double the benefit now being received. Our committee is prepared to take immediate action, as the money received meets the stages planned. Do not let our slogan rust—rather add to its lustre through greater use. "Say It With Flowers," as a slogan, is the best asset our industry has ever had. The more we use it, the better for our business. Help it along, please, by sending in bankable evidence of your support right away.

JOHN YOUNG, Sec'y.

American Iris Society.

The American Iris Society which was organized at a meeting in New York, January 29, 1920, with an initial membership of 250 representing many sections of the United States and numerous lines of iris development, met in University hall of Wanamaker's store, Philadelphia, Pa., June 1-2 for its first annual meeting and eastern exhibition. The membership of the society now numbers about 400 and the attendance was very gratifying. The flowers made a fine showing, their arrangement against a background of silk screens being most effective, and while the awards were numerous, several, including a silver cup offered by Mrs. H. G. Lloyd, were withheld, the society preferring to take such action rather than bestow it where blooms did not accord with the high standard prescribed.

Among the principal winners were the Moville Gardens, of Haverford, Pa., with a splendid display of the newest foreign introductions as well as many fine American varieties. This entry was notable for its unique specimens of Bliss seedlings from abroad and was honored with the society's silver medal. Mrs. H. G. Lloyd won many prizes and the Wyomissing Nursery Co. and Twin Larches, of Westchester were strong contenders in the commercial classes. A feature of the show was the fine displays staged by outside growers. In addition to those above mentioned prize-winning entries were made by A. H. Scott, Miss H. Glenn and Mrs. H. F. Harris, Philadelphia; Miss Florence E. Beck, Haverford, Pa.; Mrs. M. W. Jacobs, Harrisburg, Pa.; Mrs. John Love and Mrs. Ernest Dinning, of Maryland.

At the business session, officers for the ensuing year were elected as follows: John C. Wister, Philadelphia, Pa., president; Wm. A. Peterson, Chicago, vice-president; R. S. Sturtevant, Wellesley Farms, Mass., secretary; Frank H. Presby, Montclair, N. J., treasurer. Directors: I. S. Hendrickson, Flowerfield, N. Y.; Edwin C. Shaw, Akron, Ohio; James Boyd, Philadelphia, Pa.; B. H. Farr, Wyomissing, Pa.; Dr. H. A. Gleason, New York; Harry A. Norton, Quebec, Can. Regional vice-presidents: Eastern district, B. Y. Morrison, Washington, D. C.; Central district, Mrs. Samuel H. Taft, Cincinnati, O.; Northwestern district, T. A. Kenning, Minneapolis, Minn.; Southern district, Floyd Brallior, Nashville, Tenn.; Pacific district, Sydeny B. Mitchell, Berkeley, Calif.; Canadian district, Dr. F. E. Bennett, St. Thomas, Ont.

Honorary membership was conferred upon R. W. Wallace, A. J. Bliss, W. R. Dykes, R. I. Lynch, all of England, and upon M. Mottet, Ferdinand Denis, and M. Millet, famous iris authorities of France. H. C. T.

New York Florists' Club.

The New York Florists' Club met in its hall in the Engineering building, on the night of June 14. There will be a vacation during July and August, and the next meeting will be on the night of September 13. President Henshaw occupied the chair. The feature of the evening was the lecture of J. Otto Thilow, of Philadelphia, Pa., on, "A Trip to the Antipodes and the Pacific Islands." The lecture was illustrated with many fine stereopticon views of horticultural and home life scenes in Hawaii, the Sandwich Islands and Australia. Noteworthy were the avenues lined with tall palms, the acacias, crotons, bougainvilleas, and other luxuriant growths of those far off islands. The pineapple fields, and the harvesting of the fruit, were also shown. Delphiniums of Australia made a fine showing. Mr. Thilow was warmly applauded, and given a standing vote of thanks. In opening his lecture, he made feeling reference to the late Patrick O'Mara, whose face he missed.

There was a fine exhibit of peonies and irises. I. S. Hendrickson representing John Lewis Childs, Inc., Flowerfield, N. Y., made an excellent display of large flowered peonies. Among the varieties were Festiva Maxima, Philomele, Madame Cabot, Venus, Duchess de Nemours, Lady Bramwell, Engenie Verdier and Golden Harvest. In irises, he had a good collection. T. A. Havemeyer, Glen Head, N. Y., also exhibited good collections of peonies and irises. The committee did not care to pass on peonies, owing to lateness of the season.

The committee on transportation to the Cleveland convention is preparing an eight page booklet to mail to all members of the club, which will give full particulars as to fare, etc.

The following were elected to membership: Lawrence C. Knapp, East Orange, N. J.; Carl Donhauser, Astoria, L. I.; Richard F. Nause, Staten Island, N. Y.; George I. Okkerse, New York; William Farrell, New York; Louis Bacos, Brooklyn, N. Y.; Richard W. Young, Clifton, N. J.; A. Lehman and Paul A. Winter, New York. Of those, Carl Donhauser and George I. Okkerse were present and introduced.

Suitable resolutions on the death of Patrick O'Mara and Maurice Fuld were read and adopted, the members standing during the reading.

The preliminary schedules for the flower show, to be held March 14-20, 1921, were distributed. The president will appoint a committee of five to attend the session of the national growers when it is held in Cleveland.

An appeal from the Salvation Army, to help in its drive, was read and $65 was subscribed in a few minutes. Further subscriptions will be received and duly acknowledged by Secretary Young. A. F. F.

OBITUARY.

Mrs. Henrietta Suder.

Mrs. Henrietta Suder, one of the best beloved and best known business women in Toledo, O., died June 8, at her home, 2941 Cherry street. She had been ailing slightly for three weeks, having broken her arm, but her death came unexpectedly.

Mrs. Suder was the pioneer among Toledo florists, and was the first woman to engage in the business in that city. For years, her greenhouses on Cherry street have been the mecca for flower lovers. Some years ago, a fine conservatory was built, which was annually visited by thousands of people. Mrs. Suder was never happier than when showing visitors the flowers and plants which had matured under her watchful care. She was known and loved by people in all the different walks of life, her wonderful artistry with flowers, and her skill as a decorator, giving her a wide acquaintance all over the city and county. Visitors always received a few flowers, and went away with a deeper love for them, and a greater appreciation of the wonderful character of Mrs. Suder. Although she had arrived at an age when most have retired from active business life, she never lost her energy nor relaxed in her efforts to make others happy in the companionship of flowers. Throughout her long career in the florist business, Mrs. Suder made and retained the friendship of hundreds in the various branches of the trade, and at the time of her death, was a national figure, known from coast to coast. Her innate love of flowers, her generosity, and her beautiful simplicity of character won her the instant friendship of all with whom she came into contact. Many beautiful floral offerings from local florists, and from all over the country, revealed the esteem in which she was held.

Mrs. Suder was born in Buderstadt, Germany, 77 years ago, and came to Toledo in 1868. She was the widow of Ewald Suder, and is survived by a son, Armin, and a daughter, Mrs. Joseph Galloway, who inherited her mother's exquisite taste and love of flowers, and who had been her faithful assistant for years. She also leaves five grandchildren, Arthur, James and Eleanor Suder and Henrietta and Joseph Galloway, Jr. A. C. K.

GRAND RAPIDS, MICH.—Hanna & Son are reported to have sold their greenhouses.

DAYTON, O.—It is reported Warren G. Matthews has sold his greenhouses and store business to Rölf Zetlitz.

WHEATON, ILL.—D. F. Hawkes has the sympathy of many friends in the death of his wife, who died June 5.

EVANSTON, ILL.—Florists of this city have joined the Sunday closing movement and no deliveries will be made on that day.

PROVIDENCE, R. I.—Due to the late season, the June exhibition of the Rhode Island Horticultural Society has been postponed until June 22.

ST. LOUIS, MO.—Joseph Witek, well known florist, at 4748 McPherson avenue, has purchased 51 feet of ground on that thoroughfare and will erect a store and apartment building.

DES MOINES, IA.—H. E. Lozier, trustee of The Rosary, reports a settlement made with the majority of the creditors for 25 cents on the dollar. The Rosary has been sold to raise the money, and the business discontinued.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 48 PAGES WITH COVER

CONTENTS.

American Peony Society (illus.).....1129
—Live meeting and splendid exhibition.1129
—Business meeting 1130
—Election of officers 1130
—President Bonnewitz's address.....1131
—The banquet 1132
—The awards 1133
F. T. D. banking facilities 1134
Say it with flowers at Indianapolis....1134
Cape jasmine resolution.....1134
National publicity for flowers.....1134
American Iris Society 1135
New York Florists' Club.....1135
The late Mrs. Henrietta Suder.....1135
Society of American Florists.....1136
Coal going abroad 1136
Plant quarantine reform.....1136
Plant publicity free.....1136
Carnations infested with thrips.....1136
Chrysanthemum midge 1136
Seattle 1138
San Francisco 1138
Nashville 1139
Chicago 1140
Chicago Florists' Club.....1144
Providence 1144
Milwaukee 1145
Columbus 1146
Rochester 1146
Philadelphia 1148
New York 1150
The seed trade.....1158
—Peas and beans.....1158
—Nebraska seed crops.....1159
—Connecticut seed crops.....1159
—Washington seed crops.....1160
Market gardeners 1164
—Prices of indoor fruits and vegetables 1164
—Cucumbers in Wisconsin 1164
—Vegetable markets 1164
The nursery trade.....1166
—Apple crop prospects good.....1166

GLADIOLI and other bulb crops are looking well on Long Island, the weather being favorable thus far.

DUN'S reports 178 failures in the United States for the week ending June 12, 101 for the previous week, and 99 last year.

CAREFUL investigation shows that only three things warrant the big reductions in prices in some department stores: Too large profits in the first place, with fear of investigation; desire to get ready cash; and desire to force sales on account of temporary bad weather conditions.

THE federal grand jury at New York has indicted 48 men on a blanket charge of conspiracy in connection with the theft of $1,121,000 worth of merchandise in transit between states, and between this and foreign countries. The authorities state the depredations of the gang are at least $4,000,000 more than the figure named in the indictment; it is said 50 more arrests are impending.

Society of American Florists.

ADDITIONAL TRADE EXHIBITORS.

The following have reserved space in the trade exhibition to be held in connection with the society's convention at Cleveland, August 17-19. These names are in addition to those published in the previous list: Ralph E. Huntington, Mentor, O.; A. Henderson & Co., Chicago; Lion & Co., New York; United Bulb Co., Mt. Clemens, Mich.; Wertheimer Bros., New York.

JOHN YOUNG, Sec'y.

WE are in receipt of the preliminary schedule of the New York flower show, March 14-20, 1921. Copies may be had on application to Secretary John Young, 43 West 18th street, New York.

Coal Going Abroad.

OUR GREENHOUSE PRODUCTS MUST PERISH.

Figures concerning our foreign trade in coal, and the effect upon domestic industries of heavy shipments abroad, are to be gathered during the summer by the interstate commerce commission, as a result of the passage by the senate, shortly before adjournment, of a resolution introduced by Senator Walsh of Massachusetts. In a recent statement, the senator pointed out that New England factories were closing down, and that industries in the middle west were facing a coal famine, while train after train of loaded coal cars made its way to the seaboard with fuel for foreign countries. In the resolution calling upon the interstate commerce commission to investigate this situation, the senate would learn what the effect of this great foreign trade, which has increased steadily during the past few months, is upon the industries of this country.

COAL EXPORT EMBARGO.

Washington, D. C., June 15.—An embargo on coal exports as a means of relieving serious fuel shortages in various sections of the country, notably in New England, was taken up for consideration today by several departments of the government.

Plant Quarantine Reform.

A meeting of horticulturists and others interested in plans for the modification of Plant Quarantine No. 37, advance announcement of which was made in our issue of June 12, page 1090, was held at New York, June 15, the session being called to order by T. A. Havemeyer, of Glen Head. J. Horace McFarland, Harrisburg, Pa., was appointed chairman and Wm. P. Rich, secretary of the Massachusetts Horticultural Society, Boston, acted as secretary. The programme included a number of excellent addresses and papers by E. R. Burridge, Boston, Mass.; Judge Hoitt, Nashua, N. H.; F. W. Kelsey, New York; John E. Lager, Summit, N. J.; F. R. Pierson, Tarrytown, N. Y.; J. K. M. L. Farquhar, Boston, Mass.; Richard Vincent, Jr., White Marsh, Md., and S. S. Pennock and J. C. Wister, Philadelphia, Pa.

An executive committee was appointed which will confer and report back to a general committee, which will in turn take up the work with the various horticultural organizations of the United States. The executive committee includes the following: J. Horace McFarland, Wm. P. Rich, E. P. Burridge, Mrs. Francis King, Alma, Mich.; E. C. Vick, New York, J. C. Wister and Frederick Cranefield, president of the Wisconsin State Horticultural Society, Madison.

In addition to the above named, the following were in attendance: Wm. C. Endicott, president of the Massachusetts Horticultural Society, and Thomas Roland, Boston, Mass.; F. L. Atkins, Julius Roehrs and Edward Roehrs, Rutherford, N. J.; George L. Stillman, Westerly, R. I.; Joseph A. Manda, West Orange, N. J.; Leonard H. Vaughan, Chicago; George Baldwin and James Stewart, Mamaroneck, N. Y.; M. C. Ebel, Madison, N. J.; J. H. Fiesser, North Bergen, N. J.; Leonard Barron, Garden City, N. Y.; A. T. De La Mare, A. F. Faulkner, E. A. Hartland, A. L. Miller, F. R. Newbold, J. H. Pepper, John Scheepers, Max Schling, and W. H. Siebrecht, Jr., New York.

Plant Publicity Free.

The Commercial Club of Davenport, Ia., "made the whole town bloom," according to the Ladies' Home Journal for May, and more than one mile of window boxes were put in place on business houses and residences.

J. C. Vaughan reminds the editor that this is in line with, and a part of, the wider publicity open to the Society of American Florists, for which he has urged co-operation ever since the St. Louis world's fair.

When the business men of a wealthy community like Davenport feel called upon to boost the plant trade to this extent, and the Ladies' Home Journal feels disposed to give it free publicity worth thousands of dollars, if paid for at the rate the S. A. F. publicity committee is now paying for its advertising, it is surely time for the retail plantsmen of the country to revive the news publicity campaign formerly carried on by the National Council of Horticulture, the entire propaganda of which was carried forward at the sole cost of writing the articles.

Since writing the above, the Allied Florists' Association, printed, June 2, a 100-line paid advertiement in the Chicago Tribune, showing window box effect, which should, although two weeks late, be of value to the local trade.

Carnations Infested with Thrips.

ED. AMERICAN FLORIST:

Will you kindly inform me what is the matter with the carnations enclosed herewith? I do not believe they are affected by thrips. They are fresh cut, and I have many more in the same condition.

E. M. H.

The carnations are badly infested with thrips. When the flowers were pulled apart, they were found to be alive with this pest. With plants as badly infested as these, my advice would be to throw them out. The season of their usefulness is at an end, and to carry them along, will only harbor the thrips for the plants to be housed the coming season. I would also suggest as a good plan to fight the pest, that you spray the field plants regularly throughout the summer with nicotine preparation.

C. W. JOHNSON.

Chrysanthemum Midge.

The above is the title of Bulletin No. 833, just issued by the Bureau of Entomology, Department of Agriculture, Washington, D. C. This timely pamphlet of 25 pages, by C. A. Weigel and H. L. Sanford, is freely illustrated, the contents including: "General Description," "Historical," "Distribution in the United States and Canada," "Varieties Affected," "Economic Importance," "Technical Description," "Life History and Habits," "Natural Enemies," "Experiments in Control," "Summary of Control and Recommendations," "Preventive Measures," "Literature Cited."

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

For Sale—200 feet of four-inch pipe. **Massas Floral Co.**, 129th St. and Lenox Ave., New York.

For Sale—600 feet second-hand Garland gutter; 150 feet 4-inch feed pipe; good as new. **Frederick J. Benthey**, Newcastle, Ind.

For Sale.—Used galvanized wire stakes, No. 8 and No. 9, in excellent condition; 3 ft. stakes, $12.00 per 1000. **Amling Bros., Desplaines, Ill.**

For Sale—Greenhouse in good town about 80 miles west of Boise. It must be sold; only greenhouse in this town. **A. Gonderman**, 7th Street and 18th Avenue south, Nampa, Idaho.

For Sale—Greenhouses, 14,000 feet of glass; store and residence. A modern plant; cement walls, large cement service shed, boiler room, coal shed and heated garage. Located in a live college town of about 25,000; 85 miles northwest of Chicago; the only large greenhouses in the city. Possession can be taken at once. Reason for selling: retiring from business. Can be bought with or without residence or store. Terms easy. Would be willing to rent for one year to the right party with option to buy; a good chance for a young live florist that means business. Address

Key 477, care American Florist.

HELP WANTED

Good man for retail store. Good wages.
MARGUERITE FLOWER SHOP,
5301 Fifth Avenue, Brooklyn, N. Y.

Help Wanted

Experienced rose grower. Apply at
WIETOR BROS.
2133 Devon Avenue, CHICAGO

HELP WANTED

Thoroughly experienced grower for cyclamens, poinsettias, primroses and other pot plants; steady position and best of wages to the right man; state references, experience and wages wanted.

ERIC BUCHHOLZ, Muncie, Ind.

HELP WANTED.

Gardener, single, for summer home, Mackinac Island. Vegetable and flower garden. Good reference required. Apply

J. L. Cochran
Room 609 40 No. Dearborn St.
CHICAGO

HELP WANTED

An all around storeman or woman for west side retail establishment in Chicago. Splendid opportunity for right party to make permanent connection at an attractive salary. For further particulars address

Key 484, care American Florist.

Help Wanted

Expert saleslady for Chicago loop store. Attractive proposition to responsible party. Address

Key XX, care American Florist.

HELP WANTED

Young man interested in growing collection of pot plants of every description; near New York; good chance to learn and improve. State full particulars, with wages expected to start.

Key 490, care American Florist.

Help Wanted

Experienced propagator and grower of a general line of pot plants. Address

L. STAPP CO.
ROCK ISLAND, - - ILLINOIS

For Sale

Five greenhouses, 250 feet long by 27½ feet wide, complete as they stand, $800 each.

PETER REINBERG
30 East Randolph Street, CHICAGO

FOR SALE.

Four greenhouses (27x125); 5 acres of land; 4-room house; city water and gas; located within Chicago limits. For particulars apply

Key 475, care American Florist.

FOR SALE

Carnation range near Chicago at a sacrifice if taken at once. Place in good condition with house on premises. Write for further particulars or call and inspect same. Any reasonable offer will be accepted. Address

Key 485, care American Florist.

FOR SALE.

Here is an unusual opportunity to purchase, on very favorable terms, a modern, well-stocked greenhouse establishment, with excellent shipping facilities direct to two large nearby markets, supplying a good demand. The property includes:

Six and one-half acres of land with modern, up-to-date range of 50,000 feet of glass, residence, storage plant and barn, six tons of fertilizer, approximately 600 feet of pipe and fittings, $600 worth of glass, and the following stock all in good condition: 6,500 Columbia (1 yr.); 2,000 Columbia (2 yrs.); 1,000 White Killarney (1 yr.); 1,000 White Killarney (benched April 15); 1,000 Premier (1 yr.); 1,500 Ophelia (2 yrs.); 1,000 Sunburst (2 yrs.); 1,000 Mme. Butterfly (benched April 15); 5,000 Carnation Plants, 3-inch pots (ready for June benching); 2,000 Chrysanthemum Plants in 3-inch pots. Outside stock; 1,200 carnations and 2,500 gladioli.

Coal mines in immediate vicinity; spur track on property. This year's supply should cost not to exceed $3.55 per ton, mine run, delivered.

Price—$35,000. **Terms:** One-half cash; satisfactory arrangements can be made for balance.

GEORGE SEUBOLD, Florist,
Huntingsburg, Indiana.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.35; per 1000, $6.25. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Sell Surplus Plants

The Season is Late,
the demand still good.

ADVERTISE THEM NOW

American Florist Co.
440 South Dearborn Street, CHICAGO

The Florists' Supply House of America

FOR JUNE WEDDINGS

Carry a Line of Bayersdorfer Specialties.

Bridesmaids' Baskets, Staffs, Staff Baskets, Bridal Lace Bouquet Papers, Wedding Rope, Silk Bridal Scarfs, pink and white; Chiffon and Netting, all colors.

FOR SCHOOL COMMENCEMENTS, a full line of Vase Baskets in all sizes, novel shapes and colors.

Wheat Sheaves of superior quality.

Get your orders in well ahead as transportation facilities are liable to frequent embargoes.

H. Bayersdorfer & Co., 1129-1133 Arch Street, PHILADELPHIA, PA.

Branch Factory, 709 First Avenue, New York City. Telephone Vanderbilt 4976.

Seattle, Wash.

MARKET TAKES ON STRONGER TONE.

The changeable weather conditions during the past month have made the flower market very uncertain, but after a season of varying climatic conditions the sun is on duty again, and local greenhouses are beginning to bring out stock in good quantities. Roses have increased remarkably. The local Brunners which made their first appearance last week are now in top form, in many cases rivaling American Beauties in popularity. Ophelias and Columbias are also being suplied in exquisite color and gratifying length of stem. Among the spring and summer novelties, there are found some dainty specimens of centaureas, forget-me-nots and columbines; also, some especially attractive mignonette. Oriental poppies are making their appearance in the show windows. They are not being featured very strongly as a commercial article, but they produce a striking effect arranged in large baskets. Pot plants are hard to get. Primroses are practically a minus quantity. The few geraniums that come onto the market are disposed of at record prices. A few callas and Easter lilies are seen here and there, but receive very little notice from the trade. Gardenias and orchids are coming in great shape from the local growers and there promises to be an abundant supply for the wedding season which is now approaching. Sweet peas are unaccountably lagging. Local growers report that the season is from a month to six weeks late. The local cut of carnations has at last reached its normal standard of size and quality. The color is rich, the stems long and the keeping qualities superb. They are proving one of the most pleasing offerings yet placed upon the market. Iris is now in top form. Russian statice is on the market, and because of its strength and lasting qualities, finds favor with some classes of buyers.

NOTES.

Rosais Bros.' display of orchids exclusively has attracted much attention by the novelty of its arrangement and the profusion of the blooms. On a lattice work covered by velvet draperies, are hung crystal wall vases containing the cut blooms. At the top is an immense basket containing a plant bearing five or six of the blooms. The center in front of the lattice is occupied by a stand draped with same material, upon which stands another basket of the flowers. All about the bottom are pots and vases of orchids. These blooms, which were grown at the firm's own greenhouses, are all that could be desired in shape, color and size.

Flower enthusiasts of this city are becoming very much interested in the plans for the rose show to be held here June 29-30. The warm weather during the past week is bringing out blooms on the 300 varieties of plants grown in the city. According to the present plans, there will be 61 classes in the entries. Although this contest is not open to professionals, the dealers feel that anything which stimulates public interest in flowers, will undoubtedly be beneficial to trade.

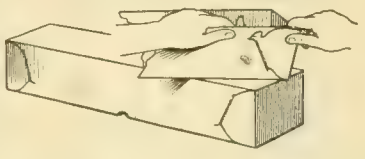
Fred Rowe, of McCoy's Flower Shop, is featuring a new electric, "Say It With Flowers," sign in his window. It stands on a pedestal draped with green velvet, while waves of vary-colored light, passing over its surface, call attention to the florists' slogan. At the foot of the pedestal is a serpentine shaped willow basket, filled with a great variety of sweet peas.

Harry Day, manager of the Orpheum Floral Co., has an attractive offering this week of baskets of Columbia and Ophelia roses; trimmed with chiffon and ribbon which match the color of the flowers. This firm also has some of the first Shasta daisies shown here this season.

One of the most striking features of the opening up of the local rose crop in full swing, was the showing made by the Hollywood Gardens. The cut from this firm's greenhouses contained some of the finest specimens of Cecile Brunner and Ophelia ever seen in this section.

Some of the finest carnations ever seen in this market are being received from the Sumner Greenhouses. Their long stems and rich color make them a great favorite with the trade, and all that are offered are quickly disposed of at a good price.

The Woodlawn Florist Shop, which has been making a specialty of early summer novelties this season, is in the market this week with some very dainty specimens of mignonette.



LINDLEY BOXES

are manufactured from high grade, moisture-proofed Boxboard in both "Standard" and "AA" grades. Write for prices on our large assortment.

LINDLEY FLOWER BOX CO.
"Quality Box Makers" MARION, INDIANA

Albert O. Stein, florist and decorator of San Francisco, was a recent visitor. He expects to stop in Portland, Ore., on the way home, and attend the rose festival there.

Anna F. Burns, of the Burns Floral Co., has returned from a trip to Vancouver, B. C. C. H. S.

San Francisco.

WEDDINGS MOVE MUCH CHOICE STOCK.

Since the opening of the present month, there has been a steady demand for flowers of the better grades for June weddings. While there is a large supply of stock of most staple flowers, the movement has kept prices steady. Funeral work is also satisfactory. There are some excellent American Beauties coming in now. The Russell crop is also good. Cecile Brunner roses are in great demand and large quantities are cleaned up daily. Lily of the valley is coming in more freely at present and is in brisk demand for wedding bouquets. Cattleyas are reported scarce, with a brisk call. Gardenias are in short supply. Gladioli are now to be had in all colors and the quality offered is of the finest. There is a heavy cut of sweet peas arriving. Prices have dropped somewhat owing to the large supply, but all of this stock cleans up without difficulty every morning. The demand for pot plants is reported as being slow. Some finely grown calceolarias are being featured at the various stores.

NOTES.

The MacRorie-McLaren Co. has appointed Louis Capuro, assistant manager of the Powell street store, succeeding Fred Bertrand. Mr. Capuro is particularly well qualified for this position, owing to his thorough knowledge of the florist business, and it is in recognition of these qualities that he has received the appointment.

Much favorable comment has been heard this spring over the splendid calceolarias in the conservatories at Golden Gate park. No finer stock has been seen than which is now on ex-

SUPPLIES YOU'LL NEED FOR

Weddings and Commencements

Shower Ribbon

Rainbow Shower Ribbon — A fine quality narrow shower ribbon, four stripe pattern; colors, pink, Am. Beauty, lavender, Nile and purple; 50 yds. per bolt. **Price, $2.75 per bolt.**

Picot Edge White Shower Ribbon. A narrow silk shower ribbon, with picot edge in white only. **$3.75 per bolt.**

Satin-Edge White Shower Ribbon — A mezaline satin-edge shower ribbon in white only; 50 yds. per bolt: **$3.50 per bolt; dozen bolts, $3.25 each.**

Corsage Ribbon

Maple Corsage Ribbon—This is a high grade two-tone satin corsage ribbon used by many of the leading florists. Colors—White, pink, blue, lavender, purple, Am. Beauty, Nile, sunburst. Two widths only, 10 yds. per bolt. No. 7, 1 in. width, **$2.25 per bolt.** No. 9, 1½ in. width, **$2.85 per bolt.**

Corsage Pins

Corsage Pins—With fancy colored heads, pink, white, lavender, orchid, Nile, gun metal. 3 in. size..... **$1.75 per gross**
5 in. size .... **4.75 per gross**

Violet Pins
3 in. size..... ..... **$4.50 per 1000**
3½ in. size..... ..... **5.25 per 1000**
4½ in. size .... **6.00 per 1000**

Corsage Shields

Plain Corsage Shields—Velvet black, waterproof facing, the most desirable plain corsage shield; moss green only. **Price per doz., $2.00; per gross, $21.00.**

Peerless Corsage Shields—Fancy chiffon edge colors, pink, white, lavender, moss, purple and Nile. **Price per doz., $3.50; per gross, $36.00.**

Lily of the Valley Chiffon 6-in. width, white only, 20c per yard.

THE OVE GNATT CO., Inc.

Preservers of Natural Foliages — **La Porte, Ind.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorators' Novelties.

hibition to the public and reflects the greatest credit upon the greenhouse department of the park.

Mrs. E. Lymberry, proprietor of the Bessie Boston Dahlia Gardens, at San Mateo, says the weather has been very favorable for the growth of dahlias, and her acreage is in fine shape. She has a large number of seedlings, whose behavior she is watching with great interest.

Fred Bertrand, for several years manager of the floral department of the MacRorie-McLaren Co., has purchased the branch store in the Palace hotel. He is well known in the trade here, all of whom wish him every success in his new venture.

Almond Wheeler, of the Ruehl-Wheeler Nursery, of San Jose, says the past season was the most successful his firm has ever had. Despite the large acreage devoted to roses and fruit trees, his firm was unable to supply all demands.

Milton Tonini, manager of the Bay County's Seed Co., has 2500 roses in pots in bloom at his nurseries. He reports a steady demand for pot grown stock in flower, and usually carries a supply at his Market street store.

Kenneth S. Murray, of Redwood City, has his greenhouses looking in the best of condition. He has been sending in a steady cut of roses all season. He says his retail trade has been good this spring.

Ferrari Bros. are in with a fine crop of lily of the valley, which is much sought for these days. Victor Ferrari expects to have a steady cut all summer of this old favorite.

P. Conchi, of Colma, has been supplying this market with a fine lot of Ulrich Brunner roses. He has several acres of this fine variety, which he grows unusually well.

Shibuya & Tchida are now busy planting out chrysanthemums. They have a large stock again this year, which no doubt, will come up to their usual high standard.

Richard Diener has a splendid showing of giant delphiniums now in bloom at his nuresries in Kentfield. They are his own hybrids and all show wonderful size and coloring.

Arnold Belli, of the Art Floral Company, has purchased a Nash touring car and will spend his vacation in the northern part of the state.

The C. Kooyman Co. is receiving steady shipments of gladioli from its growers. They report a good shipping demand for this stock.

Charles Stappenbeck, who conducts the American Florist Shop on Polk street, says trade is good, particularly wedding decorations.

J. A. Axell says the shipping demand for Cecile Brunner roses and lily of the valley has increased greatly during the past week.

The Francis Floral Co. has been quite busy with decorative work, having supplied the flowers at several prominent weddings. JAMES T. LYNCH.

Nashville, Tenn.

BUSINESS VERY SATISFACTORY.

The supply of coal for next winter's requirements is now engaging the attention of the growers, who are meeting with more or less success in securing the desired commodity. While coal dealers are disinclined to make contracts for specified delivery, they seem willing to make concessions to a certain extent, and most of the florists are placing contracts, or rather securing promises of supplies by the carload at the mines at prices ranging from $2.50 to $4, and pay for their own hauling. Business in the flower shops has been quite good, with funeral work the greatest factor. There are also a number of weddings and other social events which hold the demand up to a satisfactory level. The supply has been good, and many excellent roses are now being received, among the leaders, Columbia, Russell, Ophelia and Premier. Carnations are also good but the supply is not large. Sweet peas are in great abundance, both in the stores and on the street. Plant trade continues to hold up well, although it is getting rather late for bedding. Prices, however, are holding up well.

NOTES.

The Joy Floral Co. is progressing nicely with its range of five new houses, which will be ready at the opening of the coming season. This firm is now cutting some unusually fine roses and carnations. The Chattanooga branch has about equaled the main store in volume of sales.

Geny Bros. are cutting fine roses, especially Columbia and Russell, also carnations and sweet peas in great abundance. They have had a phenominal trade in bedding stock, filling many out of town orders.

The McIntyre Floral Co is now cutting a fine supply of orchids daily which meet with ready sale. They also have plenty of roses and carnations to meet the demand, as well as some late peonies. M. C. D.

BAKERSTOWN, PA.—The Pittsburgh Cut Flower Co. is reconstructing its range here.

LAKE FOREST, ILL.—The North Shore Horticultural Society and the Garden Club of Illinois will hold a peony and iris show here, June 19-20.

SPOKANE, WASH.—Alexander Lowe, for 10 years florist of the city park system, has resigned and purchased a range of glass at Petaluma, Calif.

Our Specialty Is the Handling of Roses in Hot Weather

We are equipped with a ten-ton ice machine and cooling rooms 40 x 40. This gives us ample facilities for correct handling of flowers in hot weather.

We Are Rose Specialists and Are Cutting from 245,000 Rose Plants.

CURRENT PRICE LIST Subject to Change Without Notice.

OPHELIA, HOOSIER, WHITE KILLARNEY AND SUNBURST				RUSSELL AND COLUMBIA			
Extra long	per 100,	$10.00 to	$12.00	Fancy, extra long	per 100,		$16.00
Medium	per 100,		8.00	Long	per 100,	$10.00 to	12.00
Good short	per 100,	4.00 to	6.00	Medium	per 100,		12.00
				Short	per 100.	6.00 to	8.00

ASSORTED ROSES, OUR SELECTION, including some **RUSSELL and COLUMBIA**
Lots of 200 or more.....per 100, $6.00

Big supplies of miscellaneous flowers are now coming into this market and we will procure the best at lowest market prices.

NEW FANCY FERNS, from the East, at Market prices.

ADIANTUM	per 100	$2.00	**ASP. SPRAYS** per 100 $3.00
GALAX, bronze	per 1000,	2.00	**SPRENGERI** per 100 4.00

All seasonable flowers not grown by us will be procured for our customers. A trial order solicited.
In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.
NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays.

Chicago.

BUSINESS IS GOOD.

Business is good at this writing, and while there is considerable room for improvement, the total sales so far this month compare most favorably with those of the same period of last year. Peonies are in good supply and there are quite a number in storage, which means that several of the wholesale houses will have stock to supply their trade with at least for a couple of weeks or longer. The hot weather last week brought the crop in so fast that some of the dealers had all they could do to keep placing it in storage as fast as it arrived. Some stock intended for storage was so far advanced that it had to be placed on sale immediately. Roses are in good supply and are cleaning up well at good prices, especially Mrs. Chas. Russell, Premier and Columbia. American Beauty roses are in good demand. Ward are having a good call and the receipts of My Maryland and Mrs. George Shawyer clean up readily. The other varieties grown for this market are moving fairly well, although they have been sacrified at times during the past week when quantity lots were disposed of at extremely low prices. Gladioli are quite a factor in the market at this writing and some fancy stock is obtainable at attractive figures. Lilies are to be had in limited supply and the same holds true for callas. Sweet peas are about done and a few more days will about finish the carnations. Lily of the valley is not as plentiful as it has been, owing to the finish of the outdoor stock, which was unusually fine this season. Orchids are scarce. Miscellaneous stock is to be had in limited supply, such as daisies, candytuft, pansies, lupines, candidum, etc. Greens are still in short supply, especially adiantum and good ferns. New ferns are now arriving from Wisconsin, Massa-

WHAT IS THIS?

IN
FOUNDED BY FLINT KENNICOTT 1st CHICAGO

"It is cheaper for the RETAIL FLORIST to buy CUT FLOWERS than to GROW them."

Kennicott Bros. Co.
174 North Wabash Avenue
CHICAGO
H. B. KENNICOTT, President — J. E. POLLWORTH, Sec'y and Mngr.

"ROSES ALL SUMMER."

YOUR
FOUNDED BY FLINT KENNICOTT 1st Protection

"THE HIGHEST CLASS SERVICE from CHICAGO for the 'OUT-OF-TOWN' BUYER"

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

HEAVY SUPPLY---EXTRA FANCY

Peonies--Roses
Lilies--Gladioli
Valley--Orchids

And All Other Seasonable Cut Flowers and Greens

This house is rapidly being recognized as the most satisfactory to do business with in the whole Chicago Market.

ROSES AND CARNATIONS

Large supply of fine stock in all the leading varieties.

Buy Direct from the Grower — CURRENT PRICE LIST— — Subject to Change Without Notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$20.00
Select	15.00
Medium	$ 8.00 to 10.00
Short	5.00 to 6.00
COLUMBIA	
Specials	20.00
Select	15.00
Medium	8.00 to 10.00
Short	5.00 to 6.00
PREMIER	
Specials	20.00
Select	15.00
Medium	8.00 to 10.00
Short	5.00 to 6.00
SUNBURST, OPHELIA	
Specials	12.00
Select	10.00
Medium	8.00
Short	4.00 to 6.00

		Per 100
Champ Weiland, Killarney, Killarney Brilliant, White Killarney, Milady	Specials	$12.00
	Select	10.00
	Medium	8.00
	Short	4.00 to 6.00
ROSES, OUR SELECTION		4.00
CARNATIONS		
Good and fancy		3.00 to 4.00
Peonies		6.00 to 10.00
Adiantum		2.00
Asparagus, per bunch		50c to 75c
Ferns, per 1,000		$6.00
Galax, bronze and green, 1,000		$2.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICA** St.. ral 6284

Extra Fancy Premier, Russell and Columbia

Good supply of OPHELIA, SUNBURST, PINK KILLARNEY ROSES and CARNATIONS.

PRICE LIST—Subject to market changes.

RUSSELL—COLUMBIA-PREMIER	100
Short	$ 6.00
Medium	8.00
Select	12.00
Special	16.00

SUNBURST AND OPHELIA	100
Short	$4.00
Medium	6.00
Fancy	8.00
Roses, Our Selection	$5.00

CARNATIONS	100
Good and Fancy	$ 4.00
Ferns	$6.00 per 1,000
Galax	2.00 per 1,000
Sprengeri	50 cents per bunch

Send Your Orders Here and We Will Fill Them to Your Entire Satisfaction.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

Mention the American Florist when writing

chusetts and other sections, which is relieving the shortage somewhat. Huckleberry is in strong demand here.

NOTES.

W. C. Johnson, of Memphis, Tenn., was here on business last week connected with the new store he is about to open there. He says that he is so confident that there will be continued business prosperity after the next democratic president is elected this fall, that he is making every effort to meet it. The A. L. Randall Co. is furnishing the entire set of store fixtures for his new place.

Miss Rose Kennicott, daughter of the late Hiram Kennicott, an early resident of this city, died at the home of her niece, Mrs. L. W. Comstock, of Ula, Colo. She had lived in Colorado for nearly 40 years. She was born in 1845 at "The Folly," the Kennicott homestead near Arlington Heights, and was the eldest of 12 sons and daughters.

AN iris and peony show will be held by the North Shore Horticultural Society, associated with the Garden Club of Illinois, at the Groton school, Lake Forest, Saturday, June 19, from 11 a. m. to 10 p. m., and Sunday, June 20, from 1 p. m. to 10 p. m.

Mrs. Ella Grant Wilson, Cleveland, O., was in the city last week en route to California to visit her daughter. Mrs. Wilson expects to return in time for the annual convention of the Society of American Florists in her home city next August.

Miss Mary Grantion and Jim Mandes, of the Washington Flower Market, will be married the latter part of this month. The wedding will be held at the home of the bride's parents in Wisconsin.

A. L. Vaughan & Co. will install a new ice-box in the near future. This firm's sales for June, so far, have been extra heavy.

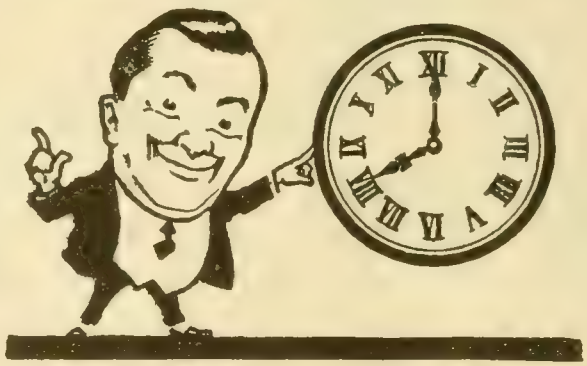
The J. A. Budlong Co. is cutting a fine supply of lily of the valley, which is good property at this writing.

Charles Kroeschell, of Kroeschell Bros. Co., recently celebrated his seventy-second birthday.

John Michelsen, of the E. C. Amling Co., left June 15 for California on a 10-day business trip.

Retail sales of bedding and vegetable plants continue good.

Take Notice, Out-of-Town Buyers



WE OPEN

at 8 a. m., Chicago time, which is 7 a. m., standard time.

WE CLOSE

at 5 p. m., Chicago time, which is 4 p.m., standard time.

Please bear this in mind when ordering Cut Flowers from us.

A. T. PYFER & COMPANY

OUR MOTTO: "Nothing is too much trouble to please a customer."

164 North Wabash Ave., L. D. Phone Central 3373 **CHICAGO**

NEW CROP SPHAGNUM

Let us quote your fall and winter requirements; we can save you money and give you good moss.

CHICAGO, 31-33 W. Randolph Street NEW YORK, 43 Barclay Street

VAUGHAN'S SEED STORE

Peonies AND Roses

are in heavy supply with us now. We can supply you with what you need in any of the varieties grown for this market in the above two items.

Gladioli, Lilies, Valley, Daisies, Etc. Complete Line of Greens.

You always get the best when you order here.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Mention the American Florist when writing

ORDER HERE

Splendid supply of Peonies, Roses, Lilies, etc. Best stock obtainable.

JOSEPH FOERSTER CO.
WHOLESALE FLORISTS
160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

Buck & Rayner's drug stores in the loop are moving hundreds of thousands of roses and carnations every week. Special sales every day, with the stock priced low, is tempting many to buy during the hot weather who otherwise would not.

William Hansen, of the E. C. Amling Co., will join the ranks of the benedicts, July 3. The happy young couple, who many in the trade know, have the best wishes of everyone for a long and successful married life.

George Asmus, manager of Schiller's, broke his right wrist, June 13, when he slipped and fell while at work at the west side store.

The E. F. Winterson Co. reports an exceedingly strong demand for huckleberry foliage for decorations, etc.

Tonner

PEONIES
Large Supply

Wholesale
CUT FLOWERS
Supplies
30 E. Randolph St.,
Telephone Central 6284
Chicago

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

ROSES

COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MINIATURE ROSES

Cecile Brunner

CARNATIONS

MISCELLANEOUS

Peonies
Valley Cattleyas
Gladioli
Lilies
White and Yellow Daisies
Callas

GREENS

Plumosus Sprengeri
Galax, bronze. Galax, green
Ferns
Adiantum Smilax
Boxwood

Mention the American Florist when writing

Out-of-town florists should bear in mind that this city is now observing the daylight saving plan, which means that the wholesale houses here are now open at 7 o'clock standard time, and close at 4 p. m., standard time. Everyone is requested to take notice of this change and order accordingly.

Over 150,000 roses and carnations were sold on the streets, June 13, which was Jewish tag day, the proceeds of which amounting to about $5,000, being turned over to the national fund. B. Abrahamson, the Blue Island avenue florist, supplied the societies with the flowers.

Poehlmann Bros. Co. is cutting heavily in gladioli, which are in strong demand. A good summer crop of roses at Morton Grove will enable the firm to take care of all of its customers during the hot weather months.

The John Kruchten Co. reports a strong demand for adiantum, which it is receiving in good supply regularly. Henry Kruchten will assist his father again this year in the greenhouses.

Vaughan's Seed Store reports good demand for cold storage bulbs and many inquiries for French and Dutch prices. Freesias are reported due in 10 days.

Peter Reinberg is moving a large supply of summer roses, which are in good demand considering the hot weather and the general market conditions.

Wietor Bros. have had a good call all season for plant stock, and are having no trouble whatever to move what they have to offer in double-quick time.

The Chicago Flower Growers' Association has had a big June business so far, and the sales for last month established a new record.

C. L. Washburn, of Bassett & Washburn, are cutting heavily in roses, which are moving nicely, especially Russell and Columbia.

Zech & Mann are moving a large supply of peonies this season, in addition to a complete line of all other seasonable stock.

Joe Pfeffer, with the Weiland-Risch Co., is enjoying a two weeks' vacation, part of which will be spent at Cleveland, O.

A. T. Pyfer & Co. are strong on peonies and will have plenty to supply their trade with for several more weeks.

Kennicott Bros. Co. is having a brisk call for adiantum, which is a leader with this house.

Visitors: Walter Blackman, of the Wm. Blackman Floral Co., Evansville, Ind., on his way to the Shriners' conclave at Portland, Ore.; T. H. Trimmer, Jr. and wife, Denver, Colo., enroute to New York and the Cleveland convention; J. W. Rodgers, Dayton, O.

SALEM, MASS.—The Manchester Flower Shop has opened a retail store at 53 School street.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' club was held at the Hotel Randolph, June 10, President Waters in the chair. The following were elected to membership: E. D. Burton, 900 Masonic Temple; H. E. Larson, 431 South Dearborn street; R. P. Bohlander, Hillside; Frank Psenicka, Grosse Point, and Aram Nestjian, Wilmette. Wm. M. Reid, 180 North Wabash avenue, was nominated for membership.

The New York Central railroad has been chosen for the trip of members and friends to the annual convention of the Society of American Florists, at Cleveland, O., August 17-19. Florists and others in the trade, with their friends, going to the convention via this city, are invited to join the party. Train schedules and fares will be announced later. President Waters has appointed every member of the club a booster for this convention party. Each member will act as a reception committee to all convention visitors.

A. J. Zech has been instructed to make arrangements for a bowling team. At the coming convention, our bowlers are again expected to capture the championship, as at the Detroit convention last year.

In the absence of Chairman James Morton, of the garden committee, President Waters reported the progress being made in the distribution of gardening literature, showing that much good work has been done.

The regular meetings of the club will be discontinued during July, August and September, but a liberal appropriation has been made the good-of-the-club committee to prepare an attractive programme for the October meeting.

Providence, R. I.

SOCIAL EVENTS ADD TO GOOD BUSINESS.

There has been brisk business during the past week stimulated by June weddings, commencements and musicales, which have kept the florists busy with basket and bouquet orders. Stock is very plentiful with roses arriving in increased numbers. Carnations are getting smaller daily, and while sweet peas are about done for, a few are now being cut from outdoors. Peonies are coming in and meet with ready sale, although red is about the only color offered at present. Gladioli are selling fast.

H. A. T.

ST. LOUIS, MO.—George Waldbart, has retired from business after nearly 30 years, but the establishment will be continued by an organization of his former employes, known as the George Waldbart Floral Co.

USE OUR

Blue Ribbon Valley and Nesbit Roses

FOR YOUR JUNE WEDDINGS

BEST QUALITY TO BE HAD IN

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Double White and Pink Killarney, Sunburst, Hearst, Nesbit and Brunner.

NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

Choice stock of Valley, Gladioli, Candidum, Sweet Peas, Callas, Daisies, Easter Lilies, Stocks, Calendulas, Peonies, Lupines, Pansies and all other Seasonable Stock.

Don't Forget Us on GREENS, as we have Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

WE ARE CLOSED ALL DAY SUNDAY.

Milwaukee, Wis.

BUSINESS HOLDS UP VERY WELL.

Business during the past week was very brisk, due to the numerous weddings, graduation exercises and funeral work, with the supply in proportion. The exceptionally hot weather, however, reduced the quality of stock in short order, causing many mildewed and small roses, sweet peas, very poor, and carnations nearing their end. With the closing of the public and high schools, we can clearly see the end of the successful season of 1919-20.

NOTES.

The postponed club meeting, June 12, was not well attended, due no doubt to the fact that all the boys are still very busy, and, as it was a hot day, decided to rest up. In view of the small attendance, not much of great importance was transacted. It was suggested to have our annual picnic at the same time and place as that of the Wisconsin State Florists' Association at Sheboygan, in July, date not yet set.

"Cony," as he was best known by that name, who had been a faithful employe of the A. F. Kellner Co., ever since its inception, died June 4, after an operation for appendicitis. It was also found that he had cancer of the stomach. His death was a hard blow for the Kellner Co., especially at this busy time, and the scarcity of help.

Mrs. Seaman, of Anderton & Seaman, who is residing in Chicago temporarily, paid us a visit a few days ago. We are more than pleased to report that she is rapidly recovering after her six months of severe illness.

Fred H. Holton, of the Holton & Hunkel Co., together with Mrs. Holton and their daughter, Ruth, left June 14, to attend the Shriners' convention at Portland, Ore. They expect to be gone about four weeks.

Herman Arndt, Jr., of Wauwatosa, who opened a retail flower store in that village in October 1919, discontinued that branch entirely, June 1, and is now doing landscape work.

Mrs. John G. Heitman left, June 7, for Cedar Lake, to be gone for about two weeks. We are pleased to report that she can again walk about unaided.

After a severe siege of dryness, which lasted for about four weeks and did considerable damage, the heavy rainfall, June 13, was more than welcome.

The state fair committee intends to do all the planting of beds and boxes at the fair grounds next week.

Henry Welke, head of the E. Welke Co., attended the republican convention at Chicago, June 8.

Gust Rusch & Co., report the arrival of the first locally grown peonies last week.

E. O.

The Message of the Flowers.

A florist advertises: "Tell her with flowers."

"A pretty thought. Suppose you wanted a girl to meet you about the middle of the afternoon. What would you send her?"

"Four o'clocks."

CHARLESTOWN, WEST, VA. — The Capital City Floral Co. has moved to a new store on Quarrier street.

PROVIDENCE, R. I.—Jos. Koppelman & Co. have moved to a handsome new store in their own building on Custom House street

HUNTINGTON, WEST, VA.—The Huntington Floral Co. is now in its handsome new quarters, the building formerly occupied being torn down.

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago
L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Peonies. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

Mention the American Florist when writing

CHIFFONS, 4-inch, 6-inch, All Colors. Buy Now.

Baskets of Wonderful Value.

PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., Pittsburgh, Pa.

Mention the American Florist when writing

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Mention the American Florist when writing

Columbus, O.

WEEK OF EXCELLENT BUSINESS.

The past week has been an active one for the florists of the Buckeye capital. Trade has been especially good because of the large number of graduation ceremonies and the attending social affairs. All of the florists have shared in this business, which will last for a week longer, covering the commencement exercises of the Ohio State University. This demand has tended largely towards corsages. Funerals have been quite numerous during the past week which also aided in the brisk demand. Parties and weddings are also one of the best sources of business. The leading flowers on the market at this time are roses, carnations, sweet peas, lilies and peonies. The latter were so numerous that they were a glut on the market and prices were extremely low. Roses are of good quality. Carnations are still excellent. Easter lilies are plentiful and find a ready sale. Plants are selling quite briskly. Householders are getting their lawn and porch decorations in shape, and as a result, all greenhouse proprietors report an extra good demand for geraniums, and trailing and clinging plants.

NOTE.

Many varieties of roses were shown at the annual rose exhibit held at the archæological museum at the Ohio State University, June 11-12. The display was under the auspices of the Columbus Horticultural Society. Prizes were offered for the best collection of roses, for the best individual rose, for the best Frau Karl Druschki rose, best three tea roses, best three hybrid tea, best five hybrid perpetual, best rambler spray, etc. Competitors were required to grow all flowers displayed and must not grow flowers for sale. Alfred C. Hottes, of the department of horticulture, of the Ohio State University, was in charge of the display.

J. W. L.

FLORISTS'

Cards, Envelopes, Labels, Tags.

Add 20% to our 1920 catalogue prices.

THE JOHN HENRY CO.

LANSING, MICHIGAN

Mention the American Florist when writing

Rochester, N Y.

JUNE BUSINESS VERY SATISFACTORY.

Trade during the past two weeks has been excellent, quickened by weddings, commencements and funeral orders. Bedding plants and seedlings of all kinds are much in demand. Sweet peas are excellent, while the rose supply has diminished. Peonies are arriving in small quantities.

CLUB MEETING.

The monthly meeting of the florists' association was held at the Osborne house, June 11, the feature of the evening being a most interesting lecture, illustrated with colored views by John Dunbar, on "Flowering Trees and Shrubs of North America and Northern Asia." The picnic committee reported that this event will be held the first week in August, the exact date to be announced later. The following were appointed chairmen of committees to arrange for their respective parts of the programme: Charles Vick, prizes; J. M. Keller and E. P. Wilson, sports.

GOLDFISH 1,500,000 (Fancy and Plain)

Ready for market at rock-bottom prices. Ship anywhere in U. S. or Canada. Write for our illustrated catalogue.

Oriental Goldfish & Supply Co.

3757 to 3761 Cottage Grove Ave., Chicago, Ill.

The Wonder Plant Irrigator

—AND—

The Wonder Basket Irrigator

Two articles no florist should be without. Write for prices.

A. F. LONGREN, DES PLAINES, ILL.

NOTES.

Harry Merritt, of Irondequoit, is now busily engaged in planting out his carnations. Mrs. Merritt escaped serious injury to one of her eyes last week, bursting a blood vessel when she accidentally came in contact with a wire stake.

A little daughter, Janet Elizabeth, arrived at the home of E. C. Armbrust and wife, May 27.

Horace J. Head has arrived in England, where he will visit for two months.

CHESTER.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen	
Roses, Beauty		$1.50 @	$ 8.00
		Per 100	
"	Mrs. Chas. Russell..	6.00 @	30.00
"	Columbia	6.00 @	30.00
"	Premier	6.00 @	30.00
"	Hoosier Beauty	4.00 @	25.00
"	Killarney Brilliant..	4.00 @	20.00
"	Killarney	4.00 @	15.00
"	White Killarney	4.00 @	15.00
"	My Maryland	4.00 @	20.00
"	Mrs. Geo. Shawyer..	4.00 @	20.00
"	Milady	4.00 @	20.00
"	Mrs. Aaron Ward..	4.00 @	20.00
"	Sunburst	4.00 @	20.00
"	Ophelia	4.00 @	20.00
"	Dble. W. Killarney.	4.00 @	20.00
"	Champ Weiland	4.00 @	20.00
"	Cecile Brunner	2.00 @	4.00
"	George Elgar	2.00 @	4.00
"	Baby Doll	2.00 @	4.00
"	Nesbit	2.00 @	4.00
"	Our selection		6.00
Carnations		4.00 @	6.00
Cattleyas	per doz.	30.00 @	36.00
Snapdragons	per doz.	1.00 @	2.00
Daisies		2.00 @	4.00
Valley		8.00 @	12.00
Calendulas		4.00 @	6.00
Gladioli	per doz.	1.50 @	2.00
Lilies	per doz.	2.50 @	3.00
Peonies		6.00 @	10.00
Sweet Peas	per 100	1.50 @	3.00
Adiantum			2.00
Ferns	per 1,000		6.00
Galax	per 1,000		2.00
Leucothoe		1.00 @	1.25
Plumosus Strings	each	.60 @	.75
Sprengeri, Plumosus, Sprays			3.00
Mexican Ivy		.75 @	1.00
Boxwood, 35c per lb., per case			9.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

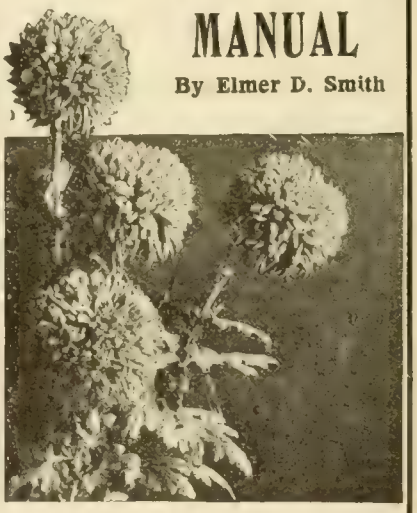
Telephone Central 3284

Mention the American Florist when writing

THE

CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 No. Clark Street, CHICAGO

BEAUTIES

Our large supply enables us to give you carefully selected stock and every advantage of market conditions. No matter how small or large an order you have, we can fill it to your entire satisfaction.

They have never been better than what they are this season. You will be pleased with them.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Mention the American Florist when writing

Philadelphia.

MARKET GREATLY OVERSUPPLIED.

The market is still greatly overstocked, there being three times as many flowers as are urgently needed, twice as many as are required for the demand, which is very good for the season, and this leaves a lot of good, bad and indifferent stock that has to go into the wagon-load clean-ups on Friday and Saturday, at prices that bring tears to the eyes of the growers. The quality of the various lines is particularly good for the season. At no time in the experience of the oldest grower has there been a spring so favorable to greenhouse flowers. The past week, the inside stock has had to face the competition of the peonies, which were never better, or more plentiful. It is almost impossible to move any but the highest grades, and even these are sold very low. Roses are in crop with all the growers, there being a great surplus of short stemmed stock, which has to be jobbed off to the street men. There are still very good carnations, and plenty of them. Outside shrubbery, candytuft, feverfew, etc., together with southern gladioli, are a combination that hurts the greenhouse products. There are a lot of sweet peas that are able to hold their own in the race. There is a good out-of-town demand, which is a great factor in this market. Comparatively few growers appreciate the worth or volume of business created by first-class commission houses. These enterprising firms extend the market hundreds, yes thousands, of miles, and have built up an important and profitable trade that, but for their efforts, would have gone elsewhere.

NOTES.

There have been some very good community flower shows the past week or 10 days. The Lansdowne show was particularly good, there being excellent exhibits of roses, as well as herbaceous flowers. The quality of this exhibition is increasing every year. The Main Line show, in connection with the Pennsylvania Horticultural Society, contained a wonderful lot of choice roses and all kinds of garden flowers. J. Otto Thilow, one of the judges, stated the quality of the various exhibits were the best he had ever seen of garden grown flowers. The Moorestown, N. J., local rose and flower exhibition, held in the town hall, was a gem. The hall had been beautifully decorated, and all the tables covered to the floor with white cloth, which made an admirable setting for the really fine display.

A wholesaler, who on a busy morning, was grading roses sent in by a careless or hurried grower, said it was singular how men, intelligent enough to grow good stock, paid so little attention to preparing it for market, which, if anything, had more to do with satisfactory returns than its quality. This grower has worked for months to produce this good stock, and then he fails to grade or pack it properly, and it only brings 50 per cent of what it is worth. He loses more in one hour than he gained in three months. "I wish some of these fellows," he added, "would come to town once in a while and see when their boxes arrive, how they open up, and compare their bunching and packing with others. It would do them a world of good.

Wm. K. Harris has taken up the lowly tradescantia, and finds ready sale for three-inch pot stock by the thousand. There is no greenhouse plant stock that is turned over as quickly as this. From a border on the floor of the house, under the edge of the center bench, good strong cuttings are always available. Six to eight of these into a pot of good soil, are rooted in a week, and another seven days, are a finished product, a luxurious, little plant that

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, June 16. Per 100

Roses, American Beauty	25.00@	60.00
" Shawyer, Russell	10.00@	25.00
" Killarney	6.00@	15.00
" Milady	12.00@	30.00
" Radiance	16.00@	40.00
" White Killarney	6.00@	20.00
" Killarney Brilliant	8.00@	12.50
" Ward	6.00@	16.50
" Maryland	8.00@	20.00
" Hoosier Beauty	15.00@	35.00
" Stanley	12.00@	20.00
" Columbia	16.00@	25.00
" Hadley	6.00@	25.00
" Ophelia	8.00@	20.00
" Premier	12.50@	30.00
" Victoria	8.00@	16.00
Cattleyas, per doz	6.00@	12.00
Sweet Peas	2.50@	3.00
Calendulas...doz.	.75@	1.00
Longiflorum Lilies	6.00@	12.00
Carnations	1.50@	4.00
Callas	16.50@	25.00
Snapdragons..doz.	1.50@	4.00
Marguerites	4.00-6.00@	8.00
Adiantum		2.00
Asparagus Strings, per doz.	9.00@	12.00
Asparagus bunches, each		.50
French Iris, per spray	.35@	.50
Pansies	2.00@	3.00
Myosotis, a bunch	.35@	1.00
Lily of the Valley	12.00@	16.00
Delphinium .....per doz.	4.00@	6.00
Outdoor and Frame Valley	2.00@	4.00
Darwin Tulips	6.00@	8.00

BUFFALO, June 16. Per 100

Roses, Beauty, Special	40.00@	50.00
" Fancy	25.00@	35.00
" Extra	15.00@	20.00
" 1st	6.00@	10.00
" Killarney	4.00@	12.00
" My Maryland	4.00@	12.00
" White Killarney	6.00@	15.00
" Sunburst	4.00@	15.00
" Ward	4.00@	6.00
" Columbia	10.00@	25.00
" Ophelia	4.00@	15.00
" Russell	10.00@	20.00
" Shawyer	4.00@	10.00
" Bon Silene	3.00@	4.00
" Cecile Brunner	2.00@	4.00
Cattleyas	75.00@	100.00
Daisies	1.00@	2.00
Valley	10.00@	12.00
Calla Lilies	10.00@	20.00
Japan Lilies	8.00@	10.00
Easter Lilies	15.00@	20.00
Carnations	2.00@	4.00
Mignonettes	3.00@	6.00
Snapdragons	3.00@	10.00
Sweet Peas	1.00@	3.00
Asparagus Sprengeri	.35@	.50
Ferns, per 1000		4.00
Calendulas	3.00@	6.00
Smilax, doz.		4.00

Write For Our

Price List

On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

Removal Notice

BERGER BROS.

are now located at

1609 Sansom St., PHILADELPHIA, PA.

with a full line of everything—the best the market affords—in Cut Flowers.

Mention the American Florist when writing

CINCINNATI, June 16. Per 100

Roses, Premier	5.00@	20.00
" Russell	5.00@	20.00
" Columbia	4.00@	20.00
" Butterfly	4.00@	20.00
" White Killarney	4.00@	15.00
" Pink Killarney	4.00@	15.00
" Sunburst	4.00@	15.00
" Mrs. Aaron Ward	4.00@	15.00
" Ophelia	4.00@	15.00
" Baby Doll	2.00@	3.00
Carnations	3.00@	4.00
Calendulas	1.00@	4.00
Sweet Peas	.75@	1.00
Ferns, per 1,000		3.00
Leucothoe, per 1,000		6.00
Galax, per 1,000		1.50
Smilax, per string	.15@	.25
Plumosus (south) per bch.		.25
Easter Lilies	8.00@	15.00
Snapdragons	4.00@	8.00
Stocks, per bunch		.50
Cornflowers, per 1,000		3.50
Peonies	4.00@	8.00
Spanish Iris	4.00@	6.00
Gladioli	10.00@	12.50
Delphinium	8.00@	10.00
Gypsophila, per bch		.75

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

White Wood Easels

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches.....	$0.65	54 inches.....	$1.25
42 inches	.80	60 inches.....	1.50
48 inches.....	1.00	66 inches.....	2.00

(Special price on dozen lots.)
Get our list of other supplies (it's free.)

Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Mention the American Florist when writing

GUST. RUSCH & CO.

Wholesale Florists
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses

Phone Main 1245. P. O. Box 506.
444-446 Milwaukee Street, **MILWAUKEE, WIS.**

Mention the American Florist when writing

immediately finds favor with store patrons. A druggist, who has as a feature of his business an annual gift week, found this stock admirable for his purpose and used 1,000 in gifts to his customers.

Walter Davis thinks that the Society of American Florists should have a set of special-pattern glass vases, made and stamped with the famous slogan, "Say It With Flowers." These should be purchased by the various local florists' clubs and donated to hospitals, very few of which are provided with proper receptacles for the flowers that are so often sent to their patients.

A. B. Cartledge, Jr., Wilmington, Del., has bought out the business of the Biester Flower Shop, 1410 Susquehanna avenue, which he will run in addition to his Wilmington store. This is a good location. The business will be conducted along modern, up-to-date lines, handling flowers in quantity at popular prices.

The Frank M. Ross flower shops are each a perfect unit, but so systematised that they almost conduct themselves. They are three links of a chain that may soon have more added, for there is room in a number of busy residence centers of the city for just such enterprising cut flower stores.

There is a rumor that the baseball fever is breaking out again in the commission houses. The florists' club should have a picnic about the middle of July, with a good ball game as one of the features.

J. G. Styer, Concordville, who has 25 acres of peonies, stated that although he missed Memorial day, this was likely to be his best year, as he had found a great demand from northern markets.

Wholesale Flower Markets

PHILADELPHIA, June 16.	Per 100
Roses, Beauty, special	40.00@ 50.00
" " fancy	20.00@ 30.00
" Mrs. Chas. Russell	10.00@ 25.00
" Killarney	2.00@ 6.00
" Hadley	6.00@ 25.00
" Sunburst	6.00@ 12.00
" Wards	4.00@ 6.00
" Ophelia	6.00@ 12.00
" Columbia	8.00@ 15.00
" Premier	4.00@ 20.00
Cattleyas	1.00@ 1.50
Mignonette	4.00@ 6.00
Gardenias, doz.	1.50@ 3.00
Carnations	3.00@ 4.00
Carnation, Laddie	6.00@ 8.00
Snapdragons, per doz.	1.00@ 1.50
Callas	10.00@ 15.00
Easter Lilies	10.00@ 15.00
Calendulas	2.00@ 6.00
Adiantum	1.00@ 1.50
Smilax	.35
Asparagus Strings	.75@ 1.00
Sweet Peas	.50@ 2.00
Lily of the Valley	6.00@ 12.00
Asparagus bunches, 12sp.	.50@ .75
Peonies	3.00@ 6.00

ST. LOUIS, June 16.	Per 100
Roses, Hadley	2.00@ 10.00
" Premier	3.00@ 25.00
" Killarney	2.00@ 6.00
" White Killarney	4.00@ 8.00
" Hoosier Beauty	3.00@ 10.00
" Russell	2.00@ 20.00
" Ward	2.00@ 6.00
" Sunburst	5.00@ 15.00
Ferns, per 1000	3.00@ 4.50
Carnations	1.50@ 5.00
Carnations, Laddie	12.50
Carnations, Specials	5.00
Sweet Peas, per 1,000	2.00@ 4.00
Calendulas	2.00
Callas	10.00@ 12.50
Mignonette	8.00@ 12.50
Violets	.75@ 1.00
Galax, per 1,000	1.50
Leucothoe, per 1,000	7.50
Boxwood, per lb.	.35
Lily of the Valley	8.00
Freesia	2.00
Jonquils	2.00@ 4.00

A full supply of roses in all grades are a feature of the Leo Niessen stock. Business is reported satisfactory, but the peony competition had kept prices low.

Berger Bros. report a good business for the week, although prices were pretty low. Tea roses, in variety, are quantity stock.

George Aeugle is still on the sick list. He is going to try the country for a couple of weeks, and get a good rest.

K.

WHY NOT TRY THE
McCALLUM CO.
For Real Service in FLORISTS' SUPPLIES?
We are manufacturers and importers—not merely jobbers. Send for Our New Catalog and be convinced.
The McCallum Co., Pittsburgh, Pa.

Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

Mention the American Florist when writing

PITTSBURGH, June 16.	Per 100
Roses, Beauty, spl., per doz.	7.50
" " fcy., per doz.	6.00
" " ex., per doz.	4.00
" " No. 1, per doz.	1.50
" Hadley	12.00 @ 30.00
" Killarney	6.00 @ 15.00
" Maryland	6.00 @ 15.00
" Sunburst	6.00 @ 15.00
" Mrs. Aaron Ward	5.00 @ 12.00
" Russell	8.00 @ 25.00
" Columbia	6.00 @ 20.00
" Ophelia	6.00 @ 15.00
" Hilda	4.00 @ 12.00
" Premier	8.00 @ 25.00
Lily of the Valley	10.00
Easter Lilies	15.00
Carnations	4.00 @ 6.00
Cattleyas, each	1.00
Ferns, per 1,000	5.00
Sweet Peas	1.00 @ 2.00
Daisies	2.00 @ 4.00
Galax, per 1,000	2.00
Plumosus, per bunch	.40
Sprengeri, per bunch	.50
Calla Lilies, per doz.	1.50
Peonies	4.00 @ 8.00

MILWAUKEE, June 16.	Per 100
Roses, Kill'n'y, W. Kill'n'y	4.00@ 12.00
" Ward	4.00@ 6.00
" Premier	8.00 @ 20.00
" Ophelia	4.00 @ 15.00
" Columbia	8.00 @ 20.00
" Hoosier Beauty	4.00 @ 12.00
Carnations, assorted	3.00 @ 4.00
Cattleyas, per doz.	9.00@ 12.00
Callas, per doz.	1.50@ 2.00
Sweet Peas	.75@ 1.50
Lilies, per doz.	1.50@ 2.00
Snapdragon	4.00@ 8.00
Daisies	1.00@ 3.00
Peonies	4.00@ 8.00

New York.

MARKET SUFFERS FROM PEONY GLUT.

The past week has been a trying time for the wholesalers, but a top notcher for the street peddlers. It is generally blamed on the glut of peonies, for as one wholesaler has said: "If it were not for those peonies, we might be getting $5 per 100 for carnations; but the peonies have taken the carnations down with them. On many available street corners, from express wagons, and at the bridge and subway entrances, carnations have been retailing at 25 cents per bunch of 25, and peonies at about what was offered, never very much. Of course, in both stocks there was always a quantity of the best that brought fair prices for summer time, but the large surplus had to be sacrificed or lost, and much of it was lost. There is now some fine, native peony stock on the market, the trouble being that there is too much of it. All this has had an unfavorable effect on the market in general, though good roses, orchids and lily of the valley are least affected. Orchids are not over plentiful and are holding their own. Lily of the valley of good quality is up to $20 per 100. In all roses there is a wide range of prices, depending on quality, for what is the use of a retailer buying poor stock, when the best is cheap? In the minor offerings, such as cornflowers, stocks and daisies, it is hard to clean up. The weather turned hot, July 10, which has aggravated the situation.

June 14.—After three warm days, the weather turned much cooler, June 13, and there is a more cheerful feeling in the market this morning, but heavy supplies of roses are arriving, and with peonies and much other stock, it will be a problem to clean up. A number of weddings are reported for this week, but such decorations make little impression on an overstocked market.

NOTES.

Joseph Trepel, the Brooklyn retailer, June 12-13, filled an order from the Zionist Society for 4,000 boxes of flowers, containing a total, it is said, of 200,000 blooms, largely carnations and roses. The flowers were sold on the streets, June 13, by boys and girls for the benefit of the Zionist fund. Mr. Trepel, his brother, Adam, and several of the staff, spent all night of the 12th, and the greater part of the 13th, preparing the boxes and sending them out. For the work, William P. Ford, the wholesaler, accorded them the privilege of his store.

On June 12, Manager Hale, of the T. F. Galvin Co., arranged a $500 casket cross of gigas, and numerous other pieces for the funeral of W. P. Pressinger, late president of the Chicago Pneumatic Tool Co. On June 25, this firm will arrange an elaborate decoration for the wedding of Mary Elizabeth Evens, to Henry G. Sharpe, of Providence, R. I. "Mary Elizabeth" is the girl that has acquired considerable fame through her candy kitchens.

We have recently had occasion to note the activities of N. Denis and S. Danas, who have a good store known as the "Subway Arcade Florist" at St. Nicholas avenue and 181st street. Only a few years ago, those boys were selling flowers on the street. In addition to the above mentioned store, they now have two others, one on 86th street the other on Lexington avenue.

M. Bommersbach, a retired florist of Decatur, Ill., was in this city during the past week. He is an old friend of the Chicago House of Vaughan, and visited Vaughan's Seed Store and other points of interest here. On June 12, he sailed on the S. S. Lapland for Antwerp, to visit his old Belgian home.

In addition to a great stock of novelties in cut flowers, a feature at the store of Geo. J. Polykranas, in the 18th street market, is a beautifully shaped rubber plant, 10 feet high and four inches in diameter at the base of the trunk.

Herman Kuhn and staff, of Sixth avenue and 50th street, arranged a handsome wedding decoration in the Lutheran church, 22d street and Eighth avenue, June 9. Many peonies and lilies were used, and there was a good display of palms and decorative green.

Messrs. Dolansky and McDonald, of Boston, Mass, were here, June 11, looking over their new quarters in the 18th street market, and returned home well pleased with Manager Sullivan's arrangements.

A. S. George, who has had large experience in the business, has recently taken a new and attractive store at 423 Richmond terrace, St. George, S. I.

Charles Hunt's Sons, Port Richmond, S. I., though growing a large stock of plants and cut flowers, continue a prosperous side line in vegatables.

Traendly & Schenck continue to receive a fine stock of roses from their Rowayton, Conn., greenhouses.

In addition to a large general stock, I. Goldstein, in the new market, is handling fine gladioli.

Exceptionally fine pink and red peonies are being handled by Wm. Mackie, in the new market.

G. E. M. Stumpp is now at Southampton, L. I., where he recently opened his summer store.

Gunther & Wantz, of Bellmore, L. I., are building another large house.

Charles H. Totty and wife now expect to sail for France, June 22.

Visitors: Richard Vincent, Jr., White Marsh, Md., Robert Pyle, West Grove, Pa.

A. F. F.

FUTTERMAN BROS.
Wholesale Florists, 101 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

HENTZ & NASH INC. N.Y. WHOLESALE COMMISION FLORISTS GROWER AGENT 55 and 57 West 26th St.

Mention the American Florist when writing

C. Lecakes & Co.
Wholesale Dealers in
Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Moss and Leucothoe Sprays, Our Specialties
31 and 43 W. 18th St., New York
Telephone Watkins 2315

Mention the American Florist when writing

MEMORANDA
Make a note of it on your "PAD."
"RESULTS" and "RELIABILITY" combined.
Our new location is of the best.
"The World's Largest Flower Market"
Exceptional opportunity for growers who are looking for "Results." Consign the next shipment to
GEO. J. POLYKRANAS
43 West 18th St., NEW YORK
Telephone 2264 Watkins

Mention the American Florist when writing

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

Mention the American Florist when writing

S. H. RUSSIN
Importer and Manufacturer of
Baskets, Novelties and Florists' Supplies
Opposite the New Flower Market
55 West 19th St., NEW YORK
Telephone Watkins 4443.

Mention the American Florist when writing

Traveling Wholesale Florist
INC.
31 and 43 W. 18th St., NEW YORK
Telephones 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

Mention the American Florist when writing

WHOLESALE FLORISTS
A. Young & Co.
54 WEST 28TH ST. NEW YORK
Consignments Solicited

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3364 and 3 58 Watkins NEW YORK CITY

Dolansky-Mc 'onald Co.
WM. SULLIVAN, Mgr.
Wholesale Florists, 31-43 W. 18th St., New York
Orchids a Specialty. Novelties of All Kinds.
Consignments Solicited. Reports Daily. Checks Weekly
Telephone Chelsea 8282.

William Mackie
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Telephone: 759 Watkins
Mention the American Florist when writing

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
31 and 43 W. 18th St., NEW YORK
Telephones: Watkins 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
31 and 43 W. 18th St. NEW YORK
Telephone Watkins 4336
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Prompt and careful attention to your interests. Consignments Solicited.
Mention the American Florist when writing

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
31 and 43 W. 18th St., NEW YORK
Established 1887
All consignments receive our special attention.
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, June 16. Per 100

Roses, Beauty, Specials	25.00@	40.00
" " extra and fancy	12.00@	15.00
" Hoosier Beauty	1.00@	8.00
" Hadley	4.00@	25.00
" Francis Scott Key	8.00@	35.00
" Columbia	2.00@	12.00
" Prima Donna	1.00@	8.00
" Dble. Wht. Killarney	4.00@	10.00
" White Killarney	1.00@	6.00
" Aaron Ward	2.00@	8.00
" Ophelia	2.00@	10.00
" Sunburst	3.00@	8.00
" Mrs. Chas. Russell	4.00@	15.00
" Premier	4.00@	20.00
" Ulrich Brunner	6.00@	20.00
Cattleya Gigas		1.50
Cattleya Mossiae	35.00@	50.00
Carnations	.50@	3.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Asp. Plumosus, doz. bchs	3.00@	5.00
Smilax, doz. strings	4.00@	5.00
Lilies, white	5.00@	8.00
Sweet Peas	.30@	1.00
Lily of the Valley	12.00@	20.00
Mignonette, per doz.	.50@	1.25
Snapdragons	.75@	1.00
Iris, Spanish, per doz	1.00@	1.50
Daisies, Yellow	.50@	2.00
Larkspur, per doz	2.00@	2.50
Peonies, per doz.	.35@	.50
Cornflowers	1.00@	1.50

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 708 and 709 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
31 and 43 W. 18th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
31 and 43 W. 18th St., New York

Telephones 4422 4423 Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
31 and 43 W. 18th St., NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST
ELEVEN STORES
Main Store— Lewis Ave Cor. Hancock St.

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Albany, N. Y.

Danker
FLORIST

The Best Service MEMBER

Mention the American Florist when writing

FRENCH RIVIERA and MONTE CARLO

C. Engelmann

Saffron Walden, England
MEMBER
Can take care of all your orders for above district.
Cable address for Riviera Branch: Carnation, Saint Laurent-du-Var.

Mention the American Florist when writing

SAFFRON WALDEN, ENGLAND MEMBER

C. ENGELMANN

Can take care of all your English orders.
Cable address: Engelmann, Saffronwalden.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

E. W. PEARSON

38 State St., Newburyport, Mass.
Covers All New England Points.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

BOHANNON FLORAL CO.

75 East Monroe Street, CHICAGO
Member of F. T. D.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Rochester, N. Y.

J. B. KELLER SONS,

FLORISTS
25 Clinton Avenue N
Rochester ph. 506. Long Dist. Bell ph. 2189
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

C. H. FREY

Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Mention the American Florist when writing

Alpha Floral Company

Chicago
Northwest Corner of Adams and Wabash
Member of Florists' Telegraph Delivery.

Washington, D. C.

Louise Flower Shop

Connecticut Ave. at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Member of Florists' Telegraph Delivery.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

Mention the American Florist when writing

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraphic orders. Regular trade discount.
229 WEST THIRD STREET

Mention the American Florist when writing

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place

L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST

221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of

GEORGE ASMUS, Mgr.

Wire, Write or Phone West 822

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West.

Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, Sheboygan, Wisconsin.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

A. LANGE

77-79 E. Madison St., CHICAGO

Telegraph, Mail and Telephone Orders given most prompt and careful attention and filled with the best stock in the market..

YOUR PATRONAGE SOLICITED.

Chicago

H. N. BRUNS

3040 West Madison St., Chicago

Telegraph, Telephone and Mail Orders Given Prompt and Careful Attention

---

FROM NEW YORK EXCEPT AS NOTED.

June 19.

FROM SAVANNAH, GA., Themisto, Holland-America Line (Rotterdam).
Celtic, I. M. M. Lines, (Liverpool).
FROM NORFOLK, West Celeron, I. M. M. Lines (Liverpool).
New York, I. M. M. Lines, (Southampton).
FROM BOSTON, Nitonian (London).
FROM NORFOLK, Waubesa, I. M. M. Lines (London).
Finland I. M. M. Lines (Antwerp).
FROM PHILADELPHIA, West Cherow, I. M. M. Lines (Antwerp).
FROM BALTIMORE, Persier, I. M. M. Lines (Antwerp).
Manchuria, I. M. M. Lines (Hamburg).
FROM PHILADELPHIA, West Ekonk, I. M. M. Lines (Hamburg).
Eastern Sea, I. M. M. Lines (Glasgow).
Imperator, Cunard-Anchor, (Southampton).
Pannonia, Cunard-Anchor (Trieste).
FROM PHILADELPHIA, Verbania, Cunard-Anchor (Liverpool).
Patria, Fabre Line (Marseilles).

June 21.

New York, I. M. M. Lines (Southampton).

June 22.

Leopoldina, French Line (Havre).
FROM BOSTON, Winnefredian, I. M. M. Lines (Liverpool.)
FROM MONTREAL, Western Maid, I. M. M. Lines (Antwerp.)
Navarino, Cunard-Anchor (Rotterdam.)

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

C. Frauenfelder FLORIST

3343 W. MADISON ST.

NEAR GARFIELD PARK

CHICAGO

Mention the American Florist when writing

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County
Members F. T. D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members Florists' Telegraph Delivery Ass'n

Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.
437-39-41 Milwaukee St
Members Florists' Telegraph Delivery Association.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1158:
Member of Florists' Telegraph Delivery.

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

For St. Louis.
WIRE

Grimm & Gorly

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.

FREY & FREY,

1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.
Member of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF HEINL'S

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—H. N. Bruns, 3040 W. Madison St.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exchg. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
French Riviera, France—C. Engelmann.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City Mo.—A. Newell.
Kansas City Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Fl. Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
Newark, N. J.—Washington Florist.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Saffron Walden, Eng.—C. Engelmann.
Salt Lake City, Utah—Miller Floral Co.
Salt Lake City, Utah—Bailey & Sons Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.

AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

Savannah, Ga.

JOHN WOLF

The Largest Grower of Cut Flowers in the South

Kansas City, Mo.

W. J. Barnes FLORIST, M.C.H.C.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

WICHITA, Kansas Shipments for Kansas and Oklahoma.
W. H. CULP & COMPANY
Quality Flowers
Personal Service
Members F. T. D. A.

Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York

DARDS

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction
Nearly 50 Years.

Member of Florists' Telegraph Delivery.

Let Us Fill Your Steamer Orders. Regular European Sailings Now Established

Mention the American Florist when writing

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107-420-775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ESTABLISHED 1847

F. T. D.

Thos. F. Galvin INC.

THE NAME PROTECTS YOU

BOSTON
1 PARK STREET
799 BOYLSTON STREET

NEW YORK
561 FIFTH AVENUE

Steamers are Again Sailing on Schedule
Deliveries made on board

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

"SAY IT WITH FLOWERS"

Max Schling Flowers

Schling Service Nothing Better

785 Fifth Avenue
NEW YORK CITY

Member of Florists' Telegraph Delivery.

Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Members of Florists' Telegraph Delivery.

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders by Telegraph Promptly Filled

Phones 1552-1553 Columbus.

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.

'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.

Orders from other cities receive our personal attention.

Members of Florists' Telegraph Delivery.

New York.

The Aphrodite Co.

THE ARTISTIC FLORISTS

Floral Decorations for All Occasions.

2703 Broadway, Phone Academy 2479

Mention the American Florist when writing

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.

BROADWAY FLORIST

2094 Broadway, S. E. cor. 72d St.

Phone Columbus 5468.

Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

SALT LAKE CITY

AND CONTRIBUTING TERRITORY

BAILEY & SONS CO. Member F. T. D.

Est 1865. 61-63 East Second South

Special consideration given Telegraph Order

Large Stock Always on Hand.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Mention the American Florist when writing

New York.

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)

2953 Broadway.

Members of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Best Flowers
Best Service

ROSES Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Newark, N. J.

Begerow's

MEMBER FTD

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist
Connecticut Avenue and L Street

Mention the American Florist when writing

Washington, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO
Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building.
4 South Jefferson Street. Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

Wilkes-Barre and near-by Pennsylvania Towns

Member F. T. D.
14 N. Main St. A. W. B. EVANS

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

Mention the American Florist when writing

LITTLEFIELD, Florist

WORCESTER, MASS.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Los Angeles, Calif.

O. C. SAAKE

FLORIST

We Solicit Telegraph Orders.
Regular Trade Discount.

215 W. FOURTH STREET

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.

138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.

The Park Floral Co

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell

FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Michigan — Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists,
Grand Rapids.

Mention the American Florist when writing

CHICAGO — DETROIT

Central Floral Co.

132 N. State St., CHICAGO
35 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

ROANOKE, VA.

FALLON, Florist.

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

EDWARD SCEERY

Passaic, N. J. — F. T. D. — Paterson, N. J.

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORIST

930 PROSPECT AVE., Erie Building. CLEVELAND

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

GUDE BROS. CO.
FLORISTS
1214 F ST. N.W.
WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

QUALITY and PROMPTNESS

New Orleans, La.

Members F. T. D.

— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

Salt Lake City

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass.

First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,
167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. — Telephone Market 494

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Flowers Delivered Anywhere. — Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation.

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

The Seed Trade

American Seed Trade Association.

E. C. Dungan, Philadelphia, Pa., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-eighth annual meeting will be held at Milwaukee, Wis., June 22-24, 1920.

MUCH western corn is three to four weeks late.

SEED trade collections in general are considered good.

VISITED NEW YORK: Leonard H. Vaughan, of Vaughan's Seed Store, Chicago.

FRENCH exchange at 13.20 is more favorable to the American buyer this week.

SEEDSMEN'S CONVENTION at the Hotel Pfister, Milwaukee, Wis., next week, June 22-24.

KENTUCKY weather on the whole has been very favorable to blue grass, although heavy rains have done some damage.

TRIMBLE MCCULLOUGH, of J. Chas. McCullough, Cincinnati, O., passed through Chicago, June 16, enroute to California.

DOWNERS GROVE, ILL.—Henry W Bruns, formerly with the Everette R. Peacock Co., Chicago, is now in business for himself here.

ST. LOUIS, MO.—F. P. Lilly, of the Chas. H. Lilly Co., Seattle, Wash., was a visitor this week on his way to the Milwaukee convention.

RAILROAD fares to California are quite low this season, and many others besides democratic conventionites are taking advantage of them.

IT is reported a number of retail and catalogue houses have arranged to advance the price of seed packets to 10 cents the coming season.

ONLY 107 members of the house of representatives, out of 311, are against free seeds, as shown by the roll call. How did your congressman vote?

GILROY, CALIF.—Roy Wheeler, brother of L. W. Wheeler, of the Pieters-Wheeler Seed Co., will represent that firm at the seed trade convention this year.

ONION SETS in the Chicago district have had all the moisture needed for two or three weeks to come in the recent rains and their general condition is now most promising.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, June 16, were as follows: Timothy, $9.00 to $11.00 per 100 pounds. Red clover $25.00 to $32.00.

DAVENPORT, IA.—Mel L. Webster & Co. of Independence, have leased the first floor of a business block at Second and Ripley streets, into which it will move its local branch, October 1.

THE price of bags at Chicago, June 16, was $65. It is reported burlap bags in that market are selling below the basis on which they can be replaced by new stock at present Calcutta prices.

FRENCH advices of May 21 indicate a 10-15 per cent advance in the price of bulbs of Narcissus Grand Soleil d'Or, and at that time, from 30-40 per cent on Narcissus Paper White Grandiflora. 13 ctm.

SIOUX CITY, IA.—The receiver of the Alfalfa & Cereal Milling Co. reports the concern cannot continue in business, and that the court will in the near future probably order the receiver to dispose of the assets.

DAVID BURPEE and G. W. Kerr, of W. Atlee Burpee & Co., Philadelphia, Pa., who passed through Chicago, June 14, returning from the Pacific coast, say the California seed crop outlook is rather unfavorable on account of the drought.

MOST German seed growers are asking increased prices of 20 per cent and upward to cover cost of production, and some are planning to charge customers an additional 10 per cent, export duty, which it is expected the government will levy shortly.

VISITED CHICAGO: W. F. Therkildson and wife, Philadelphia, Pa.; J. Martin, of the Reynolds Commission Co., East St. Louis; Frank Leckenby, of the Chas. H. Lilly Co., Seattle, Wash.; George C. Thomson, of Northrup, King & Co., Minneapolis, Minn., returning from the west.

TOLEDO, O.—There was a fair trade in clover seed futures, June 14, several buying orders lifting October and December prices 25 cents. Cash was quoted at $25, October $25, and December, $24. Timothy, cash, 1919, was offered at $5.50. September, $5.97½, October, $5.85, December $5.85, March, $5.95.

ROCHESTER, N. Y.—James Vick's Sons say the crops here need rain. This firm's aster acreage will be larger than last year's. There is a good stand of healthy plants and transplanting to the open fields is going forward satisfactorily. On account of the long, cold and dry weather, Phlox Drummondi will be a short crop. The stand of nearly all other flowers is fair to good.

CINCINNATI, O. — Charles Manthey, owner of Manthey's Seed Store, 208 East Fourth street, has acquired the property at that location on a perpetual lease basis. Mr. Manthey, who has occupied the property six years, bought it on a valuation of $35,000, the lot being 16x60 feet. The improvement is a five-story stone front. Numerous changes will be made in the building to provide larger quarters for Mr. Manthey's increasing business.

Peas and Beans.

The Alfred J. Brown Seed Co., Grand Rapids, Mich., wrote June 10, as follows:

"It is too early to give much of a report on pea and bean crops, which we are deeply interested in. The season is late both in Michigan and the west, and farmers are still planting beans and will probably continue until June 15 or possibly June 20. This same condition prevails in Idaho. Peas went into the ground rather late, and unless we have very favorable weather, with plenty of moisture, the crop is bound to be short. Our crop of peas in the Sacramento Valley, Calif., were badly damaged by frost in April. A few crops recovered, but many of them were so badly frosted they were plowed under.

"Farmers in Michigan, as well as the west, are curtailing their acreage for beans, either grown under contract or independent of contracts. The reason for this is the labor situation on the farm which is very bad. Therefore, the farmers are not able to undertake the acreage they would grow if conditions were different. Many contracts for beans have been cancelled, and many others have been reduced, and it has been difficult to re-write the contracts. Therefore, the acreage in Michigan as well as Idaho, will be curtailed to a considerable extent."

Nebraska Seed Crops.

Waterloo, June 10.—With a very cold and wet spring, seed crops have started out handicapped by being at least two weeks' late. However, this is not a condition to worry over, as it is believed there is ample time for the crops to mature properly. The stand of corn of all classes is very good, the acreage much less than usual, crops fairly clean, and weather at present very favorable to working. The reports from outlying districts are also encouraging, and no reason for any uneasiness about any of the crops is felt. We have tried to place a very conservative acreage on the orders booked. The general condition of finance, the sentiment of the public in regard to high prices, and the belief in the seed trade that lower

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Mention the American Florist when writing

Braslan Seed Growers
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA
Company

We are headquarters for the **BEST OF EVERYTHING** in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

The Frank S. Platt Company

SEEDSMEN

of

NEW HAVEN, - CONNECTICUT

Established in 1877, is offered

FOR SALE

Mr. Platt will retire after fifty-four years of continuous business. This firm has a degree of prosperity quite exceptional and the present year fully justifies the statement that

"Opportunity is Knocking"

for someone to secure a **First-Class** live business proposition under extraordinarily favorable conditions.

prices will prevail (in which opinion we do not share) have all combined toward our planting a medium acreage.

R.

Fremont, June 10.—We have had a cold, backward spring, with many of the crops going into the ground from two to three weeks late. We believe, however, that most of the crops have shown a good stand, as we have not received many requests for replanting, but, on the other hand, we have not had reports as to crop conditions from any of our growers, the season not being sufficiently advanced. Our acreage, and we believe the acreage of most of the other growers, is considerable smaller than for the past several years, partly on account of the scarcity of high test seed sweet and field corn, but partly on account of the small and limited contract orders which have been placed by the seed trade. Under the existing conditions, we do not think the growers have felt it advisable to place a large acreage, and as we believe many of the large dealers have not placed contract orders, we look for a shortage of some varieties next season.

The weather conditions are now, and have been for the last two days, more favorable, but we will soon need rain.

E.

Connecticut Seed Crops.

Watson S. Woodruff, of S. D. Woodruff & Sons, Orange, Conn., writes as follows, June 11:

"With an almost unprecedented backward spring, as evidenced by the fact that considerable acreage of sweet corn is still being planted this week, although such planting should have been completed 10 days or two weeks ago, we cannot report a very satisfactory outlook in general. What biennial crops of onion, beet, turnip, etc., are planted, are looking well, but the acreage has been cut to probably less than one-third of normal.

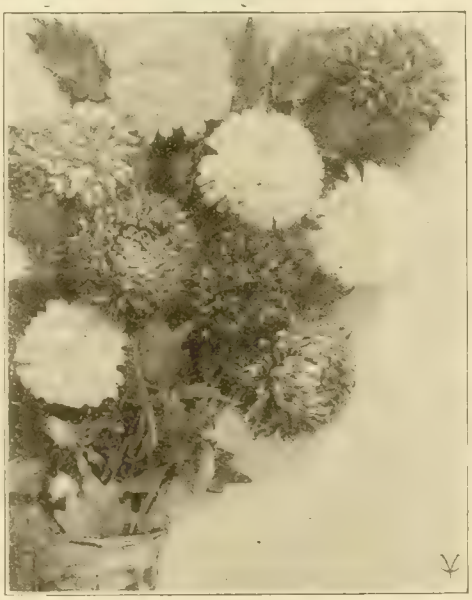
SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) **CHICAGO**



ENGRAVINGS

—FOR—

Seed Catalogues

Visitors at the Seed Trade Convention this month are invited to visit our office and examine

7 Books of Proofs

showing thousands of cuts available for catalogue work at less than 25 per cent of present costs.

Vaughan's Seed Store

10-12 W. Randolph St., Chicago

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:

Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, FREMONT, NEB.

Growing Station, ROCKY FORD, COLO.

Yokohama Nursery Co.

LTD.

Woolworth Building,

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

Lily of the Valley Pips

Delphinium Newport Rose
Dracaena Indivisa
Salvia Zurich
Smilax Seeds
Grass Seed Mixtures of all kinds.

Send for our catalogue.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY
ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO — CABLE ADDRESS, "MCGILL-SEED" SAN FRANCISCO — CALIFORNIA

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

I. N. Simon & Son

Garden Seeds

438 MARKET STREET
Philadelphia - - Pa.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.

Growing Crops Given Personal Attention.

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City

Seed Packets

FLOWER SEED SIZES TO CATALOG ENVELOPES — RETURN ENVELOPES

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

L. D. Waller Seed Co.

GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds

GUADALUPE, - CALIFORNIA

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers

LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

SEEDS

Flower, Vegetable and Farm.

Send your inquiries to

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners.

"With prices of potato seed and fertilizer high, acreage has probably been reduced 20 per cent, so, as never before, "corn is king" in this state. I would not have it understood that this means that there is an abnormal acreage of corn, which is not the case, but a very much smaller acreage of sweet corn seed than for the past two or three years. However, in comparison with other crops, the corn acreage is probably greater in proportion, although it must be borne in mind that there is possibly a general reduction of not less than 25, and possibly 33 per cent in the number of acres of cultivated crops, generally speaking. Thousands of acres have been seeded down either with grass or grains, and with hay selling at from $50 to $60 per ton, it would appear like good judgment for farmers to give their land and themselves a long needed rest after the intensive cultivation of seed crops which has been going on during the war.

"For some years past, we have experience nothing in the way of a labor shortage compared with the conditions existing in 1920. What little help is available, we are paying $3.50 and $4 per day and with prices of everything entering into the production of a crop ranging from 25 to 50 per cent above any normal we have known in the past five years, if anyone can show where beet seed at 40 cents per pound, turnip at 25, onion at $1.25 to $1.75 per pound and sweet corn at $5 per bushel, will ever show the seed grower a profit in Connecticut, he will have to know more about the business than the writer. There is a strong feeling among growers that prices of seeds have "scraped bottom" for several months, and the swing must go back the other way, otherwise the inevitable must happen, namely, seeds will not be produced.

Washington Seed Crops.

J. E. Currey, seed specialist to the state of Washington, says: "Crop prospects for vegetable seed in the state are indeed somewhat discouraging, when compared to the wonderful yields of last year. The year 1918 ran over $5,000,000 to the producer, and for 1919, considerably more. In the Skagit valley, where practically all of the seed is grown, the crops are just about ruined. The turnips and rutabagas are a total loss. A careful estimate placed the cabbage crop at 20,000 pounds, as compared to 1,200,000 pounds in 1919. Beets and mangels are also a total loss, and it is doubtful if any spinach will be grown."

Michell's Flower Seeds

Cineraria

	½ Tr. Pkt.	Tr. Pkt.
Grandiflora Prize Dwarf	$0.60	$1.00
Grandiflora Prize Med. Tall	.60	1.00

Daisy, Double English

	Tr. pkt.	Oz.
Monstrosa Pink	¼ oz., $2.00	$0.50
Monstrosa White	¼ oz., 2.00	.50
Monstrosa Mixed	¼ oz., 1.75	.50
Longfellow Pink	.40	$2.00
Snowball White	.40	2.00
Mixed	.30	1.50

Myosotis

Alpestris Victoria	.25	1.25
Eliza Fanrobert	.25	1.25

Pansy Seed

Michell's Giant Exhibition, Mixed. a giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c; 50c per tr. pkt.; ⅛ oz., $1.25; $7.00 per oz. **Giant Trimardeau, Mixed.** Large flowering and choice colors. Tr. pkt., 30c; $2.50 per oz.

Also Giant Prize and Regular sorts in separate colors.

Primula Chinensis

Alba Magnifica	$0.60	$1.00
Chiswick Red	.60	1.00
Duchess	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens	.60	1.00
Rosy Morn	.60	1.00
Prize Mixture	.60	1.00

Primula Obconica Gigantea

Lilacina, Lilac	$0.50
Kermesina, Crimson	.50
Rosea, Pink	.50
Alba, White	.50
Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Catalog

Henry F. Michell Co.

518 Market St., Philadelphia, Pa.

Mention the American Florist when writing

CALIFORNIA FREESIAS

Due in Chicago Soon.

NEW NAMED COLORED

General Pershing

Extra robust grower 3 feet in height, with 4 to 5 long side laterals, large open flowers of lavender pink, yellow lip and somewhat of a bronze cast.

The cut flowers have created quite a sensation on the Chicago market for several seasons and command the highest market prices.

Per 100, $5.00; Per 1000, $40.00.

VIOLA

Like a large wood violet, the lower petals of a deeper violet blue, a beautiful distinct and valuable hybrid. The growth is about 30 inches in height with 4 to 5 long side laterals, long enough for any floral work.

Per 100, $5.00; Per 1000, $40.00.

PURITY (Improved)	Per 1000
⅜-½ inch	$ 6.00
½-⅝ inch	10 00
⅝-¾ inch	15.00

Now is the Time to Order Sphagnum Moss.

Chicago **VAUGHAN'S SEED STORE** New York

Mention the American Florist when writing

Lawn Grass and Golf Mixtures

In bulk, $19.00 per 100 lbs.

Also make mixtures, according to special formula, of fancy recleaned grass seeds.

NEW YORK SEED CO.

83 Water St., NEW YORK CITY

Bolgiano's "Big Crop" Seeds

"Tested and Trusted" Over a Century.

Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLGIANO & SON, Baltimore, Md.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

Van Meeuwen & Tegelaar

Wholesale Dutch Bulb Growers

1133 Broadway, NEW YORK

Nurseries at Lisse, Holland

GET QUOTATIONS FROM

LANDRETH

Seeds Which Succeed

Bloomsdale Farm **BRISTOL, PA.**

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Ferd Fischer

Wiesbaden, - Germany

Announces To the Trade in America

My customers of former years and all other growers of Cyclamens will please take notice that, owing to the disturbed condition of communication and of shipping direct

I HAVE ARRANGED

With The

AMERICAN BULB CO.

172 N. Wabash Ave.

CHICAGO

to handle my entire crop of Cyclamen seeds this season.

My seed this season will consist of:

Three varieties of Salmon,
Three varieties of Red,
Pink,
Pink with Red Eye,
White,
White with Red Eye,
Rococco in variety.

Mr. Koehler, of the American Bulb Co., has visited my place this spring and has told me he found it the best he has seen in Germany, with the finest varieties and the stock in best condition.

ALL ORDERS
FOR 1920 CROPS
FERD FISCHER'S FAMOUS
CYCLAMEN SEED
SHOULD BE SENT TO

American Bulb Co.

172 North Wabash Avenue
CHICAGO, ILL.

Ferd Fischer, Wiesbaden

DE GRAAFF BROS., Ltd.

(Inc. with S. A. Van Konynenburg & Co.)

NOORDWYK, HOLLAND

Tulips, Daffodils, Iris, Crocus, Etc.

Mention the American Florist when writing

THE HOUSE OF KELWAY

Has a Reputation of 70 Years Behind It as a Guarantee

For three generations we have been growers and selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders **(delivery after 1920 harvest)**, not tomorrow, but **NOW.**

Specialties: Garden Seeds and Farm Root Seeds

KELWAY & SON, Wholesale Seed Growers, **Langport, England**

Mention the American Florist when writing

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, Telephone Worth 2376. **New York City**

Mention the American Florist when writing

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch
LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

75 YEARS UNRIVALLED REPUTATION

Geraniums

Standard Sorts, labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings, From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA

From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, **ALLEGANY, N. Y.**

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

Market and 49th Sts., PHILADELPHIA, PA.

Mention the American Florist when writing

Flower Seeds for Summer Sowing

CINERARIA—Vaughan's Columbian Mixture.

CINERARIA.

Vaughan's Columbian Mixture. It consists of a mixture made up by ourselves of the choicest strains and cannot be excelled in variety of color, size, shape and substance of flowers and perfect habit of plant. **Trade pkt. (500 seeds), 50c; 3 trade pkts., $1.40.**

Large-Flowering White, Crimson, Azure-Blue — **Each per trade pkt.,** (500 seeds), **35c**

Large-Flowering Dark Blue, Blood-Red, Soft Pink — **Each per trade pkt.,** (500 seeds), **35c**

Matador.	Brilliant scarlet. Trade pkt	500 seeds,	**$0.50**
Old Rose.	Pink, shading to coppery red	500 seeds,	**.50**
Hybrida.	Fine large-flowering. Mixed	500 seeds,	**.25**
Grandiflora.	Semi-Dwarf. Mixed	500 seeds,	**.35**

CALCEOLARIA HYBRIDA. Vaughan's Extra Choice Mixed. Our mixture is composed of the choicest selections of the figured, marbled, spotted and variegated varieties. **Trade pkt. (1000 seeds), 50c; 3 trade pkts. for $1.40.**

GLOXINIA HYBRIDA. Vaughan's Columbian Mixture is made up by ourselves from the choicest spotted, tigered, edged, marbled and splashed sorts of the upright and horizontal types, and we know that better seed is not to be had at any rate. **Trade pkt. (about 1000 seeds), 50c; 1-32 oz., $3.00.**

GYPSOPHILA Elegans Grand. Alba. Fine for cutting. ¼ lb., **45c**; lb., **$1.60**; Oz., **15c.**

PRIMULA. Vaughan's Chinese International Mixture. Packet of 250 seeds, **50c**; 3 for **$1.40**; per 1-16 oz., **$5.00.**

PRIMULA Malacoides. An improved Forbesii........1-16 oz., **$1.00**; Trade pkt., **50c**

Just Received—PRIMULA OBCONICA

Originators Stock of the Famous Ronsdorf Strain.

Grandiflora Mixed, " Rosea, " Appleblossom, Grandiflora Crimson, " Crispa Rosea, " Salmon, — **Per Trade Pkt., $1.00.**

Gigantea Mixed, " Rosea, Gigantea Oculata Rosea, " Crimson, — **Per Trade Pkt., $1.00.**

Order at once. We have only limited quantities of these fine Primulas.

PANSY

Vaughan's International Mixture. Trade pkt., **50c**; ⅛ oz., **$1.50**; ½ oz., **$5.00**; Oz., **$10.00.**

Vaughan's Giant Mixture. Trade pkt., **50c**; ⅛ oz., **75c**; Oz., **$5.00**; ¼ lb., **$18.00.**

Vaughan's Cut Flower Mixture. Trade pkt., **25c**; ⅛ oz., **60c**; Oz., **$4.00.**

Vaughan's P. P. (Popular Price) **Mixture.** Trade pkt., **25c**; ⅛ oz., **50c**; Oz., **$3.00.**

Chicago Parks Bedding Mixture. Trade pkt., **25c**; ¼ oz., **50c**; Oz., **$1.80.**

New Early-Flowering Giant Pansies. This new strain produces its giant flowers about four weeks earlier than any other known types. In early March, when the old type pansies hardly show any buds, the plants of the new strain often bear from three to five of their giant flowers.

Early-Flowering Giant White, Yellow, Light Blue, Dark Blue and **Mixed.** The four colors, trade pkt. (500 seeds), **25c**; ⅛ oz., **60c**; Oz., **$4.00.**

Write for List of Named Sorts With Prices.

Our List of "Flower Seeds for Summer Sowing" now on the press. Will be mailed shortly.

CHICAGO, ILL. VAUGHAN'S SEED STORE NEW YORK, N.Y.

Mention the American Florist when writing

BULBS

LILIUM GIGANTEUM, also **HARDIES,** shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

FOR JULY AUGUST SHIPMENT.

SEEDLING FERNS in FLATS, all varieties.

BAMBOO STAKES

Natural and Green, in all sizes—both domestic and Japanese.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

THE STANDARD BULB COMPANY

Benton Harbor, Michigan

Holland and French Bulbs

High Time to Order for Direct Shipment to You from Holland.

Ask Quotations.

Mention the American Florist when writing

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

Drevon=Tegelaar & Co.

WHOLESALE

FRENCH BULB GROWERS

1133 Broadway, NEW YORK

Nurseries at Ollioules, France

Mention the American Florist when writing

Abundance of Stock

	Per 100	1000
2-in. **Chinese Primroses**	$5.00	$45.00
2-in. **Primula Obconica**	5.00	45.00
2-in. **Chrysanthemums,** 28 varieties	3 75	35.00
2½-in. **Asp. Plumosus** and **Sprengeri**	5.00	48.00

Abundance of other stock. Correspondence solicited.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

STANDARD grades for Wisconsin potatoes have been in effect since April 7, according to the state division of markets and the state authorities have taken steps to see that the grades as established are strictly adhered to.

WISCONSIN will produce this year 150,000 bushels of certified seed potatoes on 20,000 selected acres, an increase of 25,000 bushels over 1919 production, according to the state inspection bureau. Rural New Yorker and Irish Cobbler are the varieties most commonly grown.

CANTALOUPE shipments from Brawley, Calif., according to the United States bureau of markets to June 6 were about 1,800 cars, compared with 1,600 cars last year. Owing to limited refrigerator equipment, shipments beginning June 7 were limited to 250 cars daily, pro-rating cars, basing allotments on acreage.

THE first car of tomatoes in the Crystal Springs, Miss., district, a solid shipment of Bonny Best, destined for Montreal, Que., was loaded May 31 about 10 days later than last year. The price was $2.65 per four-basket crate, f. o. b., cash, track. Cars of Globe or Detroit, sold on wire orders were expected to move soon after at $3 per crate.

Prices of Indoor Fruits and Vegetables.

Chicago, June 16.—Cucumbers, 2-doz. box, $2.00 to $3.00; celery, Florida, crate, $5.50 to $6.50; leaf lettuce, per tomato box, 15 to 17½ cents; radishes, per 100 bunches, $2.00; tomatoes, per crate, six baskets, $7.00 to $8.50.

New York, June 13.—Celery, per crate, $2.00 to $14.00; cucumbers, per dozen, $1.00 to $1.50; mushrooms, $1.50 to $3.50 per three-pound basket; tomatoes, per pound, 20 to 40 cents; lettuce, per basket, 75 cents to $1.25; radishes, per 100 bunches, 50 cents to $1.50.

Cucumbers in Wisconsin.

Cucumbers for pickles are an important cash crop in some sections of Wisconsin, where there are salting stations. They can be grown on a wide range of soils, says J. G. Moore, horticulturist at the University of Wisconsin, but gravelly or clay loams are preferred. Sandy soils are commonly used, but the crop is often smaller because of the difficulty with supplying the plants with sufficient water in July and August. The seed bed needs to be prepared early and well, he advises. A dust mulch should be maintained until planting time. This saves moisture, checks the weeds, and makes a better seed bed.

Well-rotted stable manure is the prize cucumber fertilizer. If enough is available, he advises broadcasting it before plowing. If the supply of manure is limited, it may be applied at planting time, either in the hill or in a dead furrow plowed where the row is to be

Cucumber planting comes as soon as there is no danger of frost. In southern Wisconsin it begins about June 1, and it will be correspondingly later in the central and northern parts of the state.

Ten or 12 seeds are scattered over an area about a foot in diameter, the hills being about four to six feet apart. After danger from the cucumber beetles is past, the plants are thinned to four or six in a hill. Sowing cucumbers in drills has been gaining in popularity. The rows are about six feet apart, and the plants sown from two to four inches apart. They are thinned to from 12 to 18 inches apart.

Plant as late as possible to reduce the losses from the insect pests. Treat the seed, if disease is known to be present, and rotate the fields to avoid disease losses. Pick the cucumbers regularly and carefully to make the most of the crop. Shallow cultivation to control weeds and maintain a dust mulch is urged.

Vegetable Markets.

Reports to the bureau of markets of the United States department of agriculture for the period June 6-13, indicate produce values generally lower, with new potatoes slightly weaker and onion markets dull. Prices of new potato stock were slightly below those of the previous week. The movement of No. 1 Irish Cobblers was good at South Carolina shipping points at $11 f. o. b. for cloth top slat barrels. Eastern markets ranged $11-$13. North Carolina Cobblers ranged $10-$11 f. o. b. and $10.50-$13.50 in consuming markets. Double head barrels of Number 1 Spaulding Rose ranged $11-$14 in most eastern markets. Louisiana and Texas Bliss Triumphs ranged $9-$11.50 sacked per 100 pounds. Virginia cloth top slat barrels of No. 1 Irish Cobblers ranged $10.50-$14 in eastern markets. California and Texas onions held closely to last week's price ranges. The movement was quite slow in all markets, but those of the middle-west seemed to be the most unsettled. Texas Yellow Bermudas ranged $1-$1.50 per standard crate in eastern markets, and 75 cents to $1.50 in middlewestern cities. California Yellow Bermudas in standard crates ranged generally $1-$1.75 in consuming markets. Tomato haulings have been increasing at Mississippi shipping points, and fours, green, wrapped, declined to a closing range of $1.35-$1.45 f. o. b. cash track. The same stock ranged $2.25-$3.25 in Baltimore. Chicago closed $2.50-$2.75. The movement was moderate and the market unsettled at Texas shipping points. Closing prices of fours, pink, unwrapped, ranged $1.50-$1.80 f. o. b. Texas tomatoes in Chicago and Kansas City closed at $2.50-$2.65. Florida fancy Globes, in six basket carriers, ranged at the close, $4-$5.50 in eastern markets, and $6-$8 at middle-western points. Packed stock in Chicago ranged $8-$8.50. The rate of movement almost doubled.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, $1.00

American Florist Co.

440 S. Dearborn St., CHICAGO

If you are interested in

POINSETTIAS

and four and five inch

BOSTON FERNS

for immediate delivery, write

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

Chrysanthemums

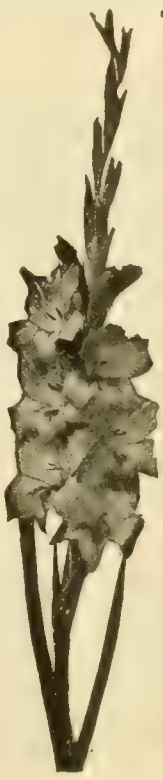
THE BEST

In Novelties and Standard Kinds. Catalogue on application.

Elmer D. Smith & Co.

ADRIAN, MICH.

Mention the American Florist when writing



THE BOOK OF GLADIOLUS

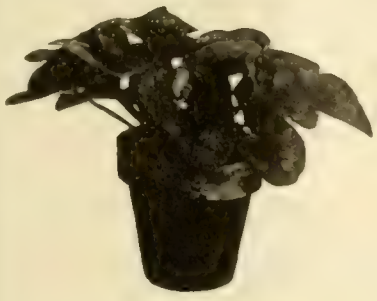
THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.60

AMERICAN FLORIST CO.

440 S. Dearborn St. CHICAGO.

Cyclamen, Dracæna Indivisa, Pyramid Ivy



CYCLAMEN

We have a quantity of unusually fine three and four inch Cyclamen, all varieties and colors, which we offer as follows:

3-inch - - - per 100, $25.00
4-inch - - per 100, 40.00

These plants are in excellent condition to grow on for Christmas. The scarcity of Azaleas and other flowering plants will make Cyclamen the big Christmas seller—You can't go wrong on them.

Pyramid Ivy

These English Ivy grown in pyramidal shape as shown in cut, afford an excellent substitute for Boxwood.

8-inch Pot,
Each, $5.00.

Dracaena Indivisa

Our Dracaena Indivisa are good strong plants, well worth the money.

7-inch,
Per dozen, $15.00.

All Prices F. O. B. Chicago.

Wittbold FLORIST

Packing Charged at Cost.

The Geo. Wittbold Co.,

745 Buckingham Place,
CHICAGO, ILL.
L. D. Phone, Graceland 1112

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

MICHIGAN will plant a victory highway from Port Huron to Chicago with apple trees.

NURSERYMEN'S CONVENTION at the Congress hotel, Chicago, next week, June 23-24, with get-together dinner the evening of June 22 at seven o'clock.

THE Missouri Botanical Garden Bulletin of May, 1920, gives a list of native flowering trees and shrubs suitable for Missouri and adjoining states.

FULL report of the annual meeting and exhibition of the American Peony Society, held at Reading, Pa., last week, will be found elsewhere in this issue, with numerous illustrations.

EVERETT, WASH.—More than 1,500 trees have been planted along the Pacific highway in memory of men from this vicinity who went into service. Further plantings will be made next year.

ELEVEN Wisconsin cities now have park board commissions, Appleton, Beloit, Manitowoc, Oshkosh and Madison operating under provisions of a special charter, while Wauwatosa, La Crosse, Superior, Cudahy, Rhinelander and Delavan have passed ordinances creating boards.

Apple Crop Prospects Good.

Reports to the United States department of agriculture, bureau of markets, indicate a normal or five-year average yield in the Hudson valley apple section of New York. In the western part of the state, as well as in Massachusetts and New England, conditions are generally favorable, except for the Baldwin variety, which does not show full bloom. Maryland sections indicate Ben Davis and Ganos, a full crop and 60 to 75 per cent for Grimes, Staman and York Imperial. The Ozark section of Missouri is estimated at 45 per cent of a full yield compared with 85 per cent last year, caused by freezes and cold weather. At Mesa Valley, Colo., 2,500 cars are anticipated. The forecast in the Wenatchee valley, Wash., is 11,850 cars, compared with 12,450 cars in 1919. Idaho expects 2,500 cars against 3,500 cars last season and the crop of Monterey and Santa Cruz counties in California are said to promise about 80 per cent from present appearances.

WANTED.

— Roots of —

Paeonia Officianalis Rubra Plena

State quantity, size, price. Address

Key 492, care American Florist.

NOW READY

Our new Catalog of

PEONIES

—AND—

IRIS

May we have the pleasure of sending you a copy?

Peterson Nursery

30 North La Salle Street, CHICAGO, ILL.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price $2.00.

American Florist Co.

440 S. Dearborn St., CHICAGO

VIBURNUM PLICATUM

Also Berberris Thunbergii, Hydrangea Paniculata, Weigelia, Spireas, Etc.

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO — WEST GROVE PENN'A.

Robert Pyle, Pres. — Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing

— THE —

Storrs & Harrison Co.

PAINESVILLE NURSERIES

Catalogues and Price Lists Free on Application.

PAINESVILLE, - OHIO

Mention the American Florist when writing

Hybrid Tea Roses

6 inch, for planting out.

HYDRANGEAS, French, 6 inch, until further notice.

WM. K. HARRIS

55th St. and Springfield Ave., WEST PHILADELPHIA, PA.

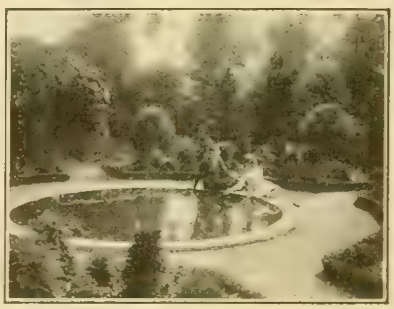
Mention the American Florist when writing

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing



Box-Barberry Bordered Garden.

Make a Leader of

BOX-BARBERRY

In Your 1921 Catalogue.

Many of the leading firms already have booked with us for their stock.

Write for terms or see

WALTER CAMPBELL,

At the

Nurserymen's Convention.

The Elm City Nursery Co.

Woodmont Nurseries, Inc.

New Haven, - Conn.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

THE D. HILL NURSERY CO.

Evergreen Specialists — Largest Growers in America — Box 404, DUNDEE, ILL.

Ready Reference Section.

12 CENTS, NET, PER LINE.

AGERATUMS.

Ageratum, light or dark, 2-in., $2.50 per 100; $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

ALTERNANTHERAS.

Alternantheras, Brilliantissima and Aurea Nana, 2½-in. bushy, $3.00 per 100. Cash. JOS. BANCROFT & SON, Cedar Falls, Ia.

ALYSSUM.

Alyssum, Little Gem, 2½-in., $3.00 per 100. ODOR GREENHOUSES, Iola, Kans.

ASPARAGUS.

Asparagus plumosus seedlings. $1.00 per 100, $8.00 per 1,000; 2-in., $3.50; 2½-in., $5.00; 3-in., $10.00; 4-in., $15.00 per 100. All first-class stock. HENRY SMITH, Grand Rapids, Mich.

Asparagus Sprengeri seedlings. 75c per 100. Cash please. CHAS. E. COUGILL, Auburn, Ind.

ASTERS.

Asters. Crego and Giant Branching, pink, white and lavender, per 100, $1.00. Odor Greenhouse, Iola, Kans.

BARBERRY.

Box-Barberry, well rooted summer frame cuttings, $65.00 per 100. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BULBS.

Cold storage lily bulbs. Giganteum 7-9. Write for special prices. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Tulips, daffodils, iris, crocus, etc. Write for prices. De Graaff Bros., Ltd., Noordwyk, Holland.

CALADIUMS.

Caladiums. 5-7, $5.00 per 100; 7-9, $8.00 per 100. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

CALENDULAS.

Calendulas. Orange King, 2½-in., $3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Calendula Orange King, 2-in., $2.50 per 100. Byer Bros., Chambersburg, Pa.

CALLAS.

CALLAS-GODFREY

3-in. Ready to bloom..........$10.00 per 100
3-in. Smaller plants .... 8.00 per 100

THE PARK FLORAL CO.
Denver Colorado

CANNAS.

Cannas. Three-in-pot plants, ready for immediate shipment: $1.00 per doz.; $5.00 per 100; $40.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

CARNATIONS.

FIELD-GROWN CARNATION PLANTS.
Enchantress Supreme, Mrs. C. W. Ward, White Perfection, Aviator.
GEORGE PETERS & SONS
Hempstead N. Y.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS

Standard Varieties

	100	1,000
Marigold	3.50	30.00
Buckbee	3.50	30.00
Enguehardt	3.50	30.00
Seidewitz	3.50	30.00
Nagoya	3.50	30.00
POMPONS		
Yellow Baby	$2.50	$20.00
Golden Climax	2.50	20.00
Buckingham	2.50	20.00
Beu	2.50	20.00

PETER REINBERG,
Wholesale Florist
30 East Randolph St., Chicago

ROOTED CHRYSANTHEMUM CUTTINGS

	100	1000
Yellow Nagoya, Bonnaffon, Golden Queen, Halliday, Marigold, Roman Gold	$3.00	$25.00
Pink Chieftain, Engnehard	3.00	25.00
White Chadwick	4.00	35.00
White Chieftain, Charles Razer, Oconto, Smith's Ideal	3.00	25.00
Red, Intensity	3.00	25.00
Pompons, Aster, Billy Primrose, Lillian Doty, Mensa, Godfrey, Diana	3.00	25.00

WIETOR BROS.,
30 E. Randolph St., Chicago

Pompons, double, Becky McLean, Wilcox Golden Climax. Hilda Canning, Jules La Gravere; fine bronze Lilian Doty, Mardiana. Single varieties, Buckingham and white, pink, red and yellow seedlings. All good varieties, 2-in., $4.00 per 100. PARK FLORAL CO., Denver, Colo.

Chrysanthemums. Standard varieties for cut flowers and potted plants. R. C. at $3.00 per 100; 2¼-in. plants, $4.00. Send list of varieties required. HENRY SMITH, Grand Rapids, Mich.

Chrysanthemums. Trade list of the 200 best chrysanthemums for the asking. STAFFORD CONSERVATORIES, Stafford Springs, Conn.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

Coleus. R. C., $1.50 per 100; 2¼-in. pots, $5.00 per 100. Standard varieties. HENRY SMITH, Grand Rapids, Mich.

CYCLAMEN.

Cyclamen. Unusually fine stock in all varieties and colors. 3-in., $25.00 per 100; 4-in., $40.00 per 100. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

Cyclamen, 2¼-inch. $10.00 per 100; 3-inch, $15.00 per 100. Ready now. Fine stock. J. E. MATTHEWSON, Sheboygan, Wisc.

DRACAENAS.

Dracaena Indivisa. Good strong plants, 7-in., $15.00 per dozen. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

Dracaena Indivisa, fine strong seedlings from flats, $1.50 per 100. ODOR GREENHOUSES, Iola, Kans.

ECHEVERIAS.

Echeveria. 2½-in., $4.00 per 100. Cash. JOS. BANCROFT & SON, Cedar Falls, Ia.

FERNS.

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Table ferns. Standard varieties. 2¼-in., $5.00 per 100. Adiantum Cuneatum, 2¼-in., $5.00 per 100; 3-in., $12.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FREESIAS.

FRESSIA PURITY BULBS.
Fresh, sound, plump bulbs of a heavy-flowering strong-stemmed strain, for high-class florist trade. Prices per 1,000 bulbs: ½-in., $10.00; ⅝-in., $15.00; ¾-in., $20.00.
SEVIN-VINCENT CO.
417 Montgomery St. San Francisco, Cal.

California Freesias. New named colored. Gen. Pershing and Viola, per 100, $5.00; per 1,000, $40.00. Purity (Improved), ⅜-½-in., $6; ½-⅝-in., $10; ⅝-¾-in., $15 per 1,000. Vaughan's Seed Store, Chicago and New York.

FUCHSIAS.

Fuchsias, bushy, 3-in., all kinds, $4.00 per 100. Cash. JOS. BANCROFT & SON, Cedar Falls, Ia.

FUNKIAS.

Funkias Var., strong, field-grown divisions, $5.00 per 100. Cash. B. SCHELLER, Warren, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

GERANIUMS.

100,000 geraniums. Poitevine, Barney, Oberley, Castellane, 2¼-in., 4½c; Nutt, 3-in., 10c; Nutt and Castellane, 4-in., 15c; Nutt and Castellane, 4-in., extra large spread, 17½c; Am. Beauty, Barney, H. Michell, 20c. Cash. L. J. ROWE, Box 244, Titusville, Pa.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GIGANTEUM

Lil. Giganteum. Storage bulbs to go forward every 15 days this summer. For sizes and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

Cold storage giganteum. For sizes and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

IVIES.

Pyramid Ivy. English ivy grown in pyramidal shape and afford an excellent substitute for boxwood. 8-in., $5.00 each. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

LOBELIAS.

Lobelia, Crystal, Palace, 2½-in., $4.00 per 100. ODOR GREENHOUSES, Iola, Kans.

MOONVINES.

Moonvines, 2½-3-inch; $5.00 per 100. ODOR GREENHOUSES, Iola, Kans.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANSIES.

Pansies. Vaughan's Giant Mixture. Jan. sown; bud and bloom, $1.00 per 100. ODOR GREENHOUSES, Iola, Kans.

PRIMULAS.

Primula obconica gigantea, Kermesina and Vesuvius, plenty of red. Fine, strong transplanted plants as good as 2¼-in., $4.00 per 100, postpaid; cash; immediate delivery. BRILL CELERY GARDENS, Kalamazoo, Mich.

Primula Malacoides, 2½-inch fine stock at $6.00 per 100. Would like to trade for chrysanthemum plants. JOHN RINDFLEISCH, Beloit, Wis.

ROSES.

ROSES
Quantity and Quality
2¼-in. ROSE PLANTS

	100	1,000
Ophelia	$14.00	$115.00
White Killarney	14.00	115.00
Sunburst	14.00	115.00
Milady	16.50	150.00
Columbia	16.00	140.00
Russell	22.00	200.00
Premier	21.00	180.00

BENCH PLANTS
FINE STOCK
The Kind That Will Please

Pink Killarney	$12.00	100.00
White Killarney	12.00	100.00
Ophelia	15.00	140.00
Milady	15.00	140.00
Russell	16.00	150.00
Champ Weiland	15.00	140.00
American Beauty	17.50	165.00

M. C. GUNTERBERG
Wholesale Florist
159 North State St. Chicago

ROSES.

ROSE PLANTS—2½-INCH STOCK

	100	1000
White Killarney	10.00	90.00
Ophelia	10.00	90.00
Columbia	15.00	125.00

BENCH PLANTS

	100	1000
Pink Killarney	10.00	90.00
Killarney Brilliant	10.00	90.00
Ophelia	10.00	90.00

WIETOR BROS.
30 E. Randolph St. Chicago.
L. D. Phone Randolph 2081.

YOUNG ROSE STOCK—2½-inch

	100	1,000
Ophelia	$7.00	$65.00
White Killarney	7.00	65.00
Sunburst	7.00	65.00

3-inch

	100	1,000
Ophelia	$8.00	$75.00
White Killarney	8.00	75.00

PETER REINBERG
30 East Randolph St. Chicago

You Need Room

All surplus plant stock should be sold now.

The plants need more room this warmer weather and will soon spoil if they don't get it.

Every plant has cost you money and you can readily sell the surplus by advertising NOW.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison N. J.

Roses. Very fine 2¼-in., own root, greenhouse grown. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

12,000 strong, clean heavy rooted Ophelia cuttings, $25.00 per 1,000. No orders for less than 1,000 considered. GEORGE REINBERG, 30 E. Randolph St., Chicago.

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

Bench roses. Richmond, Hoosier Beauty, Ophelia, $12.00 per 100. American Bulb Co., 172 N. Wabash Ave., Chicago.

SALVIAS.

Salvia, 2½-inch, $4.00 per 100. ODOR GREENHOUSES, Iola, Kans.

SEEDS.

SEEDS.
Nasturtiums, tall mixed, 25c per pound.
Nasturtiums, dwarf mixed, 28c per lb.
Sweet Peas, giant mixed, 30 per pound.
Best Quality.
AMERICAN SEED & SEEDTAPE CO.,
Newark, N. J.

Seeds. Primula Chinensis and P. Obconica Gigantea. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Specialists in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Delphinium Newport Rose, Dracaena Indivisa, Salvia Zurich, and Smilax. Also grass seed mixtures of all kinds. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices, Kelway & Son, Langport, Eng.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Flower for summer sowing. For varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorssinera, etc., Write for offers. SPRUIJT & CO., Utrecht, Holland.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax. Extra good, strong, well rooted plants. 2-in., $2.50 per 100. Elmer Rawlings, Allegheny, N. Y.

SNAPDRAGONS.

Snapdragons. Silver Pink and Nelrose, 2¼-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SPHAGNUM MOSS.

Sphagnum Moss for florists and nurserymen. For spot shipments or contract. Write us. Vaughan's Seed Store, Chicago and New York.

THUNBERGII.

Thunbergia 2½-in., 4c each. ODOR GREENHOUSES, Iola, Kans.

VEGETABLE PLANTS.

Vegetable plants. Tomato, Ponderosa, Earliana, Stone and Globe; ready for the field, $3.50 per 1000. Celery, White Plume; transplanted and ready for field, $3.00 per 1000. Cabbage, Early and Late Flat Dutch, $3.50 per 1000. ODOR GREENHOUSES, Iola, Kans.

Vegetable plants. Delivered to you, all charges prepaid. Cabbage, tomato, beet, lettuce and celery. 100, 65c; 1,000, $3.50; 5,000, $15.00; 10,000, $28.50. Price list free. COMMERCIAL PLANT CO., New Bohemia, Va.

Celery plants, Easy Blanching; now grown exclusively by 90% of Kalamazoo growers in place of Golden Self-Blanching. Strong plants, ready for the field, $3.00 per 1,000. Cash.
BRILL CELERY GARDENS
Kalamazoo Mich.

VERBENAS.

Verbenas. Strong transplanted, separate colors, per 100, $1.25 prepaid. ODOR GREENHOUSES, Iola, Kans.

VINCAS.

Vinca Minor, Periwinkle, Alba and Rosea, 2½-in., $4.00 per 100. ODOR GREENHOUSES, Iola, Kans.

Vincas Variegated, fine bushy. 3-in., $10.00; 4-in., $25.00 per 100. Cash. JOS. BANCROFT & SON, Cedar Falls, Ia.

MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Imp Soap Spray. Sure insect killer. Very economical, one gallon making 25 to 40 gallons of solution. Pt., 50c; qt., 75c; gal., $2.25; 5 gal., $10.00; 10 gals., $18.00. F. E. Atteaux & Co., Inc., 176 Purchase St., Boston, Mass.

White Wood Easel. Very desirable for mounting floral designs. For sizes and prices see display advertisement elsewhere in this issue. Geo. H. Angermueller Co., 1324 Pine St., St. Louis, Mo.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

MISCELLANEOUS.

Hanging baskets, plain wire, 10-in. $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works,, Lowell, Mass.

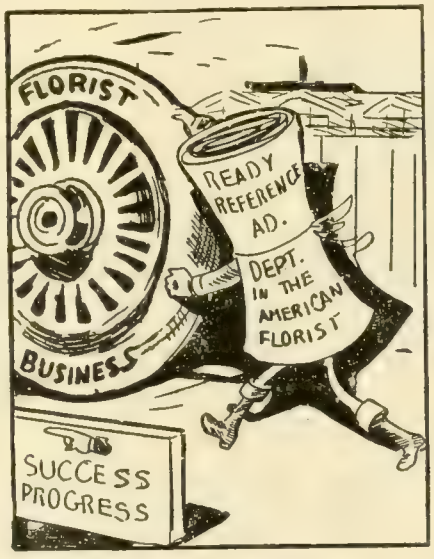
Good fresh tobacco stems in bales, $1.50 per hundred pounds, $25.00 per ton. Check with order. LEON S. BOUCHER CIGAR CO., Joplin, Mo.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., W. Philadelphia, Pa.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.



It Puts Its Shoulder to the Wheel.

1,000 letterheads and 1,000 envelopes, $8.50. Good stock. Cash please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Baskets, novelties and florists' supplies. S. H. Russin, 55 W. 19th St., New York.

MISCELLANEOUS.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FERTILIZERS

For results use "Master Brand" prepared concentrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

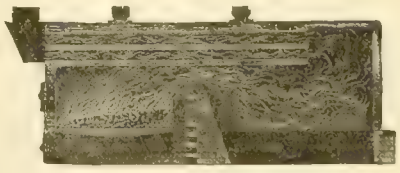
Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

THE CUSTOMERS' INTEREST FIRST

This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all the Greenhouse Boiler business



THE KROESCHELL POLICY

We make every kind of boiler, but it is our policy to supply only the type of boiler best suited for the conditions. You get the highest boiler value.

NOT CAST IRON

NOT CAST IRON

A KROESCHELL

is the key to fuel economy.

Kroeschell Bros. Co. 452 W. Erie St. CHICAGO

NOT CAST IRON

NOT CAST IRON

WIZARD BRAND

TRADE MARK

PULVERIZED SHEEP – PULVERIZED CATTLE SHREDDED CATTLE

MANURE

Highly Concentrated

Convenient Dependable

Direct heat dried and sterilized bone dry —no weeds. The ideal manure for bench soil, potting soil or field dressing—for every crop under glass or out of doors.

Insist on WIZARD BRAND through your supply house or write us direct.

The Pulverized Manure Co., 32 Union Stock Yards, **Chicago**

GREENHOUSE CONSTRUCTION.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J. Inc., New York.
Dolansky—McDonald Co., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuhl, Geo. A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
Neidinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.

FLATS

—OR—

PLANT BOXES

Made from **Genuine Louisiana Gulf Red Pecky Cypress,** selected stock. Are cut to proper size and shipped K. D.—ready to nail up.

Our stock size is 16 inches wide by 24 inches long by 3 inches high, outside measurements.

Can also furnish special sizes to meet your particular needs, in any quantity, at prices that are right.

BENCH LUMBER

We have a large and well assorted stock of Bench Lumber, and can take care of your requirements, large or small.

WRITE FOR PRICES.

The Foley Greenhouse Mfg. Co.

DESIGNERS BUILDERS HEATING ENGINEERS

Main Office and Factory: **3100 S. Spaulding Ave., CHICAGO, ILL.**

WHOLESALE CUT FLOWERS.

Rice Bros., Minneapolis, Minn.
Rusch & Co., Gust., Milwaukee, Wis.
Siebrecht, Geo. C., New York.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.

WHOLESALE CUT FLOWERS.

Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Winterson Co., E. F., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Zech & Mann, Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

WE ARE SPECIALISTS IN
GREENHOUSE GLASS
Free from Bubbles—Uniform in Thickness.
PAINTS and PUTTY
Greenhouse White (Semi-Paste). The Paint Particular Florists Prefer.
It will pay you to get our estimates.
THE **DWELLE-KAISER** CO.
251 Elm St., - BUFFALO, N. Y.

Mention the American Florist when writing

Azalea Pots, Hanging Baskets, Lawn Vases, Urns. Etc.
Red Pots
Refined Clays—Skilled Labor
The Peters & Reed Pottery Co.
SO. ZANESVILLE, OHIO
"Moss Aztec" Ware
HORACE C. GRAY CO.
200 Fifth Avenue New York

Mention the American Florist when writing

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of
FLOWER POTS
Why?
A. H. HEWS & CO., INC.
Cambridge, Mass.

George Keller Pottery Co.
Successor to
GEO. KELLER & SON,
Manufacturers of
Red Pots

Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Mention the American Florist when writing

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

Mention the American Florist when writing

Greenhouse Builders

When You Are Ready
To Talk Building
Say When and Where
and We'll Be There
Lord & Burnham Co.
Irvington *New York* *Philadelphia* *Chicago*
Boston *Cleveland* *Toronto* *Montreal*

Mention the American Florist when writing

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

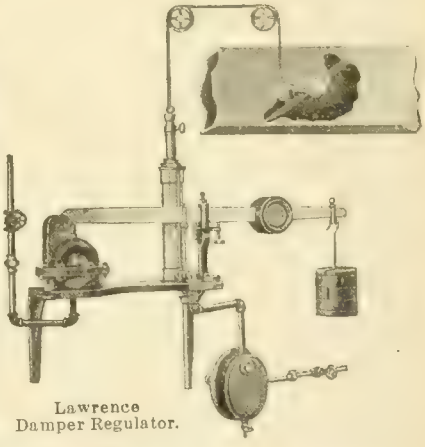
Mention the American Florist when writing

ARE YOU USING A
BOILER
That Let's the Florist Sleep
Get Posted! Ask for our catalogue.
GIBLIN & CO., UTICA, N. Y.

Mention the American Florist when writing

The Regan Printing House
Large Runs of
CATALOGUES
OUR SPECIALTY
WRITE FOR PRICES
523 Plymouth Court, CHICAGO

Mention the American Florist when writing



Lawrence Damper Regulator.

Watts Regulator Company
Manufacturers of
STEAM AND WATER SPECIALTIES
Established 1874. Factory: LAWRENCE, MASS.
Western Representatives:
FRED H. SCHINNEER CO.
549 W. Washington Blvd., Chicago
Tel. Franklin 2797

SUPERIOR
RED POTS
Quality and prices right. ASK US.
FLORIST SPECIALTY CO.
IDAVILLE, INDIANA

John C. Moninger Co.
GREENHOUSES
Designers - Manufacturers - Builders
We sell the complete house or any part
908 Blackhawk St., CHICAGO, ILL.

Index to Advertisers.

Allen J K.....1151
Alpha Floral Co....1152
Americ'n Bulb Co.I 1162
American Greenhouse Mfg Co IV
Amling E C Co.....1147
Anderson S A 1152
Angermueller G H Co.....1149
Aphine Mfg Co III
Aphrodite Co 1155
Astoria Florist 1155
Atteaux F E & Co.. III
Avenue Floral Co..1157
Baer Julius 1157
Bailey & Sons Co..1155
Barnard W W Co..1160
Barnes W J 1154
Bassett & Washburn1140
Baumer Aug 1154
Baur Window Glass Co..... IV
Bayersdorfer H & Co1138
Begerow's.....1156
Berger Bros.....1148
Berning H G. 1148
Blackistone Inc 1156
Bodger J & Sons Co1160
Bohannon Flo Co..1152
Bolgiano J & Son...1161
Bramley & Son.....1156
Braslan Seed Growers Co.....1158
Breitmeyer's J Sons1156
Brenner Edward....1151
Broadway Florist...1155
Brown A J Seed Co 1158
Brown Bag Filling Machine Co 1160
Bruns H N 1153
Bryan Alonzo J ...1163
Buckbee H W 1156
Budlong Co J A....1145
Bunyard.....1155
Burpee W A Co....1160
California Florists .1154
Central Floral Co ..1157
Central Refrigerator & Equipment Co.1147
Chicago Feed & Fertilizer Co 1172
Chicago Flower Growers Assn ...1141
Clark E B Seed Co.1161
Clarke's Sons D....1155
Clay & Son.....1172
Clipper Lawn Mower o 1172
Coan J J.....1151
Conard & Jones Co.1166
Cooke Geo H 1156
Cowee W J..... III
Coy H C Seed Co..1160
Craig Robt Co 1162
Culp W H & Co....1154
Danker Fred A ...1152
Dards Chas 1155
De Graaff Bros.....1162
Dietsch A & Co ... IV
Dolansky-McDonald Co. 1151
Dominion Floral Co1153
Dorner F & Sons Co1161
Dreer H A.....III 1171
Drevon-Tegelaar Co1163
Dunlop John H. ...1156
Dwelle-Kaiser Co..1171
Eble Charles.....1153
Edwards Fold'g Box1171
Elm City Nurs Co .1166
Engelmann C.....1152
Erne & Co 1146
Evans A W B 1156
Excell Laboratories III
Eyres H G.....1152
Fallon Florist.....1157
Fleischman 1156
Florist Specialty Co1171
Foerster Co Jos 1143
Foley Greenhouse Mfg Co 1170
Ford M C 1151
Ford William P....1151
Fox J M & Son Inc.1154
Frauenfelder C.....1153
Frey C H.....1152
Frey & Frey.....1154
Friedman.....1153
Froment H E.....1151
Futterman Bros....1150
Galvin Thos F.....1155
Gasser J M Co.....1152
Giblin & Co.....1171
Gnatt Ove Co The..1139
Godineau R & M...1160
Goldstein I.....1151
Gorham Printery Inc IV
Grakelow Chas H 1157
Grand Rapids Flo Co1157
Grimm & Gorly....1154
Gude Bros. 1157
Habermehl's Sons J J1152
Hardesty & Co 1156
Harris Wm K.....1166
Hart Geo B 1151
Hart Henry..... ..1155
Haven Seed Co.....1160
Heinl John G & Son1154
Henderson A & Co I
Henderson Lewis. 1154
Henry Co The John1146
Henshaw Floral Co1151
Hentz & Nash.....1150
Hess & Swoboda...1154
Hession.....1155
Hews & Co A H....1171
Hill D Nursery Co 1166
Hogewoning & Sons1162
Hollywood Gardens1154
Holm & Olson.. 1154
Holton & Hunkel Co1149
Hurff Edgar F.....1162
Hurst & Son. 1162
Ickes-Braun Mill Co IV
Idlewild Greenhs...1157
Jahn Hugo.....1157
Joy Floral Co.....1153
Kasting W F Co.... I
Keller Pott'y Co Geo.1171
Keller Sons J B.....1152
Kelway & Son.....1162
Kennicott Bros Co.1140
Kervan Co The.....1151
Kessler Wm 1151
Kottmiller A. 1155
Kroeschell Bros Co1170
Kruchten John.....1147
Kuhl Geo A 1164
Lager & Hurrell .1166
Landreth Seed Co..1161
Lang Flo & Nurs Co1154
Lange A.....1153
Lecakes C & Co ..1150
Lindley Flower Box Co.....1138
Littlefield Florist...1156
Longren A F.....1145
Lord & Burnham Co1171
Louise Flower Shop1152
McCallum Co 1149
McGill R C & Co...1160
McHutchison & Co.1163
Mackie William....1151
Malandre Bros.....1155
Matthews the Flo'st1156
Matthewson J E....1153
Meconi Paul.....1151
Metaire Ridge Nurs1156
Meyer John C Florist Thread Works....1146
Michigan Cut Flower Exchange.....1147
Michell Henry F Co 1161
Millang Jos A 1150
Miller Floral Co....1157
Miller & Musser ...1147
Moninger J C Co...1171
Murray Samuel.....1157
Neidinger Jos G Co.1149
Newell A 1157
N Y Cut Flower Ex.1151
N Y Floral Co.....1154
New York Seed Co.1161
Niessen Leo Co . 1148
Oriental Goldfish & Supply Co.....1146
Papadem J G Co....1155
Park Floral Co.....1157
Peacock E R Co....1159
Pearson E W 1152
Pedrick G R & Son 1163
Penn the Florist....1156
Peterson's Nursery.1166
Peters & Reed Potty1171
Philips Bros 1153
Pierce F O Co IV
Pierson F R Co .. I
Pierson A N (Inc) .. I
Pieters-Wheeler Seed Co 1158
Pikes Peak Flo Co.1157
Pillsbury I L..... III
Pittsburgh Cut Flo Co ... .1146
Platt Co Frank S ..1159
Podesta & Baldocchi1156
Poehlmann Bros Co 11
Pollworth C C Co..1149
Polykranas Geo J...1150
Potter Floral Co....1157
Proto-Feed & Guano Co..... 1172
Pulverized Manure Co The.....1170
Pyfer A T & Co.....1142
Raedlein Basket Co1147
Randall A L Co....1147
Randall's Flo Shop.1156
Randolph & McClements.....1152
Rawlings Elmer....1162
Ready Reference...1167
Reed & Keller III
Regan Ptg House..1171
Reid Edw 1148
Reinberg Geo. 1147
Reinberg Peter.....1141
Rice Bros. 1149
Rice Jerome B Seed Co 1159
Robinson C Seed Co1161
Rock Wm L Flo Co.1154
Rodgers J W.....1156
Rohnert Waldo. 1160
Rosaia Bros.....1157
Rosery Floral Co...1157
Routzahn Seed Co 1160
Rusch G & Co.....1149
Russin S H.... .1150
Saake O C.....1157
Salzer Seed Co J A.1154
Sceery Edw.....1157
Schiller the Florist.1153
Schillo A Lum Co .. IV
Schlatter W & Son 1172
Schling Max.....1155
Schmidt Chas L.....1152
Shaffer Geo C.....1156
Sharp Partridge & Co 1172
Sheppard H W.....1156
Siebrecht Geo C....1151
Simon & Son I N...1160
Situations & Wants1137
Skidelsky S S & Co. I
Smith A W & Co...1152
Smith & Co E D .. 1164
Smith & Fetters Co1157
Smith Henry.....1157
Standard Bulb Co..1163
Storrs & Harrison..1166
Stumpp G E M.....1155
Thorburn J M & Co.1161
Tonner O A & L A.1143
Totty Chas H 1164
Traendly & Schenck1151
Traveling Wholesale Florist.....1150
Trepel Joseph.....1152
United Cut Flo Co.1151
Van Meeuven & Tegelaar 1161
Vaughan A L Co ..1143
Vaughan's Seed Store .1142 1143 1159 1161 1163
Vick's Sons Jas....1160
Vincent R Jr & Sons Co..... I
Walker F Co.....1157
Waller L D Seed Co1160
Watts Regulator Co1171
Weber F H.....1157
Weiland & Risch..1147
Weir Jas..... 1152
Western Seed & Irrigation Co.....1159
Wietor Bros.....1142
Williams Mrs E A.1152
Winterson Co E F.1146
Wittbold G Co 1153 1165
Wolf John 1154
Wolfskill Bros & Morris Goldenson1152
Woodruff S D & Sons1160
Yokohama Nurs Co1159
Young A L & Co...1150
Young John & Co..1151
Zech & Mann.1144 1147

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.

809 Exchange Avenue, U. S. Yards, Chicago

Mention the American Florist when writing

"Master Soil Builders"

Send for prices on Master Brand Vine and Plant Manure—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.

4121 South La Salle Street, CHICAGO

Mention the American Florist when writing

Before

No loss if you mend your split carnations with

Superior Carnation STAPLES

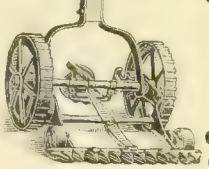
35c per 1000; 3,000 for $1.00 Postpaid

Wm. Schlatter & Son

After

422 Main Street, Springfield, Mass.

Mention the American Florist when writing



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plantain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER COMPANY Dixon, Illinois

THE RENOWNED FOOD FOR PLANTS

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES

Price: $6.00 Per Volume

Carriage prepaid to any part of the United States

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

GREENHOUSE

G L A S S

BEST BRANDS

SHARP, PARTRIDGE & CO.

2263 LUMBER ST., CHICAGO, ILL.

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas"

Vol. LIV. **CHICAGO AND NEW YORK, JUNE 26, 1920.** **No. 1673**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1920 by American Florist Company. Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901.
Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — A. L. MILLER, Jamaica, N. Y., President; F. C. W. BROWN, Cleveland, O., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treas. The thirty-sixth annual convention will be held at Cleveland, O., August 17-19, 1920.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Indianapolis, Ind., October, 1920. OFFICERS — PHILIP BREITMEYER, Detroit, Mich., President; IRWIN BERTERMANN, Indianapolis, Ind., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN ASSOCIATION OF PARK SUPERINTENDENTS.

The next annual meeting will be held at Louisville, Ky., Sept. 9-11, 1920. OFFICERS: J. W. THOMPSON, Seattle, Wash., President; H. W. BUSCH, Detroit, Mich., Vice-President; EMMETT P. GRIFFIN, East St. Louis, Ill., Secretary-Treasurer.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa. President; F. L. ATKINS, Rutherford, N. J., Vice President; E. A. WHITE, Cornell University Ithaca, N. Y., Secretary; HARRY O. MAY, Summit N. J., Treasurer.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at New York, September 27-29, 1920. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK, 205 Elwood Av., Newark, N. J., Sec'y.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition Boston, Mass., July 10-11, 1920. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I. Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Pot Grown Roses.

The hybrid perpetual or rambler roses after blooming, if desired to force another year, in order to bloom them early should be grown in pots during the summer. They can be pruned back after blooming and lifted, or if in pots should be repotted. This will require a good, strong soil, composed of two-thirds loam and one-third manure. When potting be sure to give good drainage and pot firmly, ramming the soil down hard. It is impossible to grow roses successfully in a loose soil. The plants should be plunged to rim of the pot outside where they can be freely watered. Avoid, if possible, placing them against the greenhouse or other building or against a fence, but plant them where they will have a free circulation of air and can be sprayed from either side. If planted against a building or in close quarters, they frequently become infested with red spider during the hot weather and it is nearly impossible to get rid of them.

Cyclamens.

The plants of cyclamen should now be growing rapidly, especially those which were grown from seed sown last fall. These plants should now be in four or five-inch pots and the foliage growing full and strong. If the plants are plunged in a frame, they should be lifted out of the soil occasionally to see that the drainage is not stopped up. There is nothing that will ruin a young growing cyclamen more quickly than to have the drainage get closed and have the soil become sodden with water. Angle worms will often cause this and, if they are detected, should be removed. It is very easy to find whether they are in the pots. If the soil on the top of the pot is rolled into small lumps, it is a sure sign that there are worms in the soil. If there are but a few, the plants can be knocked out of the pots and the worms removed; if there are many, a watering of limewater will soon rid the soil of the worms. The plants that are in small pots should be potted up as fast as they require it, that they may be as large as possible for the holiday season, but do not go to the other extreme and pot in too large pots. As soon as the roots get around the side of the pot, shift them into the next size larger. If the plants are in the greenhouse, a close watch for thrips must be kept during the summer. If the foliage is twisted when the leaf begins to unfold, it is sure to be caused by insects, and the plants should be sprayed with a nicotine solution. To have good plants for the holidays in full bloom they must be constantly watched and well grown.

Mignonette.

To be able to cut fine spikes of mignonette in early winter will require an early start, and although it demands care and attention to germinate small seeds during hot weather, yet it will be necessary to sow seed early in July in order to have a cut in by the holiday season. A north propagating house is one of the best locations for the sowing of seeds in summer. Mignonette does not transplant from the seed flats successfully, so it is better to sow it in 2½-inch pots, five or six seeds to a pot, which can be thinned out to one to two plants as soon as they are large enough to select the strongest. Some growers prefer to sow the seed in hills in the bench, but to grow the large spikes of this flower requires a soil very heavily manured, and the constant watering often sours the soil before the plants have pushed out roots enough to absorb the water. As soon as the plants have attained a height of two or more inches the tip should be pinched or rubbed out, in order that the plant will branch, and again later these branches will have to be pinched off, until there are six or eight good strong shoots. The plants will grow in most any kind of good soil, but to get the best the compost should

be about one-half partly decayed manure well mixed in the soil, and this will produce splendid spikes of bloom. After the plants begin to form their leaves, a careful watch must be kept for the cabbage worm; these worms are very fond of mignonette, are voracious eaters, and soon denude the plant. They are a little difficult to find, being of the same color as the leaf, but are generally found along the midrib of the leaf or on the stem. Growers who cultivate large quantities of this crop screen their ventilation with mosquito netting to keep out the moth which lays the eggs. The plants should be set about one foot apart in the bench and staked or tied in some suitable manner to keep the stems straight and erect.

Asparagus Plumosus and Sprengeri.

It is a good time now to plant, reset or renew the soil of asparagus beds, either plumosus or Sprengeri. If the beds are to be set out with young stock preparation should be started at once. Asparagus plumosus does better in solid beds, well drained, with a good rich compost about two feet deep. The plants should be set 12 to 15 inches apart and the shoots given strings upon which to climb as soon as they begin to grow. But little cutting should be done the first year, as it is necessary that the plants become well established. The old beds should be given a good mulch of half-decayed manure, and if possible, without injury to the roots, remove the top soil. Asparagus Sprengeri can be successfully grown in the bench, but also requires a good rich soil. The young stock the first year should be planted 10 to 12 inches apart, and will produce many stems that can be cut. The beds that have produced this year will require a renewal of the soil. It is better to replant them than to try to renew the soil in the bench. The plants are great feeders and the bench is generally full of roots after a year's growth, and it will be found difficult to keep the bench watered during the spring of the second year. If the plants are too close together, they can be given more space in resetting. Good large plants will do better if set about 15 inches apart. If a mulch is attempted, care should be taken to use no fresh manure, but manure that is well rotted. The ammonia that arises from fresh manure will affect the plants, turning the foliage light and in severe cases the foliage will become nearly white, making it worthless.

BANGOR, ME.—The Malvern Flower Shop has opened for the summer in charge of Mrs. Margaret Dyer.

ALBANY, N. Y.—The florists' club of this city will hold its monthly meeting and annual outing at the establishment of James Snyder, Rhinebeck, N. Y., July 10, making the trip by auto.

WELLESLEY, MASS.—Mrs. Eliza Tailby, widow of the late Joseph Tailby, pioneer florist of this city, and mother of W. W. Tailby, prominent in the trade in this section, died recently, age 82 years.

BOSTON, MASS.—Filene's Department Store, occupying one of the finest buildings in this city, is made doubly attractive this year with more than 500 window boxes containing geraniums, fuchsias, hydrangeas, etc., with edgings of English ivy.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

The coming period closes the first six months of the year, and is the opportune time to balance the books and see exactly what the harvest has been. In the retail store, it is the time for stock taking, which important matter is far too often neglected. Some put it off until they "get more time," or "there will be lots of opportunity before fall," etc. It looks like a big job, but in the majority of shops, it will not take long, and there is great satisfaction in having a list of just what is on hand and its value. A number of things are found that are shop worn or need repair. All such, after being valued, can be placed to one side, and at the first chance, fixed up to look as good as new. Do not keep junk; if any of the various items of stock need repair, and can be made good, set them aside for this purpose, if not, throw them away at once. It is very seldom that anything unsalable is ever retrieved when it is pushed into a clutter corner or bin, as it keeps getting worse all the time.

Gloxinia Imperialis.

All fancy basket and other stock for which there is but little demand at this time, should be put away and protected from dust and flies, so as to be presentable when the fall season opens.

The months of July and August, in the downtown stores particularly, show the lowest ebb in business, and in many such shops there is no profit, and generally, quite a heavy loss during this summer period. Such a condition can be avoided by keeping everybody busy on work for the fall and winter months. In the first place, there is an every day demand, month in and month out, for wreaths, which culminates at Christmas in a tremendous rush for all the various styles. Many put off the making up of these standard Christmas designs until late in the fall when the season is in full swing, and then there is great hustle and bustle, and frequently, a lot of night work, delays in getting stock and other difficulties to overcome.

By working up the hundreds of prepared magnolia wreaths in varied shapes and sizes that it is known will be required, stock of the most valuable kind, because of being ready, frees skilled labor for other work and is always at hand.

Very many of the fancy wreaths, made of Japanese chenille, prepared ruscus, green, white red, silvered and gilt, dyed lycopodium, statice and other grasses, cones, thistles, small palm or sago leaves, etc., are better made at this time. Much of this stock can be stemmed and packed away and worked into the fresh boxwood, pine, spruce and other Christmas greens when such stock is available. All the supply houses are glad to furnish such material at this time, as it is much easier to deliver than in the congested transportation period of the fall and near holiday seasons.

An inventory of two months' intensive work of this character would show a splendid balance on the right side of the ledger, and do away with all dull summer periods.

Rambler roses and Hydrangea arborescens, together with sweet peas, larkspur and other outside flowers, are now plentiful and should be used freely in store and window decoration. Impress upon customers that what they should have now is seasonable flowers and color effects. Larkspur and Dorothy Perkins roses work splendidly together in vase bunches. A large vase of Hydrangea arborescens in itself makes a very showy window piece.

Arrange the vacation schedule. It is very important to fix the various periods in advance, as then everyone has time to make reservations.

Get a good looking screen door for the front entrance. With the permanent door open, the summer screen keeps out the flies, and much of the dust, and has a cool, inviting look. A medium sized palm leaf fan or two should always be within reach to offer to customers on a hot day. They are greatly appreciated.

How is your Florists' Telegraph Delivery business? Keep it to the front all the time. It is sure, as Secretary Pochelon says, to become your biggest customer. Your greatest profit is in the business you create in your own store, so keep this "instant delivery to any distant point," always in sight. It will pay you.

Do not miss the S. A. F. meeting in Cleveland, August 17-19.

In the Store.

Waterproof, green crepe paper is one of the standard requisites of the store, of which the stock should never run out. At spare times it can be cut in the proper lengths for the various sized pots and kept laid flat in a drawer or box for the purpose. Each store has its own way of handling this paper. A good plan is to turn over about an inch of the edges, top and bottom, and by gathering and pulling an inch or so at a time, make a ruffle about an inch in depth on each edge. This presents a good finish when tied on the pot. The edges of the paper may be pinned to hold it to the pot, or it can be tied with silkaline. A bow of narrow ribbon the color of the flower of the plant in bloom, around the pot, makes a good finish.

Passe plants, or those that have outlived their usefulness, have gone out of bloom, or dropped a portion of their leaves, should be at once removed. They are not saleable and cast a doubt on good fresh stock with which they

ANNUAL BANQUET OF COMMERCIAL FLOWER GROWERS OF CHICAGO, HOTEL RANDOLPH, JUNE 17, 1920.

are apt to be in contact. Some dealers reduce the price on plants at once, as they begin to lose their flowers and freshness which, if it does not move them, is again lowered. This is on the principle that it is better to take a partial rather than a total loss. The store that never delivers anything but first class stock will throw the old plant out and charge the loss to advertising. We have known such management, however, to buy yesterday's violets for a funeral blanket, because they were good enough for the purpose. Truly a bad case of ethics.

Cleanliness is a great factor; where the business will warrant the employment of a porter, he will be found a most useful member of the organization. All the stock in the store should be dusted at least once a week, all the china, glass and pottery ware wiped clean and the shelves kept clear of dust and litter of all kinds. All mirrors and the glass of cases and refrigerators need constant attention. Where flowers are handled, the counters and tables should be kept mopped or wiped up, as lady customers often carry packages which are laid out of their hands and ruined by wet counters. A clean floor adds 50 per cent to the appearance of the store. Walnut stained and varnished floors soon look shabby; linoleums and oilcloths wear bear in spots in a year or less. The best floor is tile, or mastic, which latter is comparatively new, but appears very satisfactory, as it can be laid down on the boards without preparation.

Pulling Stones from Foundation.

George E. Roberts, vice-president of the National City Bank, New York, in a recent address delivered at a meeting of the Wisconsin Bankers' Association said: "There are authentic instances in Ohio of manufacturers sending agents through the farming districts to induce labor to leave the farms, which is a good deal like taking stones out of the foundation to put them in the superstructure. There is great danger in a situation like that."

KENOSHA, WIS.—An appropriation of $15,000 for the erection of a conservatory in Sheridan park has been authorized by the park board but some opposition to the action is anticipated.

Plant Quarantine No. 37.

NEW YORK CONFERENCE.

The conference held in the American Museum of Natural History, New York, June 15, to discuss plans for the modification of Plant Quarantine No. 37, was called by the Massachusetts Horticultural Society. At the opening, Secretary Wm. P. Rich, of that society, who also acted as secretary of the meeting, read the call. A. C. Burrage, of Boston, Mass., who owns a noteworthy collection of orchids, read a statement in behalf of his society. It was able and forceful; not so much a protest against any and all quarantine as a plea that the enforcement be not arbitrary and sweeping. A very rational suggestion by Mrs. Burrage was that stock should be inspected, and if necessary, treated or even destroyed at the point of entry rather than at Washington or any one place that could only be reached from certain parts by long hauls. He advocated two inspection points on the Atlantic, two on the Pacific, and one in some southern port of entry. He read a letter from Professor Sargent, of the Arnold Arboretum, Boston, which stated that on account of complications involved through Plant Quarantine No. 37, the Arboretum had been compelled to give up the importation of trees and plants.

It may here be noted that this alone is a distinct loss to this country, as the Arnold Arboretum has long been noted as a most complete collection of noteworthy plants and trees. Judge Hoitt of Nashua, N. H., spoke on the legal aspects of the question. He quoted E. H. Wilson, of the Arnold Arboretum, as favorable to plant inspection, and in certain cases, quarantine, but firmly opposed to arbitrary methods.

J. C. Wister spoke for the Pennsylvania Horticultural Society. With other arguments, he put forward one which about the time Plant Quarantine No. 37 went into effect, was advanced by F. R. Pierson, to-wit: That injurious insects might be imported in lumber, fruit and other material. F. W. Kelsey advised that no further attempts should be made to have the federal horticultural board modify the quarantine, but that the matter be taken up directly with the secretary of agriculture. It will be recalled that former Secretary Houston is now in the treasury, and that Mr. E. T. Meredith is now secretary of agriculture.

J. Edward Moon, Morrisville, Pa., president of the American Association of Nurserymen, expressed dissatisfaction with the composition of the federal horticultural board, but stated that as the annual convention of the association is near at hand, he could not say what its official attitude would be.

It was voted that a permanent organization be formed, consisting of one delegate from each organization represented at the conference. This permanent committee follows: E. C. Vick, American Dahlia Society; I. S. Hendrickson, American Gladiolus Society; S. S. Pennock, American Rose Society; F. R. Newbold, Garden Club of America; Mrs. Thomas Newhall, Garden Club of Philadelphia; J. K. M. L. Farquhar, Gardeners' and Florists' Club of Boston; T. A. Havemeyer, Horticultural Society of New York; W. C. Endicott, Massachusetts Horticultural Society; M. C. Ebel, National Association of Gardeners; Miss Hoyt, New Canaan, Conn., Garden Club; J. A. Dawson, of Olmsted Bros., Boston, Mass.; F. R. Pierson New York. Federation of Horticultural Societies and Floral Clubs, also of the Society of American Florists; Joseph A. Manda, New York Florists' Club; E. K. Thomas, Rhode Island Horticultural Society; F. Cranefield, Wisconsin Horticultural Society; Mrs. Frances King, Women's National Farm and Garden Association; F. W. Kelsey, American Forestry Association; Miss Peckham, New Rochelle, N. Y., Garden Club; R. Vincent, Jr., Baltimore Florists' Club; Miss Bell, Flushing, N. Y., Garden Club; Leonard H. Vaughan, Horticultural Society of Chicago; Mrs. Pendleton, Cincinnati Garden Club; H. Vaniseck, Newport, R. I., Horticultural Society; J. C. Wister, Pennsylvania Horticultural Society; Mr. Olmsted, American Association of Landscape Architects; J. Edward Moon, American Association of Nurserymen; Leonard Barron, Garden Magazine, New York; A. T. De La Mare, New York.

J. Horace McFariand, Harrisburg, Pa., was elected chairman, and Wm. P. Rich, secretary, of the permanent committee. An executive committee was then chosen as reported in our issue of June 19.

An offer of $400 each from the New York and Massachusetts Horticultural Societies, to defray immediate expenses, was accepted, and all other organizations represented in the conference are to be requested to promptly con-

OFFICERS OF THE COMMERCIAL FLOWER GROWERS OF CHICAGO.

Joseph Kohout, Libertyville, President.

N. J. Wietor, Chicago, Treasurer.

Otto H. Amling, Maywood, Secretary.

tribute for future needs. Secretary Rich was also designated as treasurer.

On motion of John E. Lager, a standing vote of thanks was tendered all the delegates attending, particularly those of the Massachusetts Horticultural Society. On motion of Leonard Barron, a vote of thanks was tendered Professor Sargent for his able presentation of the situation. After the committees have conferred, if necessary, another conference will be called.

A. F. F.

Commercial Flower Growers of Chicago.

The annual meeting and stag banquet of the Commercial Flower Growers of Chicago was held at the Randolph hotel, June 17, and was well attended, about 100 being present. The banquet started shortly after seven o'clock, and the first sight that greeted those that entered the room was the beautifully decorated tables of roses and carnations. After the assemblage had posed for the photographer, and were comfortably seated, President Kohout appointed T. E. Waters, president of the Chicago Florists' Club, to officiate as toastmaster. The entertainment committee, headed by Paul E. Weiss, was certainly entitled to the vote of thanks that it received, for the vaudeville bill that was presented was excellent, and the best that any local trade organization ever witnessed at any of its meetings. Eddie Hunt sang several songs, assisted by the musical director.

The business meeting followed the banquet, and Hilmer V. Swenson, secretary of the Allied Florists' Association, gave an interesting talk on advertising, mentioning that about $10,000 had been spent during the past three months for space in the local dailies, featuring flowers for all occasions. He had a book of proofs of all the advertisements, so that the members could see how the money was being spent. Fred Lautenschlager and T. E. Waters also addressed the meeting and spoke on advertising, mentioning the good work that was being done by the local trade, and urging everyone to keep it up. There was considerable discussion in regard to the National Flower Growers' Association, to be organized at Cleveland, O., during the S. A. F. convention, in which August Poehlmann, Otto Amling, Peter Pearson, W. J. Keimel and others took a prominent part. A telegram was received from J. F. Ammann, of Edwardsville, congratulating the society on the splendid work it had accomplished during the past year.

Peter Pearson, Chicago, Vice-President.

The election of officers for the ensuing year resulted as follows: Joseph Kohout, president; Peter Pearson, vice-president; Otto H. Amling, secretary, and N. J. Wietor, treasurer. R. J. Windler was elected chairman of the membership committee, and Walter A. Amberg to succeed himself as a member of the executive board. The other hold-over members of the executive board are Rudolph Ellworth and George J. Ball.

The meeting adjourned after the election of officers. Everyone present had a most enjoyable time; in fact, one of the best ever, and those who were unable to be present, missed one of the best meetings held since the organization was formed.

John Canning Gives a Dinner.

A writer of fiction might make it appear that the 20 or more gentlemen who journeyed from New York to Heather Dell Farm, Ardsley, N. Y., the estate of A. Lewisohn, June 19 went there to view the many natural beauties of the great estate, of which we shall have more to say. But a historian, as Mr. Gadgrind would have said, must deal in facts and the leading facts are that the aforesaid gentlemen made the pilgrimage to get a good dinner, a real home dinner, not served in "portions"—New York style—but in abundant quantity.

John Canning is superintendent of the Lewisohn estate, and he and his clever and estimable wife, gave the dinner in their own home on the estate in honor of Charles H. Totty, of Madison, New Jersey, who with Mrs. Totty, is about to make a trip to Paris. On the afternoon of June 19, the guests who went by train from New York, were met at the station by automobiles from the estate, and whisked off to the Canning home. In the dining room, was a long table that seated the whole company. And the dinner! None of the push-cart products concealed under foreign names, but real American food, prepared and served in the language of the United States. There can be no doubt that all who had the good fortune to be present, will long remember that dinner—and wish for another like it. Mr. Canning, a man of great versatility, and his pretty young daughter, were active in looking after the welfare of the guests.

F. R. Pierson, a veteran who has survived many hotel and restaurant dinners, sat at the head of the table with Mr. Totty. Before the activity of the dinner had started, Mr. Pierson, in gallant language, proposed that the real genius of the dinner arrangements, Mrs. Canning, be presented. She was escorted to the dining room by her husband and received an ovation, three cheers and a "tiger." Language fails to properly describe the culinary accomplishments displayed in the preparation of that dinner. Such chicken! Such quantities of potatoes, green peas and asparagus, ripe cherries and other home products, were wonders to

OFFICERS OF THE COMMERCIAL FLOWER GROWERS OF CHICAGO.

Walter A. Amling, Pana, Executive Board.

Rudolph Ellsworth, Downers Grove, Ex. Board.

R. J. Windler, Chicago, Membership.

the city men, but the surprise did not—as sometimes happens—in the least affect their appetites. After ample justice had been done to all those bounties, Mr. Pierson made appropriate and complimentary remarks relating to the host and hostess, and the dinner and called upon Mr. Totty, who was eloquent in a similar vein.

After the dinner, several hours were spent by the guests under the guidance of Mr. Canning, in viewing the many fine features of the estate. Those that had not previously visited it, had gained some knowledge of its products from its exhibits at the spring and fall flower shows, but to see it, is to see a model country estate. Hundreds of acres of beautiful rolling land, wide, and perfectly kept lawns, great forest trees that must have shaded the red men when they were the only inhabitants; fruit orchards; herds of cows, hiding their eyes in clover; great flocks of chickens. These are some of the features of this noble estate. The strictly horticultural and aboricultural features deserve more then passing mention. There are capacious conservatories, well stocked and perfectly cared for. The large gardens, where roses and practically all old and new varieties of flowering plants are grown, are arranged on the natural plan. Along the walks and drives are rows of trees and banks of beautiful shrubbery, much of it in flower at this time of year.

Those present were: Charles H. Totty, the guest of honor; F. R. Pierson, Frank H. Traendly, Max Schling, Fred W. Payne W. H. Siebrecht, Sr.; A. F. Faulkner, Charles Weber, Henry Weston, Julius Roehrs, A. M. Henshaw, Geo. Hildenbrand, J. H. Pepper, Arthur Herrington, W. H. Duckham, Phil. F. Kessler, Alex McKenzie, John Scheepers, Walter F. Sheridan, Chas. Weathered, F. C. Luckenbacher, Leonard Barron, B. Hammond Tracy and Jos. A. Manda. A. F. F.

BLUE ISLAND, ILL.—George Goehst has purchased the florist business of Charles Kaester, 11,030. Fairfield avenue. He will make a speciality of perennial plants and shrubs.

George J. Ball, Glen Ellyn, Executive Board.

ROCHESTER, N. Y.—The annual outing of the Rochester Florists' Association will be held, Augut 5, at Grand View Beach.

BOSTON, MASS.—Benjamin Kozminsky, florist, 2181 Washington street, Roxbury, was found dead in the rear of his store, June 12.

COUNCIL BLUFFS, IA.—The mid-west horticultural exposition will be held in this city, November 15-20. H. S. Herrick, of Ames, is general secretary.

BELOIT, WIS.—The Beloit Nurseries staged an exhibition of peonies in 44 varieties, thousands of irises, daisies, lilies, roses, etc., June 12-13, which attracted hundreds of visitors.

KANSAS CITY, MO.—More than 1,000 persons attended the show of the Amateur Flower Growers at the Hotel Muehlebach, June 13. There were over 60 exhibitors in the 48 classes.

SHORT HILLS, N. J.—The Short Hills Garden Club staged an excellent exhibition, June 23, participated in by the garden clubs of Summit, Morristown and Bernardsville. Roses were the special feature.

THE ROSE.

Planting Suggestions.

June is the month that usually finds the rose grower with all of the young stock planted, and the small grower seldom has a chance to bench his young stock earlier than this time, as he depends on his June cut very often for the wedding and commencement business, and with only a few houses to cut from he cannot well afford to employ any of them much earlier, unless a bench or two here and there. However, we would advise any one that has any planting to do, to get at it and rush things along, so as to have nothing to be planted in July. Get the stock in some time during the month, and not later than the 20th, if possible.

To those that still have some planting to do, it may be a help to offer a few suggestions in reference to the planting, although there is nothing offered in these notes that is new or original, yet there is always someone that is going into indoor rose growing that a few timely hints may help, and for this reason we will repeat some of the planting methods that have been used for many years by our most successful growers.

First, if the stock is to be planted on raised benches, the benches should be well drained, spacing the boards at least three-quarters of an inch apart, and using bottom boards, six inches wide, placed crosswise of the bench, with the scantling nailing pieces about five inches from the ends of the boards. The sides should be of 1x6 cypress, resting on the bottom boards and held in place by nailing them from underneath. The joints can be reinforced by using pieces of board taken from glass boxes placed over the joints on the inside. This stiffens the joints, and will prevent warping.

When ready for the soil, the bottom of the bench should be covered lightly with straw or old hay of any kind, to prevent the soil from going through the drainage cracks. This is important. Next comes the filling. Fill the benches level full, but do not pack it

at all at this stage. If the soil is a little rough, it will be all the better, and with a man on either side of the bench, the rough soil or coarser pieces of soil can be spread out ahead of the workers on the bottom of the bench and the fine soil left on top. Remember that it is important to have the soil thoroughly mixed, so all the plants will have an equal chance when planted. After filling the benches level full, without packing, we usually get right up on the bench and pack the soil firmly by walking on it, and making it as firm as possible with the feet. Then we go over it by hand and level up the uneven surface. This leaves a little less than five inches of soil to plant in. We are now ready for the plants, or will be as soon as the rows are laid off. This can best be accomplished by taking a strip about one inch square and measuring off the distance between the rows on this stick, driving a 12-penny nail through the stick at these marks, and when placed in the right position on the bed, a guide nail should be driven through the strip, bearing on the outside of the bench siding, with a man on each side of the bench to pull the "ship," and by keeping the guide nail against the outside board, the rows can be laid off absolutely accurate, and as fast as one can walk. Then mark off the second row the distance desired for the plants in the row, which we usually make from 14 to 16 inches apart; 14 inches is usually enough for any of the commercial varieties we now grow, and for American Beauty, 16 to 18 inches in the row. Plant with a trowel, and be sure that the plants are planted low enough. To determine this, plant several plants, then pack the soil firmly around the plants, leaving a saucer-like depression about six or eight inches in diameter. After making this depression, if the ball shows, the plants are planted too shallow, or if grafted plants are used, the union should just show above the saucer, then when the beds are finally leveled, the union will be under the surface an inch or so, which is right. The advantage of planting this way, is to give one a chance to water the plants individually, and to keep the greater amount of the soil in a fresh condition. A piece of window sash weight, about eight inches long, we have found an ideal tamper to pack the soil around the plants, its own weight being sufficient to pack the soil firmly by going around each plant three times, keeping away far enough so the ball of the plants will not be crushed. If packed too firmly, the packing will have a tendency to force the plant up, so go about the work carefully as this operation must not be done hurriedly or carelessly. After scooping the soil away from the plants, carefully leaving the saucer (as we call it) about eight inches in diameter, the plants are then ready for the water, and they should get a good soaking by filling up the saucer and moistening the soil between the plants to about an inch below the surface. Remember, it is only necessary to keep the soil between the plants wet on the surface, so as to keep the air humid at all times, the plants receiving the water, proper in the depressions. In about 15 days, or as soon as the weeds get growth enough to remove them without breaking them off, they should be carefully weeded and we have found that it pays to let the weeds get this start in order to remove them all at one weeding, then the soil can be leveled with the hand rakes or hand cultivators and the beds can then be given the regular watering. We prefer to give the growing plants a fairly good watering daily instead of slopping them one day, and letting them go several days before watering again. In good clear hot weather, they should be watered almost daily, and syringed early in the day and again near the noon hour or between one and two p. m. in extremely hot weather.

The grafts should be staked immediately after planting, otherwise many plants may be broken off at the splice when spraying, and no plants should be left without the stake supports very long, as lying around any old way soon gives the red spider a chance, and when they get a start, real work begins. A few don'ts will simplify things somewhat. Here are a few:

Don't let the plants be selected by anyone. See that the young stock is selected carefully when knocking them out.

Don't plant in wet soil.

Don't forget to loosen the raffia on the grafts before planting.

Don't be afraid to plant too deep.

Don't keep the plants in mud by sloppy watering.

Don't fail to keep the surface of the soil moist at all times, but not wet. This keeps it fresh.

Don't expect too much from the plants themselves. Remember they are depending on your skill to help them deliver the goods later, "so go to it."

The solid borders can be planted in practically the same way. The preparation differs somewhat if the plants are to be renewed. Then all of the old soil should be removed, and the sides of the beds (if wood sides are used) repaired. Then apply a liberal amount of good ground bone. This should be spread on the sub-soil, about 50 pounds to 400 square feet. Spade this under, then fill with the compost, or if the compost has not been prepared, the soil can be brought in and the amount of manure required placed over this and the whole bed gone over and thoroughly mixed, then firmly packed as directed for the benches. As for the watering, the solid borders will, of course, require somewhat less than the raised benches, but as stated above, get your planting done at the very earliest opportunity, or rather make this opportunity. Let nothing prevent their being planted this month, if you can help it. E.

National Publicity for Flowers.

Not all the plays upon "Say it With Flowers," made by a friendly press, come to the attention of our promotion bureau, but it is gratifying to realize that it is being used continuously, and in this way, we are helped in our efforts to perpetuate the best slogan ever created in the interest of an industry. It was even used by special writers in recording the doings of the recent republican convention, as the following taken from Neal R. O'Hara's columns, and published as syndicated matter in the New York Evening World, as well as many other newspapers: "The guys that framed the platform certainly "said it with flowers. There are plenty of bouquets for the G. O. P." The slogan was used the same week as a caption for a humorous illustration in "Life." In "The Youth's Companion" July Bulletin, a little monthly organ of the publishers widely circulated, a little squib suggests, "If you must protest against great wrongs and injustice on every side, why, "Say it With Flowers."

We are always pleased to note instances such as these, and we are sure all interested in our campaign share our pleasure. They prove beyond a doubt that our slogan has been accepted, and that our efforts to put it over have been successful. One of the clippings we have referred to was brought to us by a publicity expert of national reputation. "Your slogan is marvelous. Use it how you may, there is a suggestion of one of its many interpretations." He was right. Had our campaign no other result than the popularizing of this slogan, such result would have been worth all the hard work and expense entailed in accomplishing it.

Very many florists appreciate this success. Many more do not seem to realize our advantage, and are apathetic in their views regarding our campaign. Surely, the time has arrived for shaking off this indifference, and warming towards our work. Our committee has been able to do, in part, what they started out to do. They could have accomplished all, had they been given the support they had a right to expect. Instead of the good, deep scratch on the surface of the field of possibility now making itself apparent, the field might have been yielding a rich harvest for every florist laboring in it—and this harvest is yet within reach if the florists will but help. Instead of enjoying our benefits on the installment plan, we could have them in a more appreciable way. If the committee's plans for our fall publicity can be carried out to the full, we can, in the coming season, accomplish completely what, so far, we have only been able to do in part. Our fund at this time only amounts to less than half of what was required. If all those who have not yet subscribed, would render the little assistance asked of them, it would not take long to make up for lost headway, and we would proceed to our goal conscious of the fact that success would most assuredly be ours. In your own interests, Mr. Nonsubscriber, and in the interests of your industry, you should delay your support no longer. To make permanent the good effect of the campaign so plainly apparent, we must continue with our publicity work, and to do this we need money, your money, to help build up your business through the stimulation of a demand for flowers, which until our campaign started, was dormant indeed. Help us to help you.

The following subscriptions are in addition to those previously announced, annually for four years, unless otherwise stated:

Hampden Mdw. Chs., Barington, R. I. (add'l 1 yr.)	$10.00
Geo. Ball, Glen Ellyn, Ill. (add'l 1 yr.)	10.00
Henry J. Doll, Providence, R. I.	10.00
Gustave Freytag, West Orange, N. J.	5.00
Wright's Fl. Shop, Los Angeles, (add'l 1 yr.)	50.00
Wm. M. Ferguson, Philadelphia, Pa.	10.00
	$ 95.00
Previously reported	44,135.20
Total	$44,230.20
Profits, Mothers' Day Helps	716.79

JOHN YOUNG, Sec'y.
43 West 18th Street, New York.

CINCINNATI, O.—David Knott, at the city greenhouses, has a splendid lot of gloxinias in bloom, a fine strain and the plants well grown.

San Francisco.

WEDDINGS AND FUNERALS MAIN FACTORS.

Trade keeps moving along in a steady manner. The chief demand is for stock for weddings and funeral work. All the stores are displaying attractive baskets of spring flowers chiefly. The stock of roses is quite heavy with reasonable prices being obtained by the growers. Every variety is to be had in large quantities. Gladioli are being more prominently put forth than ever. America and Halley of the finest quality are being offered. The first dahlias are now coming in and enjoy a good market. All colors can now be seen. Some very good carnations are receiving attention, with steady prices. There is a great oversupply of poor grade stock, which is being peddled on the streets. Laddie is in brisk demand with not enough to go around. Cattleyas are scarce and bring from $1.50 to $2.00 each. Gardenias are few and high in price. We have a fine supply of sweet peas and the quality is much ahead of last season. Lily of the valley is in brisk demand for weddings. Delphinums are good sellers. Some nice rambler roses are still being shown at the various stores.

NOTES.

F. Gonzalez, at his nursery and greenhouses at Ocean View, has made very extensive plantings of ericas for next season. He has over 30,000 young ericas coming along, all of which are planted in nursery rows. Mr. Gonzalez is gradually retiring from active management of the business, leaving it to his two sons, who are experienced plantsmen.

That the past two or three years have been periods of much profit to the Japanese growers in this vicinity, is shown by the fact that over 12 different owners of growing establishments have engaged passage for Japan to spend the summer in their native country. With one exception, all will return to this country next fall.

Domoto Bros. are still supplying this market with large stocks of Lilium giganteum. They planted more of this lily than any other grower last season, and will have a heavy cut, right along throughout the season. Their rose houses are also furnishing a large cut at present.

Julius Epstein, the St. Francis hotel florist, has booked several large decorations for the week of the democratic national convention. Fred Bertrand, who recently acquired the MacRorie-McLaren store in the Palace hotel, has also quite a number of decorations for the week.

The Art Floral Company has received a large shipment of kentias from Santa Barbara. Manager P. V. Matraia has also purchased the entire stock of bay trees, held by one of the large nurseries. Business is said to be satisfactory at the Powell street store.

A state-wide gathering of horticultural interests, to be known as the state plant pathological congress, will be held in Porterville, June 25-26, for the purpose of acquainting all nurserymen and fruit growers with the cause and prevention of plant diseases.

The flower shop of A. Du Val Williams, at 503 Ellis street, has been removed to 1806 Polk street, where a much larger and commodious store has been leased to take care of the growing business.

F. Davis has resigned from the employ of the Art Floral Company to take a position with Elmer Bros. nursery at San Jose. He is a nurseryman of wide experience, and will be in the propagating department.

Paul W. A. Grallert, of Oakland, has his greenhouses in fine shape for his plant trade next season. He has a large stock of cyclamens, which give every promise of being fine specimens by next fall.

"Say it With Flowers" is being sung nightly at the Casino theater in this city, and is becoming very popular.

JAMES T. LYNCH.

Seattle, Wash.

BAD WEATHER CAUSES LIGHT DECREASE.

Local growers are still laboring under the handicap of unfavorable weather. However, the trade demands have not been so insistent as during the past few weeks, and the balance between supply and demand is satisfactorily maintained. The wedding season is coming into full swing, and the business from commencements is proving encouraging. Funeral work has been a little heavier than usual. The late peonies arrived this week, and all the stores are well supplied. Though the quality is very good, and color attractive, the number grown in home gardens interfere with their value as a trade article. The Shasta daisy, which is now coming in with fair regularity, proves a good seller. Although there are more carnations this week, they are not as plentiful as was expected. Some very fine Enchantress are being shown, which, with the exception of deep color, which has suffered somewhat from lack of sunshine, are all that could be desired. The white varieties are closer to the ideal standard. Laddies are still being received from Spokane. Local gladioli are coming to the front nicely. Mrs. Francis King, although very widely used for display purposes, has not attracted a very large number of buyers. The sale of cut flowers has been helped very materially by the wedding and commencement trade. Of these, roses are the leaders in popularity. Ophelias have been strongly featured in wedding bouquets. A few baby roses are shown, but their popularity is impaired by their condition upon arrival from southern markets. There is some concern over the lateness of the outdoor sweet peas. Although there are a few arriving at present, there is not near the normal supply. Orchids are being offered in larger quantities than ever, and enjoy an unusual sale.

NOTES.

The Hollywood Gardens sent three very striking baskets this week to Yakima to be used in the opening of the new Liberty theatre. One is plain, filled with pink gladioli, while another is a big silver basket, with a handle in the form of a trapezoid, standing at least four feet high. It was filled with gladioli, roses and orchids.

Anna Burns, of the Burns Floral Co., is putting in a new background in the show windows of the James street store. The building, being on the west side of the street, the bright light-colored background will be a great help in relieving the contrast of the darker flowers.

Wm. Goldsbary, of Kenney's Home of Flowers, reports a very active business in funeral work during the last part of the week. Some of the largest pink peonies seen in the market form a very attractive background for his window display.

C. B. Clancy, retail florist of Salem, Ore., was here during the past week. He left an order with a local greenhouse for a large number of carnations, which he will use in decorating his float for the rose carnival at Portland.

Probably the largest single piece of funeral work produced in this market was prepared this week by Rosaia Bros. It was a basket, decorated and filled almost entirely with orchids, the value being about $250.

C. H. S.

Lancaster County Florists' Association.

June 17 was an ideal June day, warm with an abundance of humidity in the air, the humidity developing into a rain storm about 5:30 p. m., the greatest downpour we have had for at least a year; result, a very slim attendance at the club meeting, as this is about the time the majority of our members have to start for the gathering.

The session was held at the home of Ira Landis, at City Mills, an ideal spot for a magnificent old-time country mansion. Mr. Landis has several acres of peonies in bloom, a good sized block of delphinums and about five acres of gladioli, everything in the pink of condition. In gladioli, he has all of the good commercial cut flower sorts in quantity, and the largest stock of (White Wonder or White Giant, which is it?) in the world. The greenhouse is filled with sweet peas in good crop at this date, and the balance of the farm to regular Lancaster county farm crops. The house deserves special mention, as it is a typical type of the old-style aristocratic mansion, with immense rooms, very high ceilings, and an open wood fireplace in every room, and built to last for generations.

The meeting was called to order about 8:15 by Elmer Weaver, a past president, as neither president nor vice-president were in attendance. The question of the forming of a unit of the National Flower Growers' Association was part of the programme, but on account of the small attendance, this was carried over for action at the picnic in July, when a short business session will be held for this purpose.

Final arrangements for the picnic were made, which will consist of a short visiting trip, and the regular picnic features, to be held at Rocky Springs, with a five o'clock dinner served as a get-together affair. Any one desiring full details, and wishing to join with us, can get full particulars by writing to the secretary, Albert M. Herr, Lancaster, Pa., R. F. D. No. 8.

The paper of the evening was read by Mr. Giblin of Giblin boiler fame, Utica, N. Y. It was on heating greenhouses. The paper was highly appreciated, and many were the questions fired at Mr. Giblin for further information. In fact, there are two Mr. Giblins, father and son, and our only regret was that they arrived too late, and left too early next morning to give us an opportunity to show them this part of the world. They were given a vote of thanks by the club.

After adjournment, Mrs. Landis, assisted by her two daughters, served refreshments to what seemed to be a pretty hungry crowd, and about 10 p. m., a start was made for Lancaster in another downpour of rain, but none of us had any regrets for having turned out for the meeting.

ALBERT M. HERR.

The Late Geo. H. Cooke.

The obituary notice of the late Geo. H. Cooke, in our issue of June 12, stated he was born in Ireland. This we find is an error, Mr. Cooke having been born in York, Yorkshire, Eng.

The Late George Monro, Sr.

George Monro, Sr., well known commercial horticulturist of London, Eng., died May 30.

DUBUQUE, IA.—A. L. Glaser Sons have filed articles of incorporation with a capital stock of $100,000.

SILVER HILL, MD.—Henry Witt is putting up a new carnation house, 35x 150 feet.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address alway send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

Suggestions for plant growers.....1173
The retail trade.....1174
—Next week in the flower shop.....1174
—In the store.....1174
Plant Quarantine No. 37.....1175
Commercial Flower Growers of Chicago 1176
John Canning gives a dinner.....1176
The rose.....1177
—Planting suggestions.....1177
National publicity for flowers.....1178
San Francisco.....1179
Seattle.....1179
Lancaster County Florists' Ass'n.....1179
National Flower Growers' Ass'n.....1180
Coal.....1180
American Rose Society.....1180
Chicago to Cleveland.....1180
Tour of South by florists proposed.....1180
Club meetings next week.....1180
Reading.....1182
Nashville.....1182
Chicago.....1184
Texas State Florists' Association.....1186
Wichita.....1187
Cincinnati.....1188
Columbus.....1188
Rochester.....1188
Toronto.....1189
Dobbs Ferry, N. Y.....1190
Philadelphia.....1192
New York.....1194
The seed trade.....1202
—American Seed Trade Association...1202
——E. C. Dungan (portrait).....1202
——Wm. G. Scarlett (portrait).....1204
——David Burpee (portrait).....1204
——C. E. Kendel (portrait).....1204
——Wholesale Grass Seed Dealers....1204
—Dutch bulbs decision of British.....1206
—Small of Evansville in difficulty.....1206
—Orchard grass.....1206
—California seed crops.....1208
—New York seed trade.....1208
—Peas, beans and sugar beets.....1208
The nursery trade.....1212
—American Association of Nurserymen 1212
——The exhibits.....1212
——Early arrivals.....1213
Market gardeners.....1214
—Staking tomatoes.....1214

THE late Patrick O'Mara was born in Borrisoleigh, County Tipperary, Ireland, in 1858.

National Flower Growers' Association.

Attention Western Growers:

I expect to be present at the all-day florists' outing to be held at the establishment of the Pinehurst Floral Co., Pleasant Hill, Mo., Monday, July 5. All growers desiring information regarding the proposed new national growers' association are kindly invited for a conference.

J. F. AMMANN,
Temporary Secretary.

Coal.

Public utility interests have sent a strong telegram to the president, urging that he take action at once to prevent the export of coal. The president will not act favorably on it at this time, his view being that American fuel is vitally necessary to the rehabilitation of Europe, and should be furnished, even though it involves some sacrifice.

[Every greenhouseman has his own views on this subject, and should write his representatives in congress now, stating them clearly.—ED.]

American Rose Society.

Theodore Wirth, superintendent of parks, Minneapolis, Minn., in a communication dated June 19, says:

"Members of the American Rose Society and in fact all rosarians and lovers of roses, are invited to visit the Minneapolis rose garden at Lyndale park, Monday, June 28, when it is expected that the garden will be at its best. The severe winter resulted in the loss of a good many plants, and the garden is not as attractive as in former years, but most of the plants are in good condition, and some of them are exceptionally good. The display is well worth a visit, and all visitors may be assured a hearty welcome by those in charge. The Minneapolis rose garden is one of the test gardens of the American Rose Society."

CORNELL TEST GARDEN VISIT POSTPONED.

It has been found necessary, because of the lateness of the season, to postpone the pilgrimage to the rose test garden at Cornell University, Ithaca, N. Y., from June 25 to June 30, 1920. The college is to hold a series of farmers' field days from June 30 to July 2, inclusive. An interesting series of lectures and field trips have been arranged. The members of the American Rose Society will meet in the garden at 1:00 p. m., where talks on classification of roses, also on their culture will be given.

E. A. WHITE, Sec'y.

Chicago to Cleveland.

The New York Central railroad has been chosen for the trip of the Chicago Florists' Club and friends to the annual convention of the Society of American Florists at Cleveland, O. August 17-19. The party will leave La Salle street station, Van Buren and La Salle streets at 11:00 p. m., Monday, August 16, due Cleveland the following morning at 8:15 o'clock.

The fare one way, tax included, is $11.03. Pullman fares are: Seat, $1.62; lower berth, $2.70; upper, $2.16; drawing room, $9.72.

Other trains, for those unable to accompany the party are:

NEW YORK CENTRAL.

Leaving La Salle Street Station.

Leave Chicago	Due Cleveland
8:25 a.m.	5:05 p.m.
10:25 a.m. (Pullmans only)	7:00 p.m.
10:30 a.m.	8:30 p.m.
1:30 p.m.	11:20 p.m.

Delegations from the north, south and west are invited to join the party at Chicago.

For reservations, etc., address O. W. Crapser, City Passenger Agent, 1220 La Salle street station, Chicago. Telephone, Wabash 4200, Local 65.

MICHAEL BARKER.
Chairman Transportation Committee.

Tour of South by Florists Proposed.

Robert C. Kerr, well known florist of Houston, Tex., and one of the live wires in the trade in all that makes for the advancement of the profession, has sent the following communication to florists throughout the country under date of June 19:

"I have been thinking for sometime of inauguarating an excursion during the month of March, 1921, through Texas and other southern states. Before going too far into details, I would like to have expressions from the florists in the different sections who would be interested. The object of this excursion would be to familiarize the trade throughout the country who will make the trip through Texas and the south in general, and to let them know what we have in this section of the country, in order that you may thoroughly understand the wonderful possibilities of our great southland.

"While we have not gone into details, I have given some thought to the matter, and would suggest that we make up a special train leaving some central point, possibly Cleveland, which will be a better mobilizing point for the florists from the east, and also around Detroit and Chicago, and then be joined by the florists in St. Louis, and add to our party as we come down the line.

It strikes me that this would be a great opportunity for an excursion composed exclusively of florists and the allied trades to enjoy a wonderful trip during the months that affords great possibilities, and see the country at the time of the year when the florists can get away, and when the climatic conditions are ideal.

"I would suggest that we go as far south as the Brownsville country, and present the following itinerary: Cleveland to St. Louis, St. Louis to Kansas City, Kansas City to Oklahoma City, Oklahoma City to Dallas and Ft. Worth, Waco, Austin, San Antonio, Houston, Galveston Corpus Christi, and Brownsville, returning via New Orleans, and if arrangements justify, go as far east as Atlanta, Ga.

"This is a tentative proposition. Are you interested? Have you any suggestions to make? I would be pleased to hear from as many as possible by the time our Texas State Association meets in Ft. Worth, in July. This move will be sponsored by the state association, if sufficient interest is shown.

"We have nothing to sell you, and there is nothing behind this move except to show you our country. Going in a party, and as a train, the expenses would be materially reduced.

"Please let me hear from you at the earliest possible moment.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send change in time, date and place of meetings.]

Albany, N. Y., July 10.—Albany Florists' Club annual outing at Rhinebeck, N. Y. Louis H. Schaffer, secretary, 102 Hudson Avenue, Albany.

Buffalo, N. Y., June 29, 8:30 p. m.—Buffalo Florists' Club at General Electric building. Wm. Legg, secretary, 889 West Delavan avenue, Buffalo.

Lake Forest, Ill., July 2, 8 p. m.—North Shore Horticultural Society at council chamber, city hall. J. R. Clarke, secretary, Lake Forest.

Lake Geneva, Wis., July 3.—Lake Geneva Gardeners' and Foremen's Association at Horticultural hall. F. Brady, secretary, Lake Geneva.

Milwaukee, Wis., July 1, 8:30 p. m.—Milwaukee Florists' Club at Kurtz Bros., 11th and Prairie streets. Eugene Oestreicher, secretary, 5630 North avenue, Milwaukee.

Reading, Pa., July 1, 8 p. m.—Reading Florists' Association at home of member. F. H. Lauck, secretary, 123 South Fifth street, Reading.

San Francisco, Calif., July 3, 8 p. m.—Pacific Coast Horticultural Society at 240 Golden Gate avenue. James R. Walsh, secretary, 417 Montgomery street, San Francisco.

Seattle, Wash., June 27.—Florists' and Gardeners' Union No. 16,667 at I. O. C. T. hall, Virginia and Bowen streets. E. Popp, Secretary, Fort Stellacoom, Wash.

Tacoma, Wash., July 2, 8 p. m.—Tacoma Florists' Association at 1116 Broadway. J. L. Simpson, secretary, 519 East 50th street, Tacoma.

Terre Haute, Ind., July 1, 8 p. m.—Quarterly meeting of the Terre Haute Florists' Club at chamber of commerce. N. B. Stover, secretary, 118 South Sixth street, Terre Haute.

Wilmington, Del., June 28, 8 p. m.—Wilmington Florists' Club at member's place of business. Roy G. Brinton, secretary, 800 West Ninth street, Wilmington.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

For Sale—200 feet of four-inch pipe. **Massau Floral Co.,** 129th St. and Lenox Ave., New York.

For Sale—600 feet second-hand Garland gutter; 150 feet 4-inch feed pipe; good as new. **Frederick J. Benthey,** Newcastle, Ind.

For Sale.—Used galvanized wire stakes, No. 8 and No. 9, in excellent condition; 3 ft. stakes, $12.00 per 1000. **Amling Bros., Desplaines, Ill.**

For Sale—Greenhouse in good town about 80 miles west of Boise. It must be sold; only greenhouse in this town. **A. Gonderman,** 7th Street and 18th Avenue south, Nampa, Idaho.

For Sale—Greenhouses, 14,000 feet of glass; store and residence. A modern plant; cement walls, large cement service shed, boiler room, coal shed and heated garage. Located in a live college town of about 25,000; 85 miles northwest of Chicago; the only large greenhouses in the city. Possession can be taken at once. Reason for selling: retiring from business. Can be bought with or without residence or store. Terms easy. Would be willing to rent for one year to the right party with option to buy; a good chance for a young live florist that means business. Address

Key 477, care American Florist.

Help Wanted—Capable grower for small wholesale place. Want industrious single man who understands business. Salary to start, $80 per month, room and board. **Grand View Greenhouses,** Hopkins, Minn.

HELP WANTED

Good man for retail store. Good wages.

MARGUERITE FLOWER SHOP,
5301 Fifth Avenue, Brooklyn, N. Y.

Help Wanted

Experienced rose grower. Apply at

WIETOR BROS.
2133 Devon Avenue, CHICAGO

HELP WANTED

Thoroughly experienced grower for cyclamens, poinsettias, primroses and other pot plants; steady position and best of wages to the right man; state references, experience and wages wanted.

ERIC BUCHHOLZ, Muncie, Ind.

HELP WANTED.

Gardener, single, for summer home, Mackinac Island. Vegetable and flower garden. Good reference required.

Apply

J. L. Cochran
Room 609 40 No. Dearborn St.
CHICAGO

HELP WANTED

An all around storeman or woman for west side retail establishment in Chicago. Splendid opportunity for right party to make permanent connection at an attractive salary. For further particulars address

Key 484, care American Florist.

Help Wanted

Expert saleslady for Chicago loop store. Attractive proposition to responsible party. Address

Key XX, care American Florist.

HELP WANTED

Young man interested in growing collection of pot plants of every description; near New York; good chance to learn and improve. State full particulars, with wages expected to start.

Key 490, care American Florist.

Help Wanted

Experienced propagator and grower of a general line of pot plants. Address

L. STAPP CO.
ROCK ISLAND, - - ILLINOIS

Help Wanted

Experienced pot plant grower on begonias, ferns, palms, etc. One capable of growing first-class stock. Wages 50c per hour, nine hour day.

THE PARK FLORAL COMPANY
DENVER, COLORADO

Help Wanted

Several experienced men for general greenhouse work; good wages to right men.

THE HAMMOND CO., Inc.
109 E. Broad Street, RICHMOND, VA.

For Sale

Five greenhouses, 250 feet long by 27½ feet wide, complete as they stand, $800 each.

PETER REINBERG
30 East Randolph Street, CHICAGO

FOR SALE

One 7,000 foot radiation, American Radiator, Ideal type cast iron boiler. Unit type, capable of expansion.

The Elwood Myers Co.
SPRINGFIELD, OHIO

FOR SALE.

Four greenhouses (27x125); 5 acres of land; 4-room house; city water and gas; located within Chicago limits. For particulars apply

Key 475, care American Florist.

FOR SALE

Carnation range near Chicago at a sacrifice if taken at once. Place in good condition with house on premises. Write for further particulars or call and inspect same. Any reasonable offer will be accepted. Address

Key 485, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.35; per 1000, $6.25. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Sell Surplus Plants

The Season is Late, the demand still good.

ADVERTISE THEM NOW

American Florist Co.
440 South Dearborn Street, CHICAGO

SUPPLIES YOU'LL NEED FOR

Weddings and Commencements

Shower Ribbon

Rainbow Shower Ribbon — A fine quality narrow shower ribbon, four stripe pattern; colors, pink, Am. Beauty, lavender, Nile and purple; 50 yds. per bolt. **Price, $2.75 per bolt.**

Picot Edge White Shower Ribbon. A narrow silk shower ribbon, with picot edge in white only. **$3.75 per bolt.**

Satin-Edge White Shower Ribbon — A mezaline satin-edge shower ribbon in white only; 50 yds. per bolt; **$3.50 per bolt; dozen bolts, $3.25 each.**

Corsage Ribbon

Maple Corsage Ribbon—This is a high grade two-tone satin corsage ribbon used by many of the leading florists. Colors—White, pink, blue, lavender, purple, Am. Beauty, Nile, sunburst. Two widths only, 10 yds per bolt. No. 7, 1 in. width, **$2.25 per bolt.** No. 9, 1½ in. width, **$2.85 per bolt.**

Corsage Pins

Corsage Pins—With fancy colored heads, pink, white, lavender, orchid, Nile, gun metal. 3 in. size..... **$1.75 per gross**
5 in. size .... **4.75 per gross**

Violet Pins
3 in. size..... ..... **$4.50 per 1000**
3½ in. size..... ..... **5.25 per 1000**
4½ in. size .... **6.00 per 1000**

Corsage Shields

Plain Corsage Shields—Velvet black, waterproof facing, the most desirable plain corsage shield; moss green only. **Price per doz., $2.00; per gross, $21.00.**

Peerless Corsage Shields—Fancy chiffon edge colors, pink, white, lavender, moss, purple and Nile. **Price per doz., $3.50; per gross, $36.00.**

Lily of the Valley Chiffon 6-in. width, white only, 20c per yard.

THE OVE GNATT CO., Inc.

Preservers of Natural Foliages — **La Porte, Ind.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorators' Novelties.

CHIFFONS, 4-inch, 6-inch, All Colors. Buy Now.

Baskets of Wonderful Value.

PITTSBURGH CUT FLOWER CO., 116-118 Seventh St., **Pittsburgh, Pa.**

Reading, Pa.

This city, with its over 100,000 inhabitants, is a thriving wide-awake community which keeps the florists of this section "stepping lively" to supply the demand for their products. Giles, the Florist, 125 South Fifth street, J. S. Giles proprietor, who recently succeeded to the ownership on the death of his father who founded the business many years ago, has a very complete establishment. A wide store front, with two large show windows, a nicely fitted up store room opening into a greenhouse in the rear, gives excellent facilities for conducting their large retail trade. Mr. Giles reoorted a splendid business for the season just closing. Eighty bouquets of yellow daisies for the girls' high school had just been finished on the morning of our visit.

Harry C. Huesman, Schuylkill avenue and Greenwich street, whose greenhouses and newly erected store are in a residence district, has just purchased the property on which the houses are built. His stock looked very well, and business for the season was the best ever experienced. Mr. Huesman was recently elected president of the Reading Florists' Association.

J. C. Bauder, 848 North Tenth street, has a showy corner shop, with large garage in the rear, over which is a greenhouse. During the spring season, a series of flat boxes on high frames, fitted with wheels, are filled with bedding stock, and when ranged alongside the store, resemble a greenhouse bench. They are pushed into the garage at night.

Bertrand H. Farr's Wyomissing Nurseries with their extensive plantings of irises and peonies, contain perhaps the largest stock of these plants in this country. Members of the American Peony Company, which held its sessions here, June 10-11, were delighted visitors to the many acres of these flowers in full bloom.

Heck Bros., Wayne avenue, Wyomissing, who are situated in a high class suburban residential district, have quite an extensive range of houses and a well fitted up shop. Bedding plants as well as cut flowers are specialties. Their past season's business has been very satisfactory.

The Mohican Peony Gardens, in Wyomissing, are commercial growers who specialize in peonies. They had a very good collection which attracted attention and was much admired by members of the peony society.

F. D. Shearer, 712 Penn street, is right in the thick of things. He is making a specialty of ripe tomatoes, having a large crop grown among the carnations at his Wyomissing greenhouses.

Paul Blackman, Jr., 116 North Ninth street, on the edge of the retail district, has a nicely fitted up and well stocked store. He has enjoyed a very good season.

H. A. Beyler, 46 North Ninth street, has a good retail shop, and stated that he had all the business he could handle the past year. K.

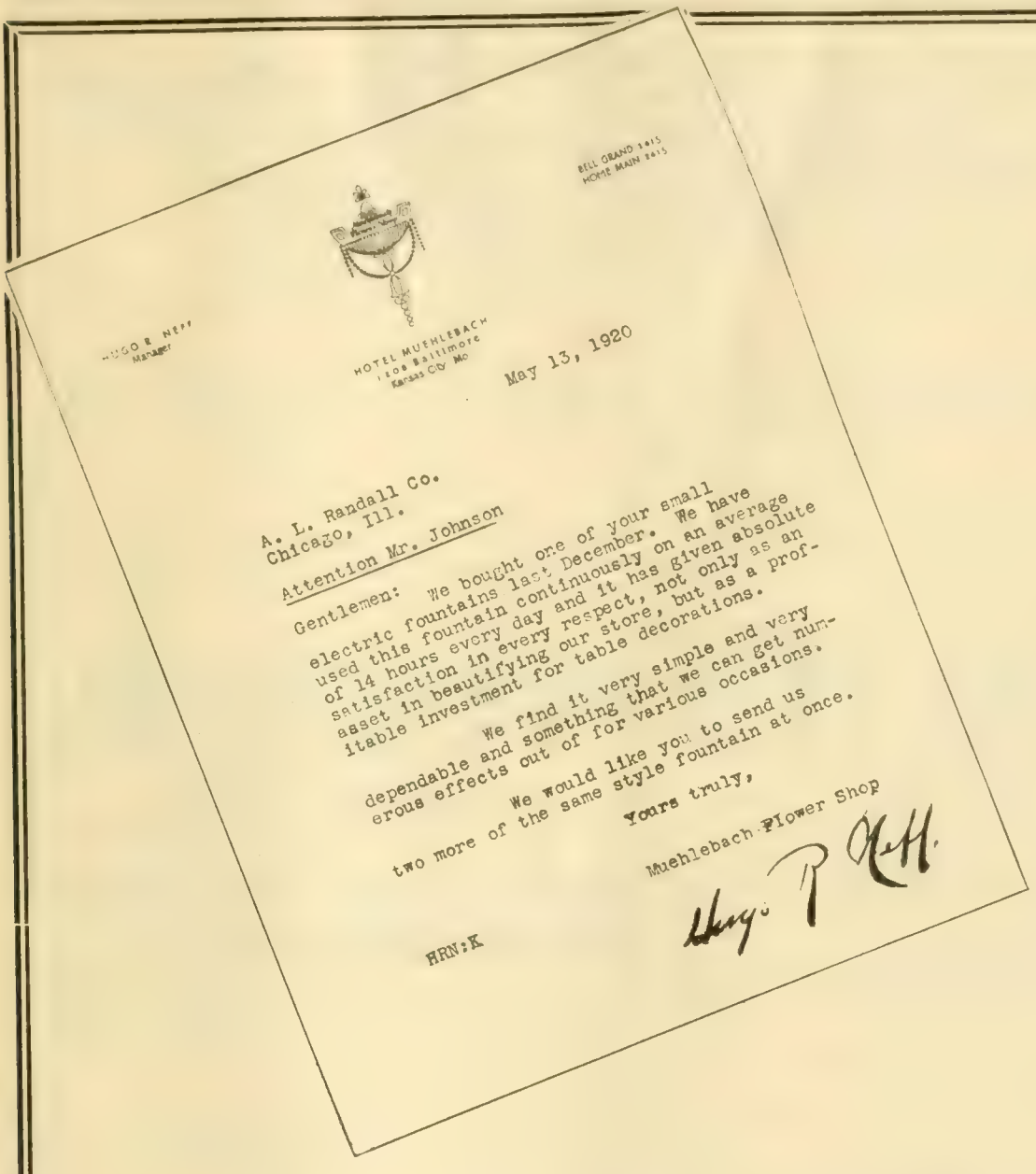
Nashville, Tenn.

MODERATE DEMAND OVERCOMES SURPLUS.

Conditions in the flower market continue unchanged, and while the supply is generous, there is as a rule, a cleanup when the stores close for the day.

NOTE.

The McIntyre Floral Co. has been awarded $10,000 damages by the chancery court from the Prairie State Fertilizer Co. for the destruction of plants in the greenhouses as well as growing outside from phosphate dust and acid fumes attending the manufacture of the company's product in its factory nearby. M. C. D.



HUGO R. NEFF
Manager

HOTEL MUEHLEBACH
1008 Baltimore
Kansas City Mo

BELL GRAND 2615
HOME MAIN 2615

May 13, 1920

A. L. Randall Co.
Chicago, Ill.

Attention Mr. Johnson

Gentlemen: We bought one of your small electric fountains last December. We have used this fountain continuously on an average of 14 hours every day and it has given absolute satisfaction in every respect, not only as an asset in beautifying our store, but as a profitable investment for table decorations.

We find it very simple and very dependable and something that we can get numerous effects out of for various occasions.

We would like you to send us two more of the same style fountain at once.

Yours truly,

Muehlebach Flower Shop

Hugo R Neff

HRN:K

THE motor in the Randall Electric Fountain must be of the highest grade to drive the water continuously through the spray ring back into the splash pan and back into the spray ring again.

During the war the difficulty of obtaining a sufficient number of motors rugged enough to stand this wear made it advisable for us to discontinue the extensive production of electric fountains until such a time as we were able to insure our custom a high grade motor.

This time has now arrived and we are now installing in our fountains a motor even better and more powerful than the one used before the war.

The letter from the Muehlebach Flower Shop, shown above, is adequate proof of the ability of our fountain to stand up under hard service.

We suggest that you write us today for information and prices.

A. L. RANDALL CO.

180 N. Wabash Ave., CHICAGO, ILL.

Summer Roses

OUR SPECIALTY

Cut, handled and packed especially to arrive in good condition in hot weather.

BUY DIRECT FROM THE GROWER

We are equipped with a ten-ton ice machine and cooling rooms 40 x 40. This gives us ample facilities for correct handling of flowers in hot weather.

We Are Rose Specialists and Are Cutting from 245,000 Rose Plants.

CURRENT PRICE LIST Subject to Change Without Notice.

OPHELIA, HOOSIER, WHITE KILLARNEY AND SUNBURST

Extra long	per 100,	$10.00 to $12.00
Medium	per 100,	8.00
Good short	per 100,	4.00 to 6.00

RUSSELL AND COLUMBIA

Fancy, extra long	per 100,	$16.00
Long	per 100,	$10.00 to 12.00
Medium	per 100,	12.00
Short	per 100,	5.00 to 8.00

ASSORTED ROSES, OUR SELECTION, including some **RUSSELL and COLUMBIA**
Lots of 200 or more.....per 100, $6.00

Big supplies of miscellaneous flowers are now coming into this market and we will procure the best at lowest market prices.

NEW FANCY FERNS, from the East, at $3.00 to $4.00 per 1000.

ADIANTUM	per 100 $2.00	**ASP. SPRAYS**	per 100 $3.00
GALAX, bronze	per 1000, 2.00	**SPRENGERI**	per 100 4.00

All seasonable flowers not grown by us will be procured for our customers. A trial order solicited.
In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregga Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

NOTICE:—We close at 5 o'clock week days.
Closed all day Sundays.

Chicago.

BUSINESS HAS BEEN GOOD THIS WEEK.

Business has been good this week, and the market cleaned up completely in all lines, June 19, when a large supply of stock that had accumulated all week was disposed of at fairly good figures. Good fresh cut stock brought very satisfactory summer prices and cleaned up quickly. Carnations have seen their best days, and while there are a few good flowers still obtainable in this item, they are not much of a factor in the market. Peonies are to be had in quantity at prices ranging from 50 cents, 75 cents and $1 per dozen, with extra fancy stock bringing a trifle more. Gladioli are more plentiful and are in strong demand at good prices, and there is no surplus to speak of when the stores close at night. Roses are in splendid demand and clean up right along, especially Mrs. Charles Russell, Columbia and Premier. A few American Beauty roses are included in the shipments, together with the other varieties grown for this market. A few Butterfly roses have made their appearance, and this variety, so far, has all the good features of a winner. Orchids are exceedingly scarce, and lily of the valley is hard to obtain at any price. The best lily of the valley is bringing $12 per 100. Sweet peas are about done. A few callas are seen and there is a fair supply of daisies, calendulas, lupines, stocks, snapdragons and other miscellaneous seasonable flowers to be had. The supply of greens is none too plentiful, although ferns are arriving in larger shipments. Adiantum is in strong demand, and there is a brisk call for smilax, plumosus and Sprengeri. Business for the month of June, so far, has been good with the total sales showing a great increase over those of the same period of 1919.

—UNANIMOUS—

OUR CONGRATULATIONS are extended upon the results achieved the FIRST YEAR by the COMMERCIAL FLOWER GROWERS of CHICAGO.

WHAT was once a desire—what was once mostly talk has become a REALITY—A PRACTICAL FACT. THE COMMERCIAL FLOWER GROWERS of CHICAGO have accomplished much in their TRADE ACTIVITIES and were the OPENING WEDGE to a NATIONAL GROWER'S ORGANIZATION.

WITH the FIRST ANNUAL MEETING to ELECT OFFICERS the UNANIMOUS ACTION RE-ELECTING their officers is proof that they have pleased the growers.

To MR. JOSEPH KOHOUT as President—his executive CO-WORKERS and their most capable and energetic Secretary, Mr. Otto Amling, because of them we owe our thanks for having made the CHICAGO MARKET BETTER.

Kennicott Bros. Co.

H. B. KENNICOTT, Pres.—J. E. POLLWORTH, Sec'y and Mngr.

FOUNDED BY CLINT KENNICOTT
1st
IN
—CHICAGO—

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

Lilies in Quantity

We will have a large, steady supply from now on from the leading local grower in this vicinity. This grower's lilies are recognized as the best in this market, and we will be able hereafter to fill your order for any amount.

Roses -- Peonies -- Gladioli -- Valley

And All Other Seasonable Cut Flowers and Greens

This house is rapidly being recognized as the most satisfactory to do business with in the whole Chicago Market.

ROSES AND CARNATIONS

Large supply of fine stock in all the leading varieties.

Buy Direct from the Grower — **CURRENT PRICE LIST—** — **Subject to Change Without Notice**

	Per 100
MRS. CHAS. RUSSELL	
Specials	$20.00
Select	15.00
Medium	$ 8.00 to 10.00
Short	5.00 to 6.00
COLUMBIA	
Specials	20.00
Select	15.00
Medium	8.00 to 10.00
Short	5.00 to 6.00
PREMIER	
Specials	20.00
Select	15.00
Medium	8.00 to 10.00
Short	5.00 to 6.00
SUNBURST, OPHELIA	
Specials	12.00
Select	10.00
Medium	8.00
Short	4.00 to 6.00

		Per 100
Champ Weiland	Specials	$12.00
Killarney	Select	10.00
Killarney Brilliant	Medium	8.00
White Killarney	Short	4.00 to 6.00
Milady		
ROSES, OUR SELECTION		4.00
CARNATIONS		
Good and fancy		3.00 to 4.00
Peonies		6.00 to 10.00
Adiantum		2.00
Asparagus, per bunch		50c to 75c
Ferns, per 1,000		$6.00
Galax, bronze and green, 1,000		$2.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

Extra Fancy Premier, Russell and Columbia

Good supply of OPHELIA, SUNBURST, PINK KILLARNEY ROSES and CARNATIONS.

PRICE LIST—Subject to market changes.

RUSSELL—COLUMBIA-PREMIER	100
Short	$ 5.00
Medium	8.00
Select	12.00
Special	16.00

SUNBURST AND OPHELIA	100
Short	$4.00
Medium	6.00
Fancy	8.00
Roses, Our Selection	$5.00

CARNATIONS	100
Good and Fancy	$ 4.00
Ferns	$6.00 per 1,000
Galax	2.00 per 1,000
Sprengeri	50 cents per bunch

Send Your Orders Here and We Will Fill Them to Your Entire Satisfaction.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

NOTES.

William Moss Berry, the first superintendent of the South Park system, who died June 21 at the home of his son-in-law, J. N. Buchannan, 5555 Kenwood avenue, was buried June 23 at 2 p. m. Mr. Berry was 90 years old. He was the builder of Grand, Drexel and Oakwoods boulevards, and Washington park. He started Jackson park, the Midway and Garfield boulevard.

Mangel, the Palmer House Florist, had a big day June 22 when funeral orders were numerous, a dozen designs going to one place. His "duck window" is attracting so much attention that the police are often forced to disperse the crowds that block the traffic.

Manager John P. Degnan, of A. Henderson & Co., and long identified with the seed trade in this city, leaves this week for California and says he may locate there. Mr. Degnan has a warm spot, all his own, in the hearts of hosts of friends wherever he goes.

Leon Glow, of the A. L. Randall Co.'s cut flower department, joined the ranks of the benedicts June 22. His many friends in the trade join in wishing him success in his venture in matrimony.

F. S. Webb of the Wholesale Florists' Credit Association, will issue a rating book about October 1. Mr. Webb will be pleased to answer any question in regard to this book from any dealer in the trade.

Zech & Mann are handling a fine supply of peonies, which are in good demand this week. The shipping trade is exceptionally brisk, and the city demand is very good.

Poehlmann Bros. Co. is cutting a good supply of summer roses, among which are included some well-grown blooms of the new variety, Butterfly.

Bassett & Washburn are growing the new roses, Crusader, Dunlop and Butterfly, and will be cutting quite heavily in these varieties in the near future.

The iris and peony show of the North Shore Horticultural Society and the Garden Club of Illinois at Lake Forest, June 19-20, was a great success.

A. T. Pyfer and family are spending their Sundays and spare moments in touring the surrounding country in a new Ford sedan.

J. D. Polites, of the Atlas Floral Co. leaves this week for northern Wisconsin on a fishing trip to the Manitowisch regions.

Chas. Erne says that Erne & Co.'s sales for June 19 were so good that they reminded him of a small holiday business.

Miss Charlotte Paradise, of A. L. Vaughan & Co., will leave June 26, for New York, where she will spend her vacation.

Joe Marks, with A. Henderson & Co., is the proud owner of a Buick. Simon Dernison of the same firm has a new Reo.

H. O. Brown, who is well-known to the local trade, is representing the A. L. Randall Co. at Detroit, Mich.

George Sykes, Sr. of Lord & Burnham Co., and wife are back from a pleasant visit to California.

Peter Reinberg left this week for San Francisco, Calif., to attend the democratic convention.

Vaughan's Seed Store reports unusual demand for both seeds and plants at this late date.

John A. Michal, 7045 Stony Island avenue, has invested in a new Wescott touring car.

D. E. Freres is again located at his old stand in room 218 in the Atlas building.

Fred Krell, 3021 Southport avenue, is the proud owner of a new Stutz car.

W. N. Rudd and P. J. Foley are fishing in Wisconsin this week.

Visitors: Mrs. Charles DeClerg and son, Green Bay, Wis.; Charles S. Heacock, manager for Mrs. T. S. Hillyer, Austin, Tex.; Miss Faulkner, of the Apollo Flower Shop, Kansas City Mo.

NEW CROP **SPHAGNUM**

Let us quote your fall and winter requirements; we can save you money and give you good moss.

CHICAGO, 31-33 W. Randolph Street NEW YORK, 43 Barclay Street

VAUGHAN'S SEED STORE

Mention the American Florist when writing

A. T. PYFER & COMPANY

Wholesale Cut Flowers and Greens

164 North Wabash Avenue, L. D. Phone Central 3373 **CHICAGO**

Texas State Florists' Association.

The annual meeting of the Texas State Florists' Association will be held at Fort Worth, July 20-22 and an unusually large attendance and fine trade exhibition is anticipated. The arrangements are in the capable hands of R. C. Kerr, of Houston, and W. M. Baker, V. P. Davis and L. J. Tackett, of Fort Worth. The programme promises to be an especially interesting one, and a number of prominent members of the Society of American Florists from northern states will be among the speakers. H. O. Hannah, of Sherman, president of the state association, says the trade in Texas has enjoyed a wonderfully successful year, and the meeting will reflect this condition.

Peonies AND Roses

are in heavy supply with us now. We can supply you with what you need in any of the varieties grown for this market in the above two items.

Gladioli, Lilies, Valley, Daisies, Etc. Complete Line of Greens.

You always get the best when you order here.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

Mention the American Florist when writing

Summer Flowers

The best Roses, Carnations, Gladioli and all other miscellaneous seasonable stock. Also choice Peonies.

JOSEPH FOERSTER CO.
WHOLESALE FLORISTS
160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

Wichita, Kan.

SUPPLY KEPT WELL CLEANED UP.

Thus far, the month is showing a good volume of business. The spring rush generally ends with Memorial day, but this year, late orders are cleaning up many little blocks of surplus stock. This, with June weddings, and catching-up on neglected work, is giving little respite to the growers. Good stock continues to command excellent prices and the supply is none too plentiful. Some very hot weather with drying winds, has put the carnations on the down grade.

NOTES.

The range of F. Kuechenmeister has been leased by Louis Johnson and

Tonner
PEONIES
Large Supply
Wholesale
CUT FLOWERS
Supplies
30 E. Randolph St.,
Telephone Central 6284
Chicago

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

ROSES

COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MINIATURE ROSES

Cecile Brunner

CARNATIONS

MISCELLANEOUS

Peonies
Valley Cattleyas
Gladioli
Lilies
White and Yellow Daisies
Callas

GREENS

Plumosus Sprengeri
Galax, bronze. Galax, green
Ferns
Adiantum Smilax
Boxwood

Mention the American Florist when writing

Charles Elie, who will take possession July 1 and operate them under the name of Riverside Greenhouses, growing a general line of florists' stock. Otto Kuechenmeister, who has conducted the establishment for the past year, expects, after a short vacation, to take a position with a local greenhouse firm.

The statement in a former issue that Frank Mueller had resigned his position with Charles P. Mueller, seems to lack confirmation in fact, although the information came from reliable sources.

Ernest Brinkman, of the greenhouse force of W. H. Culp & Co., starts this week for a vacation for a month or more with Colorado and the Rockies as his objective points.

Visitor: Rush Alexander, of the Lindley Flower Box Co., Marion, Ind.

C.

Cincinnati, O.

SUMMER BUSINESS ABOVE COMPLAINT.

With bright weather during the past week, market conditions have been quite brisk, and with numerous weddings and commencements there has been a good call for white stock. Roses and sweet peas in that color and lily of the valley are, therefore, cleaning up well, and there promises to be a slight scarcity in these lines. Lilies are in abundance; in fact, there is a glut in this offering, but choice stock moves fairly well. Roses are still holding on nicely and going good. Carnations do not amount to much as the hot sun is having its effect on them. Sweet peas are arriving in good numbers and have a good sale. Delphiniums are moving freely at $8 per 100. Gladioli are now at their best, with good demand at $8-$10 per 100.

NOTES.

C. A. Ohmer, of Florida, who motored to this city from his home at West Palm Beach, is visiting E. G. Gillett. He says business in his state is excellent.

Lynn Barnaby, of Columbus, Ind., who has been visiting his uncle, H. W. Sheppard, says trade in the Hoosier city is very good.

Mrs. Edward Schuman, recently operated upon for appendicitis, is reported improving rapidly.

The Wm. Murphy Co. is featuring some excellent phlox. This firm reports good business.

The Cincinnati Cut Flower Exchange has among its offerings some good lily of the valley.

L. H. Kyrk is showing some fine Ward roses at his establishment.

Visitors: Sidney Bayersdorfer, of H. Bayersdorfer & Co., Philadelphia, Pa., James Nielsen, of Poehlmann Bros. Co., Chicago, accompanied by Mrs. Nielsen.

G. K.

Columbus, O.

BUSINESS ABOVE COMPLAINT.

There was a good demand for all kinds of flowers during the past week. All of the downtown shops reported a good volumne of trade, with bright prospects for the coming week. The big feature is the demand for weddings and social functions. Commencements are now about over, and that source of demand is stopped, but on the other hand, there is a good call for weddings and parties. Funeral work has also been active, and on the whole, trade has been generally satisfactory. Roses, carnations and sweet peas are the principal flowers in the local market. There is also a fair quality of Easter lilies and peonies, but the latter are rapidly disappearing. There is still a good demand for plants of all kinds, although some are now out of the market. Geraniums are selling fairly well, and there is also a good call for daisies.

NOTE.

Greenhouse proprietors in this vicinity and central Ohio are making strenuous efforts to get an adequate coal supply during the summer months in view of the expected acute shortage in the fall. Already some of the houses are well supplied for a part of the winter at least.

J. W. L.

Rochester, N. Y.

GOOD DEMAND BUT GREAT OVERSUPPLY.

There is a superabundance of all seasonable cut flowers in this market at present. Peonies are in oversupply and carnations are a drug. Commencements, weddings and like events have, however, made a great demand. Sweet peas are excellent and the supply strong. Roses are of fine quality and prices are well maintained. Outdoor lily of the valley is gone and the indoor product is scarce. Bedding plants and seedlings are still being disposed of in large numbers.

NOTES.

The New York State College of Agriculture, working in conjunction with the American Rose Society, the American Peony Society and the recently organized American Iris Society, will hold field days at Cornell University, Ithaca, June 30-July 2. Its collection of plants in the three groups are said to be among the best in the country. There will be an outdoor demonstration, June 30, of the value of perennials for home gardens. On the afternoon of the same day there will be a round table discussion of all phases of rose culture. All professional and amateur growers in the state are invited to attend these meetings.

H. E. Wilson is making a specialty of colonial bouquets for commencements, and weddings.

CHESTER.

USE OUR

Blue Ribbon Valley and Nesbit Roses

FOR YOUR JUNE WEDDINGS

BEST QUALITY TO BE HAD IN

Roses and Carnations

Columbia, Russell, Premier, Milady, Ophelia, Double White and Pink Killarney, Sunburst, Hearst, Nesbit and Brunner.

NONE BETTER ON THE CHICAGO MARKET

All colors==CARNATIONS==Good quality

Choice stock of Valley, Gladioli, Candidum, Sweet Peas, Callas, Daisies, Easter Lilies, Stocks, Calendulas, Peonies, Lupines, Pansies and all other Seasonable Stock.

Don't Forget Us on GREENS, as we have Sprengeri, Ferns, Adiantum, Etc.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

WE ARE CLOSED ALL DAY SUNDAY.

Toronto, Ont.

GOOD STOCK IN AMPLE SUPPLY.

The most gratifying feature of trade at the present time is the excellence of the stock being received at this season. American Beauty, Premier, Columbia and Ophelia roses are still of good quality, and with local peonies at their best, there is no lack of good material. Carnations and sweet peas show the effects of warm weather, but outdoor stock is coming along nicely. Cattleyas are fairly plentiful and move freely. Business is good, with many wedding orders and other decorations fairly well scattered through the various stores. Outdoor planting is about finished, and dealers in bedding stock report a good season.

NOTES.

The retail florists' club will hold its annual outing at Hanlon's Point this year and a general invitation is extended to all in the trade, which it is expected, will bring out a record attendance.

Box and bay trees have been in excellent demand this year, and although imported in large numbers, many more could have been sold.

Frank Duffort is making a big hit with his Helen Michell geraniums which are commanding the highest price.

Carl Grobba of Mimico has sold his north farm of 27 acres. The land will be laid out in a sub-division.

Thomas Manton has some hybrid cattleyas in bloom, of which he is justly proud.

Campbell Bros., of Simcoe, have been sending in choice poenies from their farm.

H. G. D.

Nassau County Horticultural Society.

The monthly meeting of the Nassau County Horticultural Society was held in Pembroke hall, Glen Cove, N. Y., June 9, President Thomas Twigg in the chair. Felix Wood and Angelo Faminletti were elected active members and two petitions for membership were received. Messrs. Macdonald, Lucking and Smith judged the exhibits and their awards were as follows: James McCarthy, first for 12 mixed roses; John Henderson, first for three heads of lettuce; William Popp, special; best decorated basket by assistant gardeners, Arnold Gatticar, first. Joseph Wimsock showed a fine vase of roses, which received honorable mention.

A letter of sympathy was sent to the relatives of the late Maurice Fuld.

President Twigg presented, on behalf of the members, a small gift to Joseph Adler, past president of the society.

Exhibits for the meeting to be held July 14 will include six varieties of sweet peas, 15 to a vase, 25 white, 25 pink and 25 any other color.

ARTHUR COOK, Cor. Sec'y.

BALTIMORE, MD.—Wm. F. Keys, Jr., is making an extended tour of the Pacific coast.

LOUISVILLE, KY.—Marrett & Miller will rebuild their range on Cherokee road at a cost of $8,000.

SAC CITY, IA.—C. H. Hollied, proprietor of the Sac City Greenhouses, has purchased four houses at St. Peter, Minn., which he will add to his range here.

RICHMOND, IND.—The E. G. Hill Co. has completed three new houses at its range on Easthaven avenue, the largest 80x400 feet and two smaller ones, 27x200 feet.

THE FLORIST SUPPLY HOUSE of AMERICA

We are pleased to inform you that our Mr. Sidney Bayersdorfer has just returned from a tour of the European markets, where he secured the

Most Wonderful Line of Staples and Novelties in Florists' Supplies that has ever been brought to this country

Included in the importations are all the **Latest Models and Up-to-Date Baskets** from the best manufacturers of Holland and France. New models and weaves, together with the very best workmanship, are displayed in this fine assortment which affords a moderate priced article within the reach of everyone. The first of these shipments is now due.

H. Bayersdorfer & Co., 1129-1133 Arch Street, PHILADELPHIA, PA.

Branch Factory, 709 First Avenue, New York City. Telephone Vanderbilt 4976.

E. F. WINTERSON CO. 166 N. Wabash Ave. Chicago

L. D. Phone, Central 6004
Established 1892

Daily Shipments of the finest stock in Roses, Carnations and Peonies. Headquarters for Wild Smilax, Fancy Ferns, Adiantum and all Green Goods. Don't forget, our Supply Department is complete—Ribbons, Chiffons, Boxes, Crepe Paper and Wire Designs.

Mention the American Florist when writing

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Mention the American Florist when writing

Dobbs Ferry, N. Y.

Alexander McLelland is now 71 years old, but does not look it. Over 50 years ago he reached New York, and excepting five years spent in California, New York and Dobbs Ferry have claimed him. For over 30 years he has conducted a growing and retail business on Ashford avenue, Dobbs Ferry, and was for a time, town supervisor. He now thinks he deserves a rest. Mrs. McLelland died 14 years ago, and he has lost two sons by death. The only surviving member of his family is a son who has been long with the New York Life Insurance Company, and for the past 16 years has held an important position with that company at Los Angeles, Calif. Mr. McLelland is about to retire from business and make his home with his son.

A. F. F.

Massachusetts Horticultural Society.

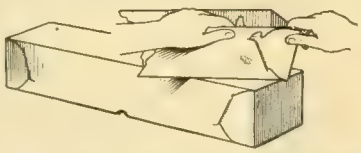
There was an excellent exhibition, principally of peonies, open to both commercial and private growers in Horticultural hall, Boston, Mass., June 19-20, under the auspices of the Massachusetts Horticultural Society. For collections of herbaceous peonies, 20 named varieties, double, one bloom of each, first prize went to George N. Smith, T. C. Thurlow's Sons, Inc., captured second honors. In the class for 10 named varieties, double, one bloom each, Arthur H. Fewkes, was first. George N. Smith also took first place for best specimen bloom, double with his entry of Mons. Jules Elie. Mrs. Percy G. Brown was second with Mme. Calot. For the class of 12 named varieties, single, one bloom of each, T. C. Thurlow's Sons were the winners, McKissock Gardens being second.

For the largest and best collection of peonies, T. C. Thurlow's Sons was awarded the American Peony Society's medal. J. T. Butterworth was given a gold medal for superior cultivation of Miltonia vexillaria varieties. A silver medal was awarded to A. C. Burrage for specimen plant of Cattleya Mossiæ.

In the miscellaneous flower classes the principal prize winners included Robert C. Morse, Miss Cornelia Warren and Mrs. Betty K. Farr.

A cultural certificate was given the Hillcrest Gardens for an excellent display of vegetables and fruit.

H. C. T.



LINDLEY BOXES

are manufactured from high grade, moisture-proofed Boxboard in both "Standard" and "AA" grades. Write for prices on our large assortment.

LINDLEY FLOWER BOX CO.
"Quality Box Makers" MARION, INDIANA

FLORISTS'

Cards, Envelopes, Labels, Tags.
Add 20% to our 1920 catalogue prices.

THE JOHN HENRY CO.
LANSING, MICHIGAN

Mention the American Florist when writing

GOLDFISH 1,500,000 (Fancy and Plain)

Ready for market at rock-bottom prices. Ship anywhere in U. S. or Canada. Write for our illustrated catalogue.

Oriental Goldfish & Supply Co.
3757 to 3761 Cottage Grove Ave., Chicago, Ill.

The Wonder Plant Irrigator
—AND—
The Wonder Basket Irrigator

Two articles no florist should be without. Write for prices.

A. F. LONGREN, DES PLAINES, ILL.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

211 North State Street CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 6179 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen
Roses, Beauty	$1.50@	$ 8.00
	Per 100	
" Mrs. Chas. Russell..	6.00@	30.00
" Columbia	6.00@	30.00
" Premier	6.00@	30.00
" Hoosier Beauty	4.00@	25.00
" Killarney Brilliant..	4.00@	20.00
" Killarney	4.00@	15.00
" White Killarney	4.00@	15.00
" My Maryland	4.00@	20.00
" Mrs. Geo. Shawyer..	4.00@	20.00
" Milady	4.00@	20.00
" Mrs. Aaron Ward..	4.00@	20.00
" Sunburst	4.00@	20.00
" Ophelia	4.00@	20.00
" Dble. W. Killarney.	4.00@	20.00
" Champ Weiland	4.00@	20.00
" Cecile Brunner	2.00@	4.00
" George Elgar	2.00@	4.00
" Baby Doll	2.00@	4.00
" Nesbit	2.00@	4.00
" Our selection		6.00
Carnations	4.00@	6.00
Cattleyas per doz.	30.00 @	36.00
Snapdragons per doz.	1.00 @	2.00
Daisies	2.00@	4.00
Valley		12.00
Calendulas	4.00@	6.00
Gladioli per doz.	1.50 @	2.00
Lilies per doz.	2.50@	3.00
Peonies	6.00@	10.00
Sweet Peas per 100	1.50	
Adiantum		2.00
Ferns per 1,000		6.00
Galax per 1.000		2.00
Leucothoe	1.00@	1.25
Plumosus Strings each	.60@	.75
Sprengeri, Plumosus, Sprays		3.00
Mexican Ivy	.75@	1.00
Boxwood, 35c per lb., per case		9.00

ZECH & MANN

WHOLESALE FLORISTS

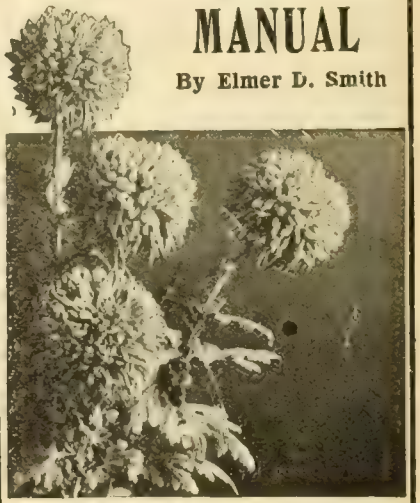
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

SPECIAL

Assortment of 50 Tumbler Baskets $22.50

RAEDLEIN BASKET CO.

713 Milwaukee Ave. CHICAGO, ILL.

REFRIGERATORS

COMPLETE FIXTURES

CENTRAL REFRIGERATOR & EQUIPMENT CO.

Estimates Submitted.

155 No. Clark Street, CHICAGO

Field-Grown Carnation Plants

C. W. WARD
MATCHLESS
ALMA WARD
ALICE
WHITE PERFECTION
THEO
WASHBURN

and Many Other Varieties

Send for complete list and prices. The supply is limited, and if you need plants, place your order now.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

Mention the American Florist when writing

Philadelphia.

SUPPLY MORE THAN EQUALS DEMAND.

Weddings during the past week have been numerous, which together with anniversaries of former events of like character have maintained a good demand for flowers of all kinds. The supply, however, has been more than ample. Shipments of all kinds of outside stock, especially peonies have been heavy. The market was quite active Friday and Saturday with peonies about done for, and a general cleanup on everything except Easter lilies, which are a trifle too plentiful. Carnations are retrograding and will soon be past their day as they are fast losing in quality. Outdoor sweet peas are still good and there is plenty of larkspur, which is quite a factor. Indoor gladioli and a little of the first of the summer stock give good variety. Roses are said to be shortening up, although splendid stock of Russell and Columbia were offered June 19. Cattleyas are scarce and sell up close at top figures. Asparagus is now good stock, the southern shipments being very light, as it does not carry well in summer.

YEAR'S BUSINESS MOST PROSPEROUS.

While there are many extremes, both in the demand and supply of cut flowers in this market, there is no question that as the months roll by, each season's business reaches a higher level in quantity and quality of stock and remuneration. The reports from both growers and retailers are almost unanimous in declaring the past 12 months have been their most prosperous year. One crop may fail, and another strike the market when prices are low, but the average, when the plants and flowers have all been sold, is quite sure to be satisfactory.

EDWARD REID

Roses, Carnations, Snapdragon, Violets. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, June 23. Per 100

Roses, American Beauty	25.00@	60.00
" Shawyer, Russell	10.00@	25.00
" Killarney	6.00@	15.00
" Milady	12.00@	30.00
" Radiance	16.00@	40.00
" White Killarney	6.00@	20.00
" Killarney Brilliant	8.00@	12.50
" Ward	6.00@	16.50
" Maryland	8.00@	20.00
" Hoosier Beauty	15.00@	35.00
" Stanley	12.00@	20.00
" Columbia	16.00@	25.00
" Hadley	6.00@	25.00
" Ophelia	8.00@	20.00
" Premier	12.50@	30.00
" Victoria	8.00@	16.00
Cattleyas, per doz.	6.00@	12.00
Sweet Peas	2.50@	3.00
Calendulas...doz.	.75@1.00	
Longiflorum Lilies	6.00@	12.00
Carnations	1.50@	4.00
Callas	16.50@	25.00
Snapdragons.doz.	1.50@4.00	
Marguerites	4.00-6.00@	8.00
Adiantum		2.00
Asparagus Strings, per doz.	9.00@	12.00
Asparagus bunches, each		.50
Myosotis, a bunch	.35@	1.00
Lily of the Valley	12.00@	16.00
Delphinium .....per doz.	4.00@	6.00

BUFFALO, June 23. Per 100

Roses, Beauty, Special	40.00@	50.00
" Fancy	25.00@	35.00
" Extra	15.00@	20.00
" 1st	6.00@	10.00
" Killarney	4.00@	12.00
" My Maryland	4.00@	12.00
" White Killarney	6.00@	15.00
" Sunburst	4.00@	15.00
" Ward	4.00@	6.00
" Columbia	10.00@	25.00
" Ophelia	4.00@	15.00
" Russell	10.00@	20.00
" Shawyer	4.00@	10.00
" Bon Silene	3.00@	4.00
" Cecile Brunner	2.00@	4.00
Cattleyas	100.00@	150.00
Daisies	1.00@	2.00
Valley	8.00@	12.00
Calla Lilies	10.00@	20.00
Japan Lilies	8.00@	10.00
Easter Lilies	10.00@	15.00
Carnations	2.00@	4.00
Mignonettes	3.00@	6.00
Snapdragons	3.00@	10.00
Sweet Peas	1.00@	2.00
Asparagus Sprengeri	.35@	.50
Ferns, per 1000		2.00
Calendulas	3.00@	6.00
Smilax, doz.		4.00

NOTES.

There has been quite a demand for cut sprays, and more particularly, long branches of well-flowered rambler roses. Such stock is largely used for wedding decorations, splendid effects in artistic arrangement being possible with Dorothy Perkins and also White Dorothy. Delphinium belladona, with its light blue spikes, works in beautifully in color schemes with the pink sprays. Hydrangea arborescens alba, with its fine white heads on long, stiff stems, is another flower that has great decorative value. These are now in, and are being largely used in floor vases to lighten up the palm groups.

John Habermehl, of J. J. Habermehl's Sons, spent last week in Atlantic City superintending the taking down of the elaborate decorations of the car builders' exhibition and convention. This order takes carloads of accessories, together with large quantities of palms, ferns and planted boxes, which at the close, are sold at retail. This annual sale is now one of the features of the spring season at this resort, many of the hotels and large cottages relying on this opportunity for their plant supply.

Sydney Bayersdorfer has arrived home from a trip through the leading European sources of florists' supplies. He looks well, and says he experienced no difficulty in getting around in the various trade centers. Paul Berkowitz reports an unusual heavy June business in all kinds of wedding accessories. Florists who deal mostly with the middle classes, bought largely of this material, showing that their customers could afford, pay for and demanded something better.

The bituminous coal situation is becoming so acute that growers who have heretofore used soft coal, and whose boilers are only fitted for this kind of fuel, are considering changing their grates and stocking up with the finer grades of hard coal, which seems available and have advanced but little over last year's prices.

The following list shows that this city will, as usual, lead in trade ex-

Write For Our

Price List On Cut Flowers

H. G. BERNING
1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

Removal Notice

BERGER BROS.
are now located at
1609 Sansom St., PHILADELPHIA, PA.
with a full line of everything—the best the market affords—in Cut Flowers.

Mention the American Florist when writing

CINCINNATI, June 23. Per 100

Roses, Premier	5.00@	20.00
" Russell	5.00@	20.00
" Columbia	4.00@	20.00
" Butterfly	4.00@	20.00
" White Killarney	4.00@	15.00
" Pink Killarney	4.00@	15.00
" Sunburst	4.00@	15.00
" Mrs. Aaron Ward	4.00@	15.00
" Ophelia	4.00@	15.00
" Baby Doll	2.00@	3.00
Carnations	3.00@	4.00
Calendulas	1.00@	4.00
Sweet Peas	.75@	1.00
Ferns, per 1,000		3.00
Leucothoe, per 1,000		6.00
Galax, per 1,000		1.50
Smilax, per string	.15@	.25
Plumosus (south) per bch.		.25
Easter Lilies	8.00@	15.00
Snapdragons	4.00@	8.00
Stocks, per bunch		.50
Cornflowers, per 1,000		3.50
Gladioli	10.00@	12.50
Delphinium	8.00@	10.00
Gypsophila, per bch		.75
Gypsophila, per bch		.35
Daisies		.50

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

White Wood Easels

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches.....	$0.65	54 inches.....	$1.25
42 inches.....	.80	60 inches.....	1.50
48 inches.....	1.00	66 inches.....	2.00

(Special price on dozen lots.)
Get our list of other supplies (it's free.)

Geo. H. Angermueller Co.
1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Mention the American Florist when writing

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506.
444-446 Milwaukee Street, MILWAUKEE, WIS.

Mention the American Florist when writing

hibits at the coming Cleveland convention: H. Bayersdorfer & Co., Robert Craig Co., H. I. Foust, C. S. Ford Co., Joseph Heacock Co., C. U. Liggit H. F. Michell Co., Jos. G. Neidinger Co., S. S. Pennock Co., M. Rice Co., and others.

The Rotarians, 10,000 strong are to hold their convention in Atlantic City the coming week, which many of the florists of the country, who are members of this body, will attend. It is expected that this convention will break the record in point of attendance for any single organization.

Berger Bros., who recently moved to 1609 Sansom street, a three-story building, have secured a good tenant for the upper floors. They are much pleased with the change in location, as trade is much livlier here. Easter lilies, gladioli and excellent roses are choice items of stock.

The Easter lily men who struck the peony season with good sized crops, are up against it. Cut lilies are not bringing more, or possibly, not as much as pre-war prices, while the bulbs cost at least double with all other costs higher in proportion.

What is the matter wih the bowlers? Where is the fighting spirit that used to stand firm against the best of them, and bring back the silver cups and the glory from each of the hard fought encounters. Wake up boys! Wake up!

George Aeugele is spending a few weeks with his family at Atlantic City, where it is hoped the bracing sea air will put him back in the running. He is anxious to get his name off the sick list as soon as possible.

Robert Bragg, of Edward Reid's force, reported a brisk demand and good cleanup, June 18-19. Extra choice gladioli are a feature here.

K.

Wholesale Flower Markets

PHILADELPHIA, June 23. Per 100

Roses, Beauty, special	40.00 @	50.00
" " fancy	20.00 @	30.00
" Mrs. Chas. Russell	10.00 @	25.00
" Killarney	2.00 @	6.00
" Hadley	6.00 @	25.00
" Sunburst	6.00 @	12.00
" Wards	4.00 @	6.00
" Ophelia	6.00 @	12.00
" Columbia	8.00 @	15.00
" Premier	4.00 @	20.00
Cattleyas	1.00 @	1.50
Mignonette	4.00 @	6.00
Carnations	2.00 @	4.00
Carnation, Laddie	6.00 @	8.00
Snapdragons, per doz.	1.00 @	1.50
Callas	8.00 @	10.00
Easter Lilies	8.00 @	10.00
Calendulas	2.00 @	6.00
Adiantum	1.00 @	1.50
Smilax		.35
Asparagus Strings	.75 @	1.00
Sweet Peas	.50 @	1.50
Lily of the Valley	6.00 @	12.00
Asparagus bunches, 12sp.	.50 @	.75
Peonies	4.00 @	8.00

ST. LOUIS, June 23. Per 100

Roses, Hadley	2.00 @	10.00
" Premier	3.00 @	25.00
" Killarney	2.00 @	6.00
" White Killarney	4.00 @	8.00
" Hoosier Beauty	3.00 @	10.00
" Russell	2.00 @	20.00
" Ward	3.00 @	6.00
" Sunburst	5.00 @	15.00
Ferns, per 1000	3.00 @	4.50
Carnations	1.50 @	5.00
Carnations, Laddie		12.50
Carnations, Specials		5.00
Sweet Peas, per 1,000	2.00 @	4.00
Calendulas		2.00
Callas	10.00 @	12.50
Mignonette	8.00 @	12.50
Violets	.75 @	1.00
Galax, per 1,000		1.50
Leucothoe, per 1,000		7.50
Boxwood, per lb		.35
Lily of the Valley		8.00
Freesia		2.00
Jonquils	2.00 @	4.00

LOUISVILLE, KY.—The Kunzman Floral Co. is making an addition to its range on High street to cost approximately $1,500.

HARRODSBURG, KY.—The Standard Floral Co. has been incorporated by Louis D. Singer, E. H. Gaither and J. M. Greenville with a capital stock of $10,000.

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.
CLEVELAND DETROIT
CINCINNATI SAN JUAN, P. R.

Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

Mention the American Florist when writing

PITTSBURGH, June 23. Per 100

Roses, Beauty, spl., per doz.		7.50
" " fcy., per doz.		6.00
" " ex., per doz.		4.00
" " No. 1, per doz.		1.50
" Hadley	12.00 @	30.00
" Killarney	6.00 @	15.00
" Maryland	6.00 @	15.00
" Sunburst	6.00 @	15.00
" Mrs. Aaron Ward	5.00 @	12.00
" Russell	8.00 @	25.00
" Columbia	6.00 @	20.00
" Ophelia	6.00 @	15.00
" Hilda	4.00 @	12.00
" Premier	8.00 @	25.00
Lily of the Valley		10.00
Easter Lilies		15.00
Carnations	4.00 @	6.00
Cattleyas, each		1.00
Ferns, per 1,000		5.00
Sweet Peas	1.00 @	2.00
Daisies	2.00 @	4.00
Galax, per 1,000		2.00
Plumosus, per bunch		.40
Sprengeri, per bunch		.50
Calla Lilies, per doz.		1.50
Peonies	4.00 @	8.00

MILWAUKEE, June 23. Per 100

Roses, Kill'n'y. W. Kill'n'y	4.00 @	12.00
" Ward	4.00 @	6.00
" Premier	8.00 @	20.00
" Ophelia	4.00 @	15.00
" Columbia	8.00 @	20.00
" Hoosier Beauty	4.00 @	12.00
Carnations, assorted	3.00 @	4.00
Cattleyas, per doz.		18.00
Callas, per doz.	1.50 @	2.00
Sweet Peas	1.00 @	2.00
Lilies, per doz.	1.50 @	2.00
Snapdragon	4.00 @	8.00
Daisies	1.00 @	3.00
Peonies	4.00 @	8.00
Gladioli, per doz.	1.50 @	2.00

New York.

SURPLUS IN MOST LINES.

There has been no noteworthy change in the condition of business since our notes of June 19 were written. The flood of peonies has somewhat abated, and it is generally believed that another week will about finish them. The cool weather is keeping the carnations under glass in fair condition, though many of the blooms are now small and seem scarcely worth sending to market as such stock is merely food for the peddlers, usually able bodied men who should be doing something more useful. Heavy stocks of roses continued to arrive, and it is only a few of the best that can be said to be bringing good summer prices. Orchids and lily of the valley are the only stocks that are not in surplus. There are plenty of orchids to supply the demand, but prices continue fair. Good lily of the valley is rather scarce and wholesaled at $20 per 100, June 18. There is a superabundance of short stem sweet peas on the market, but few good ones. In seasonable outdoor stocks, besides peonies, gaillardias, sweet williams, poppies and other well known varieties are noted.

June 21.—Dark and wet weather, with great humidity continues, and does not tend to improve market conditions, but prices on good stock have an upward trend. Some of the carnation growers are already throwing out their old plants, and with so much dark weather, Ward and other good stock has advanced in price.

NOTES.

Although the name of George W. Perkins, who died in a sanitarium at Stamford, Conn., June 18, is well known to the public through his business and political activities it may not be so well known that he was a devoted patron of horticulture. His estate, Glyndon, at Riverdale, a suberb of this city, is one of the finest in this part of the country. In past years, he devoted much time to the project for the state Palisades park, which resulted in an agreement between the states of New York and New Jersey to establish this grand park for the people of the two states. He had been president of the New York state commission on the park for a number of years. Mr. Perkins was a fine type of the public spirited American citizen and had been active in many fields for the betterment of his fellow men.

At a time when the need for workers in farming and gardening pursuits is pressing, the demonstration garden that is conducted in Bryant park, 42d street side, under the direction of Park Commissioner Gallatin, is worthy of notice and encouragement. It covers several thousand square feet of ground, and is divided into sections. Nearly all the vegetables known in the commerce of this country are grown, and besides what can be seen, further directions are given, on application, for growing them. Every section is labeled and information given about the plant. Aside from the food plant sections, there are others for tobacco, hemp plants and a garden of "kitchen herbs," with general information about each. The garden is particularly attractive to the city children.

Charles A. Dards, the well known florist, reached home on the evening of June 17, after a winter spent in touring South America as member of a party. They are believed to have seen all the leading points of interest in that great continent, and as Mr. Dards is an observant man, we expect a good story from him when he gets settled down again. He returned in excellent health.

Joseph A. Millang, in the Coogan building, is having good success with his Francis Scott Key roses. Dark, cool and damp weather has had a bad effect on many of the roses, but the Scott Keys are holding out well. When some other varieties of equal or greater length of stem go begging at $6 and $8 per 100, the Scott Keys bring $40 per 100.

A. M. Westwood, the Pennsylvania terminal florist, has been confined to his home for the past two weeks as the result of an operation, but is said to be improving.

Fine designs were arranged by several of the retailers for the funeral of the late George W. Perkins, which was held at the Presbyterian church of Riverdale, June 20.

The marriage is announced of Jack Trepel, one of the Trepel family of florists. He had been a widower for two years.

A. F. F.

ELMIRA, N. Y.—Peter Papas and Gus Gurvin have opened a flower store on Lake street.

MOUNDSVILLE, WEST VA.—Bruce Jefferson has disposed of his range to Miller Bros., who will continue it in connection with the Miller Flower Shop on Jefferson avenue.

HARTFORD, CONN.—The Connecticut Horticultural Society will hold its fall flower and vegetable show in this city, September 22-23. An attractive schedule of prizes is being arranged. Communications regarding the exhibition should be addressed to Samual H. Deming, secretary, 333 Vine street, this city.

FUTTERMAN BROS.
Wholesale Florists, 101 West 28th St., New York.
Telephones: Watkins 159 and 9761.
The Right People to Deal With. Consignments Solicited

HENTZ & NASH, INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St. N.Y.

Mention the American Florist when writing

C. Lecakes & Co.
Wholesale Dealers in
Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Moss and Leucothoe Sprays, Our Specialties
31 and 43 W. 18th St., New York
Telephone Watkins 2315

Mention the American Florist when writing

MEMORANDA
Make a note of it on your "PAD."
"RESULTS" and "RELIABILITY" combined.
Our new location is of the best.
"The World's Largest Flower Market"
Exceptional opportunity for growers who are looking for "Results." Consign the next shipment to
GEO. J. POLYKRANAS
43 West 18th St., NEW YORK
Telephone 2264 Watkins

Mention the American Florist when writing

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

Mention the American Florist when writing

S. H. RUSSIN
Importer and Manufacturer of
Baskets, Novelties and Florists' Supplies
Opposite the New Flower Market
55 West 19th St., NEW YORK
Telephone Watkins 4443.

Mention the American Florist when writing

Traveling Wholesale Florist
INC.
31 and 43 W. 18th St., NEW YORK
Telephones 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

Mention the American Florist when writing

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins
NEW YORK CITY

Dolansky=McDonald Co.
WM. SULLIVAN, Mgr.
Wholesale Florists, 31-43 W. 18th St., New York
Orchids a Specialty. Novelties of All Kinds.
Consignments Solicited. Reports Daily. Checks Weekly
Telephone Chelsea 8282.

William Mackie
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Telephone: 759 Watkins
Mention the American Florist when writing

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
31 and 43 W. 18th St., NEW YORK
Established 1887
All consignments receive our special attention.
Mention the American Florist when writing

Telephones 4422 4423 Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
31 and 43 W. 18th St., NEW YORK
Telephones: Watkins 300 and 301
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, June 23. Per 100

Roses, Beauty, Specials	25.00@	40.00
" " extra and fancy	12.00@	15.00
" Hoosier Beauty	1.00@	8.00
" Hadley	4.00@	25.00
" Francis Scott Key	8.00@	40.00
" Columbia	2.00@	15.00
" Prima Donna	1.00@	8.00
" Dble. Wht. Killarney	4.00@	10.00
" White Killarney	1.00@	6.00
" Aaron Ward	2.00@	8.00
" Ophelia	2.00@	12.00
" Sunburst	3.00@	8.00
" Mrs. Chas. Russell	4.00@	15.00
" Premier	4.00@	20.00
" Ulrich Brunner	6.00@	20.00
Cattleya Gigas		1.50
Cattleya Mossiae	50.00@	75.00
Carnations	1.00@	4.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Asp. Plumosus, doz. bchs	3.00@	5.00
Smilax, doz. strings	4.00@	5.00
Lilies, white	5.00@	8.00
Sweet Peas	.30@	1.00
Lily of the Valley	15.00@	25.00
Snapdragons	.75@	1.00
Iris, Spanish, per doz	1.00@	1.50
Daisies, Yellow	.50@	2.00
Larkspur, per doz	2.00@	2.50
Peonies, per doz	.35@	.75
Cornflowers	1.00@	1.50

PHONE {2335 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

JOHN YOUNG & CO.
Wholesale Commission Florists
31 and 43 W. 18th St. NEW YORK
Telephone Watkins 4936
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephones: 3310-11-12 Watkins
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
31 and 43 W. 18th St., NEW YORK
Mention the American Florist when writing

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Prompt and careful attention to your interests. Consignments Solicited.
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
31 and 43 W. 18th St., New York

M. C. FORD
31 and 43 W. 18th St., NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST
ELEVEN STORES
Main Store— Lewis Ave. Cor. Hancock St.

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Member of Florists' Telegraph Delivery.

Albany, N. Y.

Danker
FLORIST

The Best Service

FRENCH RIVIERA and MONTE CARLO

C. Engelmann

Saffron Walden, England

Can take care of all your orders for above district.
Cable address for Riviera Branch: Carnation, Saint Laurent-du-Var.

SAFFRON WALDEN, ENGLAND

C. ENGELMANN

Can take care of all your English orders.
Cable address: Engelmann, Saffronwalden.

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St. cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Knoxville, Tenn.

Baum's Home of Flowers

Personal attention given to orders for Knoxville and East Tennessee.
Members F. T. D.

E. W. PEARSON

38 State St., Newburyport, Mass.

Covers All New England Points.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

BOHANNON FLORAL CO.

75 East Monroe Street, CHICAGO Member of F. T. D.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in **Buffalo, Lockport Niagara Falls** and Western New York
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Rochester, N. Y.

J. B. KELLER SONS,

FLORISTS

25 Clinton Avenue N

Rochester ph. 506. Long Dist. Bell ph. 2189

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

C. H. FREY

Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice.
Trade discounts. First-class stock.

Mention the American Florist when writing

Rodgers Flower Shop

Ottaray Hotel, GREENVILLE, S. C.

Member of Florists' Telegraph Delivery.

Alpha Floral Company

Chicago

Northwest Corner of Adams and Wabash

Member of Florists' Telegraph Delivery.

Washington, D. C.

Louise Flower Shop

Connecticut Ave. at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Member of Florists' Telegraph Delivery.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

Mention the American Florist when writing

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

Mention the American Florist when writing

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraphic orders. Regular trade discount.

229 WEST THIRD STREET

Mention the American Florist when writing

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place

L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST

2221-2223 W. Madison St. CHICAGO.

All orders carefully filled under the supervision of

GEORGE ASMUS, Mgr.

Wire, Write or Phone West 822

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West.

Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, Sheboygan, Wisconsin.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

A. LANGE

77-79 E. Madison St., CHICAGO

Telegraph, Mail and Telephone Orders given most prompt and careful attention and filled with the best stock in the market.

YOUR PATRONAGE SOLICITED.

Chicago

H. N. BRUNS

3040 West Madison St., Chicago

Telegraph, Telephone and Mail Orders Given Prompt and Careful Attentio

---

FROM NEW YORK EXCEPT AS NOTED.

June 28.

St. Paul, I. M. M. Lines (Southampton).
FROM BOSTON, Mercian, I. M. M. Lines (Manchester).

June 29.

FROM MONTREAL, Oakland, I. M. M. Lines (Antwerp).
Canada, Fabre Line (Marseilles).

June 30.

Bessegen, Norwegian-America Line (Norway).
Eglantier, I. M. M. Lines (Antwerp).
FROM BOSTON, Western Maid, I. M. M. Lines (Antwerp).
FROM BALTIMORE, Zirkel, I. M. M. Lines (Hamburg).
Eastern Sea, I. M. M. Lines (Glasgow).
Navarino, Cunard-Anchor (Rotterdam).
FROM BOSTON, Inkula, Cunard-Anchor (London).
FROM MONTREAL, Lowlands, Cunard-Anchor (Bristol).
Arabian Prince, Furness-Prince Line (Alexandria).

July 1.

La Fayette, French Line (Havre).
Mauretania, Cunard-Anchor (Southampton).
FROM MONTREAL, Verentia, Cunard-Anchor (London).
Providence, Fabre Line (Marseilles).

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

C. Frauenfelder FLORIST

3343 W. MADISON ST.

NEAR GARFIELD PARK

CHICAGO

Mention the American Florist when writing

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F. T. D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members Florists' Telegraph Delivery Ass'n

Milwaukee, Wis.

J. M. Fox & Son, Inc.
437-39-41 Milwaukee St
Members Florists' Telegraph Delivery Association.

Omaha, Neb.

Hess & Swoboda

FLORISTS
1415 Farnum St. PHONES: 1501 and L1582
Member of Florists' Telegraph Delivery.

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

For St. Louis.

WIRE

Grimm & Gorly

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.

FREY & FREY,

1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.
Member of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF HEINL'S

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—H. N. Bruns, 3040 W. Madison St.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exchg. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., Broadway
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
French Riviera, France—C. Engelmann.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City Mo.—A. Newell.
Kansas City Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's House of Flowers.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Fl. Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
Newark, N. J.—Washington Florist.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Aphrodite Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. T. Bunyard, Madison Ave.
New York—H. H. Burns, 509 Madison Ave.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rockford, Ill.—H. W. Buckbee.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Saffron Walden, Eng.—C. Engelmann.
Salt Lake City, Utah—Miller Floral Co.
Salt Lake City, Utah—Bailey & Sons Co.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Wilkes-Barre, Pa.—A. W. B. Evans.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Show.
Yonkers, N. Y.—New York Floral Co.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS
Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.

AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

Savannah, Ga.

JOHN WOLF

The Largest Grower of Cut Flowers in the South

Kansas City, Mo.

W. J. Barnes FLORIST K.C.Mo.
Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Tacoma, Wash.

California Florists
will take care of all telegraphic orders.

WICHITA, Kansas

Shipments for Kansas and Oklahoma.
W. H. CULP & COMPANY
Quality Flowers Personal Service
Members F. T. D. A.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York

Member of Florists' Telegraph Delivery.

DARDS

Leading Florist
341 Madison Ave.
Guaranteed Satisfaction
Nearly 50 Years.

Let Us Fill Your Steamer Orders. Regular European Sailings Now Established

Mention the American Florist when writing

BUNYARD, NEW YORK, 413 Madison Ave.
Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK
Quality Flowers
BEST IN THE MARKET
AT REASONABLE PRICES
Plant Specialists Phones: Rhinelander 107—420—775
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ESTABLISHED 1847
F. T. D.
Thos. F. Galvin INC.
THE NAME PROTECTS YOU
BOSTON
1 PARK STREET
799 BOYLSTON STREET
NEW YORK
561 FIFTH AVENUE
Steamers are Again Sailing on Schedule
Deliveries made on board

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS
KOTTMILLER
426 Madison Ave., NEW YORK

Mention the American Florist when writing

"SAY IT WITH FLOWERS"
Max Schling Flowers
Schling Service Nothing Better
785 Fifth Avenue
NEW YORK CITY
Member of Florists' Telegraph Delivery.

Astoria Florist NEW YORK CITY
2188 Broadway, Tel. 9414 Schuyler.
We are in center of residential section, between 77th and 78th streets.
Members of Florists' Telegraph Delivery.

New York. Established 1849
David Clarke's Sons
2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.

Mention the American Florist when writing

New York
Malandre Brothers
2077 Broadway, near 72nd St.
'Phone, Columbus 6883
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

New York.
The Aphrodite Co.
THE ARTISTIC FLORISTS
Floral Decorations for All Occasions.
2703 Broadway, Phone Academy 2479

Mention the American Florist when writing

New York
G. E. M. STUMPP
761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468.
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

SALT LAKE CITY
AND CONTRIBUTING TERRITORY
BAILEY & SONS CO. Member F. T. D.
Est. 1865. 61-63 East Second South
Special consideration given Telegraph Order
Large Stock Always on Hand.

New York. Telephone Lenox 3822
HENRY HART, Inc.
FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Mention the American Florist when writing

New York.
J. G. Papadem Co.
(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Best Flowers
Best Service

ROSES
Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.

Randall's Flower Shop

Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Newark, N. J.

Begerow's

MEMBER F.T.D.

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Etc.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist
Connecticut Avenue and L Street

Mention the American Florist when writing

Washington, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.
Greenhouses and Nurseries in Riverdale.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO
Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building,
4 South Jefferson Street, Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

Wilkes-Barre and near-by Pennsylvania Towns

Member F. T. D.
14 N. Main St. A. W. B. EVANS

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

Mention the American Florist when writing

LITTLEFIELD, Florist

WORCESTER, MASS.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Los Angeles, Calif.

O. C. SAAKE

FLORIST

We Solicit Telegraph Orders.
Regular Trade Discount.

215 W. FOURTH STREET

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.

138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell

FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Michigan

Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists,
Grand Rapids.

Mention the American Florist when writing

CHICAGO DETROIT

Central Floral Co.

132 N. State St., CHICAGO
35 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

ROANOKE, VA.

FALLON, Florist.

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORIST

930 PROSPECT AVE., Erie Building. CLEVELAND

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

GUDE BROS. CO.
FLORISTS
1214 F ST. N.W.
WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

QUALITY and PROMPTNESS

New Orleans, La.

Members F. T. D.

— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

Salt Lake City

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass.

First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark.

Telephone Market 494

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation.

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

AMERICAN SEED TRADE ASSOCIATION.

Thirty-Eighth Annual Convention, Milwaukee, Wis., June 22-24, 1920.

The Opening Session.

The thirty-eighth annual convention of the American Seed Trade Association opened with favorable weather, June 22, and a large attendance, the sessions being held in commodious quarters in the Hotel Pfister. Nearly 400 visitors had registered before the first session.

President Dungan called the meeting to order at 11 a. m., Tuesday. The hall on the seventh floor of the hotel was comfortably filled. After the address of welcome by a representative of the Milwaukee Association of Commerce, the president read his address. Seed trade legislation, he reported, had been quiescent during the year, the only new law passed, in New York state, being the uniform seed bill recommended by the association. The seedsmen had acquitted themselves of any charge of profiteering by their conduct during the year, but the president expressed the opinion that, with the high cost of living and the high cost of labor, which formed so large a part of the cost of doing business, it was becoming necessary for the trade to take thought of the necessity of getting a living wage for the seedsmen. He recommended consideration of this critical problem. Since congress had continued an appropriation of $239,000 for free seeds, after the senate had rejected it, and the secretary of agriculture recommended its abandonment, the president suggested that a resolution be adopted commending Secretary Meredith for his stand. He called attention to the contracts of sale now being presented by foreign houses with whom American seedsmen do business, which provide that in case of disagreement as to quality, the dispute shall be submitted to arbitration at the point of shipment, and the purchaser must accept every shipment, subject to whatever allowance may be made. He recommended that action be taken unitedly to insist that arbitration shall be had at some neutral point rather than the point of origin of the shipment. In view of the scarcity of labor, the convention was urged to consider the advsability of petitioning congress to admit Chinese labor to this country for a limited period.

The work undertaken by the National Garden Bureau, in promoting home gardening, was called to the convention's attention, and members were urged to inspect the exhibit made by the bureau in Room 10, Hotel Pfister.

The adoption of an amendment to the by-laws, which would permit of local and regional seedsmen's organizations becoming members of the association was urged by the president, upon the recommendation of Counsel Curtis Nye Smith, in order that a uniform policy upon seed trade legislation might be promoted in the trade. The president declared that under present conditions, the national body and local organizations did not work in harmony, as frequently their policies differed, or the local organizations had no policy, and this was very detrimental to the trade interests where new legislation was proposed.

Secretary-Treasurer C. E. Kendel reported that 14 new members had been added during the year, while three resigned, one died and two were sold. This gave a net gain of eight and left the membership: Active, 240; honorary, 2; total, 242. His financial statement showed the association to be in excellent condition. The total receipts for the year amounted to $6,402.50; the balance of hand last year, $1,196.25, showing a total of $7,598.85. The total disbursements for the year were $6,446.98, leaving a balance on hand of $1,151.87.

H. G. Hastings, chairman of the membership committee, reported that

E. C. Dungan, Philadelphia, Pa.
President American Seed Trade Association.

10 applications for membership had been received, with several requests for changes in name, and membership. All were ordered posted for further consideration.

The secretary then presented recommendations from the executive committee for amendments to by-laws. The first was, that before an appropriation could be voted at the annual convention, it must first be referred to the executive committee for a report on funds available and a recommendation. This amendment, the secretary explained, had been rejected at the last convention, but he believed it was due to a misunderstanding. It was intended to prevent hasty action, voting money without regard to the funds on hand. Watson S. Woodruff opposed the amendment, declaring that it had the effect of making the executive committee superior to the convention. The amendment was lost.

A proposal to increase the dues to $40 a year, and to make the initiation fee $50 straight, instead of having this sum cover also the first year's dues as at present, was then presented. Mr. Woodruff opposed this, declaring that there was no emergency to warrant it, and if one arose, the money needed could be raised immediately from the trade. He declared that fixed expenses, including legal expense, had a way of keeping pace with the society's income, and that the growth of membership would be hampered by increased dues. Legislation had been quiescent during the year, he said, and there was no reason for increasing the expense of the legal organization. Secretary Kendel said the society was not living on its income, though the deficit was small. On a standing vote the motion was lost, and the amendment was rejected, J. Charles McCullough then moved that the membership be assessed $15 each, in order to restore the society's customary surplus to provide funds for any emergency which might arise. Secretary Kendel moved to amend, by authorizing the executive committee to levy the assessment whenever in its judgment there was need. The amendment was accepted and the motion prevailed.

The third proposal for an amendment to the by-laws, was that a new Section 3 be adopted to permit other seed trade associations to have mem-

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS AND SUNFLOWER.
SAN JOSE, CALIFORNIA

We are headquarters for the **BEST OF EVERYTHING** in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

The Frank S. Platt Company

SEEDSMEN

of

NEW HAVEN, - CONNECTICUT

Established in 1877, is offered

FOR SALE

Mr. Platt will retire after fifty-four years of continuous business. This firm has a degree of prosperity quite exceptional and the present year fully justifies the statement that

"Opportunity is Knocking"

for someone to secure a **First-Class** live business proposition under extraordinarily favorable conditions.

Mention the American Florist when writing

bership in the American Seed Trade Association, in order to establish co-operation. H. G. Hastings supported this proposal, declaring that many sectional and local organizations were being formed, composed of firms that did not feel warranted in joining the national body as individuals, but who desired a link with the central organization through their local associations. President Dungan called attention to his recommendation that such co-operation was of great value on legislative matters. By unanimous vote, the membership committee was instructed to draw up a suitable amendment for presentation to the convention at a later session, putting the recommendation in effect.

Alexander Forbes, chairman of the committee on postal legislation, reported that few cases had arisen during the year. One was the result of the attempt of the late Maurice Fuld to mail catalogues containing loose inserts. The mail was held up, and Mr. Fuld was charged 1-cent extra on each book because these inserts had not been bound in or tipped in. Mr. Forbes recommended that seedsmen be careful to obtain rulings from their local postmasters before attempting to mail matter, regarding which there was any doubt. He advised that new regulations governing the return of fourth class matter, which proved to be undeliverable, be studied and made use of by the seedsmen.

On Tuesday evening, the members of the association were entertained at a stag dinner at the Milwaukee Athletic Club, while the lady visitors were guests at a dinner at the Hotel Pfister, followed by a theater party.

The Exhibits.

American Fork & Hoe Co., cultivators.

Bates Valve Bag Co., wire bag ties.

SEND FOR

1920 Florists' and Market Gardeners' Catalog

NOW READY TO MAIL

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) **CHICAGO**

ENGRAVINGS

—FOR—

Seed Catalogues

Visitors at the Seed Trade Convention this month are invited to visit our office and examine

7 Books of Proofs

showing thousands of cuts available for catalogue work at less than 25 per cent of present costs.

Vaughan's Seed Store

10-12 W. Randolph St., Chicago

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:

Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, FREMONT, NEB.

Growing Station, ROCKY FORD, COLO.

Yokohama Nursery Co.

LTD.

Woolworth Building,

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

Bemis Bros. Bag Co., St. Louis, Mo., mailing bags.

Brown Bag Filling Machine Co., Fitchburg, Mass., seed packets.

A. T. DeLaMare Co., Inc., New York, horticultural printing.

J. E. Gilson Co., Port Washington, Wis., cultivators.

R. C. McGill & Co., San Francisco, Calif., seed peas.

Milwaukee Bag Co., Milwaukee, Wis., bags.

A. B. Morse & Co., St. Joseph, Mich., printing.

Everette R. Peacock Co., Chicago, insect checker.

Torsion Balance Co., Jersey City, N. J., scales.

Wholesale Grass Seed Dealers' Ass'n.

The annual meeting of the Wholesale Grass Seed Dealers' Association, which was scheduled to be held at the Hotel Pfister, Milwaukee, Wis., June 21, was postponed until the following morning. The session, which was well attended, was held behind closed doors.

Officers for the ensuing year were elected as follows: W. G. Scarlett, Baltimore, Md., president; J. Chas. McCullough, Cincinnati, O., vice-president; Clarence K. Jones, Baltimore, Md., secretary-treasurer.

Early Visitors.

H. A. Abbott, Chicago.
B. H. Adams, Decorah, Ia.
Earl F. Adams, Milford, Conn.
James M. Adam, Chicago.
W. C. Affeld, Minneapolis, Minn.
J. N. Albright, Des Moines, Ia.
Linneaus Allen, Cutchogue, N. Y.
C. H. Anderson, New Haven, Conn.
F. W. Annin, Toledo, O.
Sam R. Arnett, Minneapolis, Minn.
W. N. Atterburn, Louisville, Ky.
Christian Back, New York.
Peder Back, Racine, Wis.
R. W. Baker, Crawfordsville, Ind.
August J. Barnidge, St. Louis, Mo.
Frank H. Barnidge, St. Louis, Mo.
C. S. Barto, Louisiana, Mo.
A. E. Bather, Minneapolis, Minn.
F. L. Beakey, Chicago.
C. A. Beebe, Forreston, Ill.
D. K. Belt, Baltimore, Md.
E. J. Bernet, LaCrosse, Wis.
A. A. Berry, Clarinda, Ia.
H. A. Bertoli, Chicago.
G. F. Bird, Bismark, N. D.
T. A. Bixler, Baltimore, Md.
W. B. Black, Milwaukee, Wis.
G. H. Blamberg, Baltimore, Md.
Chas. W. Bolgiano, Baltimore, Md.
Chas. J. Bolgiano, Baltimore, Md.
J. Allen Boom, Baltimore, Md.
Harry Botzum, Akron, O.
J. D. Boxham, Buffalo, N. Y.
C. D. Boyles, Chicago.
A. D. Bradley, Chicago.
G. F. Bradley, Cleveland, O.
W. H. Britt,, Sacramento, Calif.
W. I. Brockson, Marinette, Wis.
A. J. Brown, Grand Rapids, Mich.
H. A. Brown, Chicago.
P. S. Brown, Grand Rapids, Mich.
R. C. Buchanan, Memphis, Tenn.
R. B. Buchanan, Memphis, Tenn.
H. O. Buffington, Baltimore, Md.
J. H. Burdett, Chicago.
T. N. Buyant, Caldwell, Idaho.
Burt Calhoun, Marshallville, O.
D. Carmichael, Cincinnati, O.
J. Cashman, Owatonna, Minn.
P. A. Cashman, Chicago.
F. F. Caughey, Detroit, Mich.
G. A. Chambers, Shenandoah, Ia.
C. R. Chesmore, St. Joseph, Mo.
Arthur B. Clark, Milford, Conn.
M. B. Clark, Wellington, Ont.
Theo. Cobb, Detroit, Mich.
J. R. Condon, Rockford, Ill.
L. R. Condon, Rockford, Ill.
A. R. Cone, Buffalo, N. Y.
Adolph Corneli, St. Louis, Mo.
Clifford Corneli, St. Louis, Mo.
H. B. Courteen, Milwaukee, Wis.
S. G. Courteen, Milwaukee, Wis.
C. O. Coventry, Chicago.
F. J. Crockett, Cleveland, O.
Carl Cropp, Chicago.
E. F. Crossland, Toronto, Ont.
W. H. Crossland, Milwaukee, Wis.
J. A. Daly, Chicago.
J. E. Davis, Delaware, O.
John P. Degnan, Chicago.
H. E. Depuy, Pontiac, Mich.
A. Lee Don, New York.
E. W. Dorey, New York.
H. W. Doughten, New York.
A. C. Drake, Cincinnati, O.
Benjamin Dulaney, Cincinnati, O.
E. C. Dungan, Philadelphia, Pa.
C. Quincy Dunlap, Milwaukee, Wis.
Geo. C. Edler, Washington, D. C.
Roy Edwards, Kansas City, Mo.
R. D. Edwards, Philadelphia, Pa.
Joseph P. Ehr, Omaha, Neb.
A. M. Eldridge, Shenandoah, Ia.
Ross M. Eldridge, Kansas City, Mo.
Ed. J. Eshenbaugh, Saginaw, Mich.
Newton C. Evans, Chicago.
Joe Faassen, Clarinda, Ia.
A. T. Ferrell, Saginaw, Mich.
L. J. Finn, St. Louis, Mo.

Wm. G. Scarlett, Baltimore, Md.
First Vice-Pres. American Seed Trade Ass'n.

David Burpee, Philadelphia, Pa.
Second Vice-Pres. American Seed Trade Ass'n.

Ellis Fite, Nashville, Tenn.
A. H. Flanigan, Crawfordsville, Ind.
Alex. Forbes, New York.
W. D. Fraser, Los Angeles, Calif.
F. R. Freeman, Crawfordsville, Ind.
C. A. Gantner, Omaha, Neb.
A. W. Gardiner, Springfield, Mass.
John J. Garland, Chicago.
C. P. Gascom, Chicago.
Jno. F. Geary, Columbus, Wis.
W. J. Geiner, St. Louis, Mo.
J. L. Gillespie, Detroit, Mich.
O. A. Glessner, San Francisco, Calif.
E. H. Goldenstein, Chicago.
W. B. Granger, Chicago.
George S. Green, Chicago.
A. M. Grootendorst, Chicago.
J. Groots, Enkhuizen, Holland.
N. J. Groots, Enkhuizen, Holland.
Chas. F. Guelf, Cambridge, N. Y.
Chas. W. Guelf, Cambridge, N. Y.
E. S. Gunn, Lincoln, Neb.
F. C. Gunther, Chicago.
Albert Guttmann, Manitowoc, Wis.
Walter Hamilton, Manitowoc, Wis.
E. J. Hanke, St. Louis, Mo.
A. E. Hannon, Chicago.
Donald Hastings, Atlanta, Ga.
H. G. Hastings, Atlanta, Ga.
W. R. Hastings, Atlanta, Ga.
Geo. E. Hays, Louisville, Ky.
H. M. Hedges, Cambridge, N. Y.
E. F. Heim, Winona, Minn.
N. C. Helms, Chicago.
Maxim Hershey, New York.
F. C. Herzog, Rochester, N. Y.
W. P. Hilton, Chicago.
I. P. Hinman, Postville, Iowa.
J. Harold Hogg, Toronto, Can.
W. W. Hoisington, Chicago.
Chas. Hollenbach, Chicago.
H. L. Holmes, Jr., Canton, O.
J. Howard Perdue, Birmingham, Ala.
E. J. Hull, Cleveland, O.
Marshall Humphrey, Phoenix, Ariz.
G. H. Hunkel, Milwaukee, Wis.
H. V. Hunkel, Milwaukee, Wis.
John L. Hunt, Cambridge, N. Y.
E. F. Hurff, Swedesboro, N. J.
Fred W. Jaeger, Toledo, O.
J. Wm. Jefferson, Louisville, Ky.
J. Oliver Johnson, Chicago.
Clarence K. Jones, Baltimore, Md.
W. M. Jones, Chicago.
W. R. Jossman, Detroit, Mich.
J. W. Jung, Randolph, Wis.
J. Kaufmann, South Holland, Ill.
P. F. Keil, Raleigh, N. C.
Kenton D. Keilholtz, Toledo, O.
Fred Kellogg, Milwaukee, Wis.
G. F. Kellogg, Chicago.
P. V. Kelly, Salt Lake City, Utah.
Thos. J. E. Kemp, Chicago.
C. E. Kendel, Cleveland, O.
H. M. Kilgore, Plant City, Fla.
Fred B. King, Rochester, N. Y.
C. H. King, Battle Creek, Mich.
H. C. King, Battle Creek, Mich.
Harold M. King, Battle Creek, Mich.
S. A. Kipping, Sedalia, Mo.
F. P. Kiser, Paris, Ky.
Axel Knudsen, Odense, Denmark.
L. A. Koch, Chicago.
W. A. Kraus, St. Louis, Mo.
Wm. Kueker, Faribault, Minn.
Chas. L. Kunz, Manitowoc, Wis.
Geo. L. Kurtzweil, Des Moines, Ia.
J. C. Lawrence, Milwaukee, Wis.
Frank Leckenby, Seattle, Wash.
Edw. S. Leonard, Chicago.
J. C. Leonard, Chicago.
S. F. Leonard, Chicago.
W. H. Letton, Atlanta, Ga.
J. R. Leveille, Winona, Minn.
Farwell P. Lilly, Seattle, Wash.
A. W. Livingston, Columbus, O.
Josiah Livingston, Columbus, O.
A. Loeffler, LaCrosse, Wis.
J. Loewith, New York.
Selmar Loft, New York City.
W. A. Lohr, Milwaukee, Wis.
F. Love, Montgomery, Ala.
F. S. Love, Montgomery, Ala.
R. F. Lyon, Atlanta, Ga.
W. B. Lucas, Sheboygan, Wis.
A. H. Luck, Jackson, Mich.
J. M. Lupton, Mattituck, N. Y.
J. R. Lurain, Chicago.
A. F. Mangelsdorf, Atchison, Kan.
E. F. Mangelsdorf, St. Louis, Mo.
Ed. L. Mann, Palatka, Fla.
C. R. Marlow, Wichita, Kan.
C. C. Massie, Minneapolis, Minn.
Alexander Mathers, Milford, Conn.
E. E. May, Shenandoah, Ia.
L. C. Mendenhall, Saginaw, Mich.
J. S. Michael, Sioux City, Ia.
H. H. Miller, Bloomington, Ill.
C. B. Mills, Marysville, Ohio.
F. G. Mock, Detroit, Mich.
Alfred Molenhouse, Chicago.
J. G. Monfort, Cleveland, O.
J. L. Mosby, Memphis, Tenn.
Walter Mott, Chicago.
L. M. McCausland, Wichita, Kan.
J. A. McClosky, Baltimore, Md.
L. L. McCulloch, Minneapolis, Minn.
Harry McCullough, Cincinnati, O.
H. B. McCullough, Cincinnati, O.
J. Chas. McCullough, Cincinnati, O.
P. S. McCullough, Cincinnati, O.
A. E. McKenzie, Brandon, Man.
H. J. McKnight, Neosho, Mo.
C. A. Neal, Philadelphia, Pa.
H. H. Neuvervrling, Milwaukee, Wis.
Dick O'Bannon, Claremore, Okla.
J. V. Odil, Chicago.
L. L. Olds, Madison, Wis.
E. S. Olmsted, Green Bay, Wis.
W. L. Oswald, Minneapolis, Minn.
J. T. Oxley, Omaha, Neb.
D. A. Parks, Jackson, Mich.
L. S. Payn, Bruyeres-le-Chatel, France.
Everette R. Peacock, Chicago.
H. G. Pedrick, Pedricktown, N. J.
Chas. E. Pendarvis, Atlanta, Ga.
J. G. Peppard, Kansas City, Mo.
W. T. Phillips, Toledo, O.
F. E. Piggott, Rochester, N. Y.
J. R. Play, Nashville, Tenn.
Robt. W. Pommer, St. Louis, Mo.
F. G. Pulley, Chicago.

Clipper Seed Cleaners

WITH

Traveling Screen Brushes

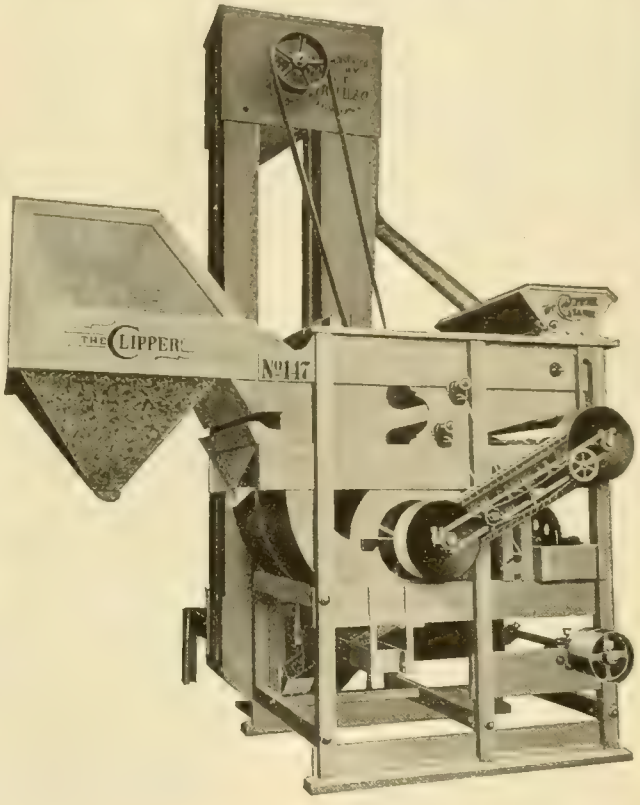
Variable Air Regulator

Variable Screen Shake

Ball Bearing Suction Fans

Ball Bearing Loose Pulley

and Other
Important Improvements



Seed Cleaners of Several Styles and Sizes

Onion Set Cleaners and Graders

Beet Seed Stemmers

Testing Cleaners for Cleaning and Grading Small Quantities of Expensive Flower Seeds

CATALOG MAILED UPON REQUEST

A. T. FERRELL & CO., Saginaw, Michigan

F. P. Quick, Lincoln, Neb.
F. S. Radway, New York.
Scott Redfern, Chicago.
L. D. Reed, Grand Rapids, Mich.
A. Reid, Richmond, Va.
L. B. Reuter, New Orleans, La.
A. E. Reynolds, Crawfordsville, Ind.
E. R. Riethmiller, Jackson, Mich.
H. S Robilliard, Faribault, Minn.
J. A. Robinson, Rocky Ford, Colo.
J. C. Robinson, Waterloo, Neb.
L. R. Robinson, Waterloo, Neb.
G. L. Roby, Fowler, Ind.
A. S. Rosenberg, Milwaukee, Wis.
E. L. Rosenberg, Milwaukee, Wis.
Chas. D. Ross, Louisville, Ky.
D. D. Rowlands, Sheboygan, Wis.
F. H. Roy, Brantford, Ont.
J. T. Russell, Memphis, Tenn.

Takeo Sakata, Yokohama, Japan.
Harry E. Saier, Lansing, Mich.
Kenneth E. Salzer, LaCrosse, Wis.
O. G. Sappington, Washington, Ia.
August Sass, Chicago.
G. C. Sauter, Baltimore, Md.
W. G. Scarlett, Baltimore, Md.
R. L. Schirmer, Milwaukee, Wis.
A. W. Schisler, St. Louis, Mo.
E. G. Schoff, St. Joseph, Mich.
A. E. Schultz, Oshkosh, Wis.
D. G. Scott, Marysville, Ohio.
L. J. Serritt, LaCrosse, Wis.
Axel Setterberg, Chicago.
G. S. Sheldon, Toledo, O.
R. S. Sheldon, Toledo, O.
D. A. Sherwood, San Francisco, Calif.
G. L. Shidler, Cambridge, N. Y.
J. F. Sinn, Clarinda, Ia.
W. H. Small, Evansville, Ind.
Curtis Nye Smith, Boston, Mass.
Albert H. Smith, Chicago.
J. A. Smith, Toledo, O.
L. M. Smith, Chicago.
Morris S. Smith, Manitowoc, Wis.
Wm. E. Smith, St. Louis, Mo.
T. H. Smythe, Chicago.
E. L. Sonderebber, Beatrice, Neb.
O. J. Sowin, Chicago.
C. A. Sperco, New York.
E. T. Stanford, Buffalo, N. Y.
C. H. Stark, Louisiana, Mo.
W. A. Stewart, Chicago.
Francis C. Stokes, Morristown, N. J.
J. A. Streicher, Toledo, O.
J. F. Summers, Chicago.
W. B. Sutton, Dayton, O.

H. W. Talbot, Osceola, Ia.
O. A. Talbott, Keokuk, Ia.
R. L. Templin, Cleveland, O.
Arthur Teweles, Milwaukee, Wis.
Hugo Teweles, Milwaukee, Wis.
Lawrence Teweles, Milwaukee, Wis.
Max Teweles, Milwaukee, Wis.
W. F. Therkildson, Philadelphia, Pa.
G. C. Thomson, Minneapolis, Minn.
A. W. Tibbitts, Chicago.
Geo. Tomlinson, Chicago.
J. E. W. Tracy, Washington, D. C.

E. A. Vallee, Milwaukee, Wis.
L. H. Vaughan, Chicago.

S. C. Wail, St. Louis, Mo.
P. R. Walker, Green Bay, Wis.
L. D. Waller, Guadelupe, Calif.
J. W. Wanen, Milwaukee, Wis.
Paul Wanen, Milwaukee, Wis.
A. R. Ward, Oshkosh, Wis.
G. Willett Warren, Mason, Mich.
J. H. Warren, Milwaukee, Wis.
O. T. Watts, Louisville, Ky.
W. D. Weedy, LaCrosse, Wis.
F. J. Weess, Milwaukee, Wis.
H. Weezenaar, Jr., Chicago.
Henry Weisner, Chicago.
J. H. Welcome, Chicago.
G. H. Werner, New York.
Roy K. Wheeler, Gilroy, Calif.
Kirby B. White, Detroit, Mich.
Thos. Whitted, Richmond, Va.
C. O. Wilcox, Louisville, Ky.
G. F. Will, Bismark, N. D.
Leon J. Williams, Providence, R. I.
Lyons H. Williams, Norfolk, Va.
A. C. Wilson, Springfield, Ill.
P. I. Wilson, Fitchburg, Mass.
S. A. Wilson, Madison, Wis.
H. G. Windheim, Omaha, Neb.
Henry Windheim, Jr., Omaha, Neb.
G. M. Winwood, Jr., Cleveland, Ohio.
J. R. Wise, Sioux City, Ia.
J. H. Withey, Minneapolis, Minn.
Robert W. Wood, Richmond, Va.
Alling Woodruff, Seattle, Wash.
Frank T. Woodruff, Le Roy, New York.
Watson S. Woodruff, New York.
R. C. Wright, Chicago.

J. Yopp, Paducah, Ky.
J. C. Younghans, Cincinnati, O.

P. L. Zimmermann, St. Louis, Mo.

THE LADIES.

Mrs. W. N Atterburn, Louisville, Ky.
Mrs. H. G. Hastings, Atlanta, Ga.
Mrs. F. C. Herzog, Rochester, N. Y.
Mrs. J. R. Lurain, Chicago.
Mrs. J. G. Monfort, Cleveland, O.
Mrs. L. L. Olds, Madison, Wis.
Mrs D. A. Parks, Jackson, Mich.
Mrs. E. R. Peacock, Chicago.
Mrs. F. E. Piggott, Rochester, N. Y.
Mrs. L. R. Robinson, Waterloo, Neb.
Mrs. W. D. Weedy, LaCrosse, Wis.
Mrs. S. A. Wilson, Madison, Wis.

THE price of bags at Chicago, June 23, was $65.

MARSHALLTOWN, IA.—The Ames Seed Co. is in business here.

MANY of the convention seedsmen stopped off at Chicago this week.

LOMPOC, CALIF.—A. C. Zvolanek is enjoying a three-months' sojourn in Europe.

VISITED PHILADELPHIA: Leonard H. Vaughan, of Vaughan's Seed Store, Chicago.

EUGENE SCHAETTEL, of Vilmorin-Andrieux & Co., Paris, France, retires from active business July 1.

CARL R. GLOECKNER, with the Henry F. Michell Co., Philadelphia, Pa., is making an inspection tour of the California seed farms.

C. E. Kendel, Cleveland, O.
Sec'y-Treas. American Seed Trade Association.

THE lack of rain, and the early disappearance of the snow on the mountains, are making the outlook for water in California during the coming dry season very serious.

FROM 25 to 30 new pea canning factories have been organized this year, estimates R. E. Vaughan, of the Wisconsin College of Agriculture. Wisconsin canners, he adds, can more than half the nation's peas.

SEATTLE, WASH.—The Chas. H. Lilly Co., writing June 16, says: "Acreages of cabbage, beet, mangel and turnip in this section have been considerably reduced as compared with last year. We do not anticipate getting very much seed from many of them, owing to the exceedingly severe weather we experienced early in the year. Many of the crops were reported total failures."

SUPPLEMENTING our report of the annual convention of the Southern Seedsmen's Association in our issue of June 12, page 1112, the following officers were elected for the ensuing year at the closing session: R. B. Buchanan, Memphis, Tenn., president; J. Steckler, New Orleans, La., first vice-president; D. R. Mayo, Knoxville, Tenn., second vice-president; Frank S. Love, Montgomery, Ala., secretary-treasurer.

Dutch Bulbs Decision of British.

At a conference of the Chamber of Horticulture, the Horticultural Trades' Association and the British Florists' Federation, held May 27, 1920, the following resolutions was passed:

"That this conference, having considered the unsatisfactory reply from the Dutch Bulb Exporters' Association to its communication of April 30, sees no reason to alter the decisions already arrived at, and strongly advises the British trade to abide by the following recommendations in making their purchases:

"(1) Not to buy on any terms except free on board Amsterdam or Rotterdam.

"(2) The cost of packages to be placed on invoices and not to be collected on delivery.

"We strongly advise the British trade, in their own interests, to follow the recommendations in the above resolutions."

Signed on behalf of the conference,
GEO. MONRO, JR., Chairman.

Small, of Evansville, in Difficulty.

An assignment petition was entered, June 17, in the Vanderburgh county superior court, Evansville, Ind. for W. H. Small & Co. by the Mercantile-Commercial bank as trustee. The petition requested permission to employ an expert accountant at a cost not to exceed $1,500, to audit the books of the company in order to obtain an accurate record of assets and liabilities. This was granted by Judge Robert J. Tracewell. The petition states that the firm executed a deed of general assignment for the benefit of creditors a few days before. The assets consist of seeds of an approximate value of $23,331.76, empty sacks, $10,976.72; Liberty bonds, par value, $33,600; war savings stamps, par value, $826.95; bills receivable, $6,800; accounts receivable, $340,258.82; stocks and bonds, $6,908.45; cash deposited on margin, $20,000; cash on hand and in banks, $93,644, and other personal property, making the total assets, exclusive of real estate, $1,856,045.77. The trustees petition that the business be temporarily continued in the best interests of the creditors and the firm. Carl Lauenstein is named as trustee officer. The case is the largest entered in the superior court in Vanderburgh county in several years.

W. B. C.

Orchard Grass.

The total importation of orchard-grass seed into the United States since July 1, 1919, is 2,770,500 pounds. This amount is about 500,000 pounds more than the total quantity imported during the previous four years.

On June 30, 1919, the carry over in seedsmen's hands was only 240,729 pounds, compared with 1,066,230 pounds, and 1,390,361 pounds on June 30, 1918 and 1917 respectively. With this small carry over, and very small rate of imports at that time, a bullish feeling was created among the growers, and buyers were paying them $19 to $21 per 100 pounds for their 1919 crop seed during July and August. By the middle of October, however, the importations had become so heavy that many seedsmen stopped buying domestic seed and grow-

MICHELL'S PANSY SEED

Michell's Giant Exhibition Mixed

A giant strain which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c; tr. pkt., 50c; ⅛ oz., $1.25; per ¼ oz., $2.00; per oz., $7.00.

Giant Trimardeau, Mixed. Large flowering and choice colors. Tr. pkt., 30c; per oz., $2.50.

GIANT SORTS IN SEPARATE COLORS

	Tr. pkt.	Oz.
Azure Blue	$0.40	$3.50
Black Blue	.40	3.50
Emperor William, blue	.40	3.50
Hortensia Red	.40	3.50
King of the Blacks	.40	3.50
Lord Beaconsfield, purple violet	.40	3.50
Peacock, blue, claret and white	.40	4.00
Snow Queen, pure white	.40	3.50
Striped and Mottled	.40	3.50
White with Eye	.40	3.50
Pure Yellow	.40	3.50
Yellow with Eye	.40	3.50

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Catalog

Henry F. Michell Co.
518 Market St. Philadelphia, Pa.

Lawn Grass and Golf Mixtures

in bulk, $19.00 per 100 lbs.

Also make mixtures, according to special formula, of fancy recleaned grass seeds.

NEW YORK SEED CO.
83 Water St., NEW YORK CITY

Van Meeuwen & Tegelaar

Wholesale Dutch Bulb Growers

1133 Broadway, NEW YORK

Nurseries at Lisse, Holland

Seed Packets

FLOWER SEED SIZES TO CATALOG ENVELOPES — RETURN ENVELOPES

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

CALIFORNIA FREESIAS

Due in Chicago Soon.

NEW NAMED COLORED VIOLA

General Pershing

Extra robust grower. 3 feet in height, with 4 to 5 long side laterals, large open flowers of lavender pink, yellow lip and somewhat of a bronze cast.

The cut flowers have created quite a sensation on the Chicago market for several seasons and command the highest market prices.

Per 100, $5.00; Per 1000, $40.00.

Like a large wood violet, the lower petals of a deeper violet blue, a beautiful distinct and valuable hybrid. The growth is about 30 inches in height with 4 to 5 long side laterals, long enough for any floral work.

Per 100, $5.00; Per 1000, $40.00.

PURITY (Improved)	Per 1000
⅜-½ inch	$ 6.00
½-⅝ inch	10.00
⅝-¾ inch	15.00

Now is the Time to Order Sphagnum Moss.

Chicago **VAUGHAN'S SEED STORE** New York

Mention the American Florist when writing

Bolgiano's "Big Crop" Seeds

"Tested and Trusted" Over a Century.

Special price list to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLGIANO & SON, Baltimore, Md.

GET QUOTATIONS FROM

LANDRETH

Seeds Which Succeed

Bloomsdale Farm BRISTOL, PA.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

ers could not obtain offers of over $16 per 100 pounds.

The result of the heavy imports during recent months is that 25 to 33 1-3 per cent of the 1919 crop of domestic seed, which crop was estimated to be 3,000,000 pounds, is still in the hands of, or owned by seedsmen, shippers and growers. Practically all of the imported orchard-grass seed this year has come from Denmark where a large production of this seed was obtained in 1919.

The weather conditions this spring have been ideal for the production of good quality orchard-grass seed, according to government report of June 19. The acreage to be cut for seed, however, is below normal and about equal to that of last year. The yield of seed per acre probably will be 10 per cent less than in 1919, because of thin, spotted stands in many fields while the prospective total production is about 85 to 90 per cent of last year.

California Seed Crops.

L. W. Wheeler of the Pieters-Wheeler Seed Co., Gilroy, writes as follows, June 12:

"Seed crops are showing the effect of lack of moisture in the soil caused by insufficient rainfall during the past winter. This is particularly noticeable in the annuals at this time. A good insight into crop prospects may be had from the fact that grain crops in this state will not average 50 per cent compared with last year, and a large percentage has been cut for gram. These crops mature in May or June, and if there is not sufficient moisture for them, it would appear as if garden seed, which do not mature until August and September, have a very poor chance. The acreage in garden seed is less than 25 per cent of last year.

"Onion is looking well and at this time is probably about the most promising of all crops and should produce close to a normal yield, unless injured by heat or drought later. The critical time is yet to come, the first week in July being the period when onion is usually subject to burn.

"Lettuce will hardly make half of a normal crop and radish is little, if any, better. Parsley and parsnip appear to be less than 60 per cent. Carrot is looking well on low lands and should produce a fair yield. The garden pea crop, which was damaged by frost last month, has suffered from heat, and there is apparently not over 25 per cent of an average in sight."

FLOWER SEEDS.

The L. D. Waller Seed Co., Guadalupe, writes June 12:

"The general condition of the flower seed crops is as good as could be expected in a dry season. The past winter, the Santa Maria valley did not receive over one-third of the usual rainfall. The rains came late in the season, and for this reason, good stands were secured, but the past two weeks have shown that there is insufficient moisture to sustain the crops throughout the growing season. At this time of the year the crops receive considerable benefit from the ocean fogs, which saturate the plants with moisture, during the morning hours. The fogs have been very light for the past 30 days, and for several days at a time there has not been any fog at all.

"The early sweet peas were fairly well, through blooming before the lack of moisture was in evidence, but the late sorts are drying up rapidly and the yield will probably be light. Nasturtium, stock, poppy and many of the smaller flowers are just coming into bloom. They are all ripening prematurely and a light yield is indicated. It is evident that those varieties which bloom later in the season will not be in any better condition. Fortunately, increased acreage will offset this loss to a certain extent. We are irrigating as rapidly as possible, and hope for favorable fogs the balance of the month. A great deal depends upon the climatic conditions during the next few weeks.

John Bodger & Sons Co., Los Angeles, write as follows, June 12:

"Sweet peas, as a consequence of scanty rainfall, are three months behind and cannot possibly make a normal crop. Named varieties of the Spencer type seem to be suffering the most. Spencers of the early-flowering type look better, but the demand is good and the yield will not more than fill orders. Prospects on sweet pea mixtures are better than on named varieties and from present conditions we expect to have a small surplus. The grandiflora crop will not be large. The acreage of tall and dwarf nasturtium is much smaller than in previous seasons but prospects indicate sufficient seed to meet all demands. With increased acreage of asters, we expect to have a full supply of all varieties and colors. A much larger acreage of zinnias has also been planted. These are making a good stand and showing fine condition. Liberal plantings have been made of stocks, Ten Weeks and other sorts, also a general line of flower seed which are showing a good stand and satisfactory crop prospects. A large portion of our small flower seed is being grown this season on sub-irrigated soil which was not affected by the long drought during the early part of the year."

New York Seed Trade.

Peter Henderson & Co., have been making their annual peony exhibit. Many good varities were noticed.

Roman J. Irwin is now well located on the mezzanine floor of the 18th street flower market.

There is some talk of the business of the late Maurice Fuld being incorporated and continued.

James McHutchison continues to improve in health.

JOHN H. ALLAN SEED CO.
Growers of Choice Varieties
Peas and Beans
Sheboygan, Wis.

Mention the American Florist when writing

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

Mention the American Florist when writing

R. & M. GODINEAU
SEED GROWERS
Angers, - - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Mention the American Florist when writing

Peas, Beans and Sugar Beets.

The John H. Allan Seed Co., Sheboygan, Wis., writes as follows, June 19:

"In a general way, crop conditions at the present time are good so far as peas are concerned. The worst feature is that the season is two to three weeks late, which leads us into extra hazard in the fall. We look for a fair crop of peas both east and west, except in California, where considerable damage has been done by adverse weather.

"Beans have just gone into the ground; in fact, are still going in, so that it is entirely too early for us to even guess as to them. Bean acreage has come with the greatest difficulty we have ever known. The farmers are up against the labor proposition as they never have been before and they simply will not plant crops that require very much personal effort on their part. It is a fortunate thing for the growers that bean acreage has been reduced, for it would be a practical impossibility to get as large an acreage as we used to seek some few years ago.

"Sugar beet companies have been up against this same situation with their beet acreage, to such an extent that last year's prices, which seemed to be high, have been almost doubled. In other words, last year they were paying farmers $12 per ton for beets, and now $20 per ton, and even with this advance, they are finding it difficult to cover the acreage needed to handle their plants."

Lily of the Valley Pips

Delphinium Newport Rose
Dracaena Indivisa
Salvia Zurich
Smilax Seeds
Grass Seed Mixtures of all kinds.

Send for our catalogue.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City

L. D. Waller Seed Co.

GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, - CALIFORNIA

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

SEEDS

Flower, Vegetable and Farm.

Send your inquiries to

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

BURPEE'S SEEDS

Philadelphia
Wholesale Price List for Florists and Market Gardeners.

Bodger's New Giant Dahlia-Flowered Zinnia.

Sell Bodger's Seeds and They Will "Say It With Flowers."

Asters, Zinnias and Florists' Specialties

John Bodger & Sons Co.
Station E, LOS ANGELES, CALIF.

Mention the American Florist when writing

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY
ONION - CARROT - BEET - RADISH - PARSNIP
CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO — CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO — CALIFORNIA

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

Mention the American Florist when writing

Ferd Fischer

Wiesbaden, = Germany

Announces To the Trade in America

My customers of former years and all other growers of Cyclamens will please take notice that, owing to the disturbed condition of communication and of shipping direct

I HAVE ARRANGED

With The

AMERICAN BULB CO.

172 N. Wabash Ave.

CHICAGO

to handle my entire crop of Cyclamen seeds this season.

My seed this season will consist of:

Three varieties of Salmon,
Three varieties of Red,
Pink,
Pink with Red Eye,
White,
White with Red Eye,
Rococco in variety.

Mr. Koehler, of the American Bulb Co., has visited my place this spring and has told me he found it the best he has seen in Germany, with the finest varieties and the stock in best condition.

ALL ORDERS
FOR 1920 CROPS
FERD FISCHER'S FAMOUS
CYCLAMEN SEED
SHOULD BE SENT TO

American Bulb Co.

172 North Wabash Avenue
CHICAGO, ILL.

Ferd Fischer, Wiesbaden

DE GRAAFF BROS., Ltd.

(Inc. with S. A. Van Konynenburg & Co.)

NOORDWYK, HOLLAND

Tulips, Daffodils, Iris, Crocus, Etc.

Mention the American Florist when writing

THE HOUSE OF KELWAY

Has a Reputation of 70 Years Behind It as a Guarantee

For three generations we have been growers and selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders **(delivery after 1920 harvest)**, not tomorrow, but **NOW.**

Specialties: Garden Seeds and Farm Root Seeds

KELWAY & SON, Wholesale Seed Growers, **Langport, England**

Mention the American Florist when writing

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, Telephone Worth 2376. **New York City**

Mention the American Florist when writing

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

75 YEARS UNRIVALLED REPUTATION

Geraniums

Standard Sorts, labeled, from 2-in. pots, $35.00 per 1000.

Smilax Extra strong; will make quick strings. From 2-in. pots, $2.50 per 100.

GREVILLEA ROBUSTA

From 2-in. pots, $3.00 per 100.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

Market and 49th Sts., PHILADELPHIA, PA.

Mention the American Florist when writing

Flower Seeds for Summer Sowing

CINERARIA—Vaughan's Columbian Mixture.

CINERARIA.

Vaughan's Columbian Mixture. It consists of a mixture made up by ourselves of the choicest strains and cannot be excelled in variety of color, size, shape and substance of flowers and perfect habit of plant. **Trade pkt. (500 seeds), 50c; 3 trade pkts., $1.40.**

Large-Flowering
White .... } **Each per trade**
Crimson .... } **pkt.,**
Azure-Blue .... } (500 seeds), **35c**

Large-Flowering
Dark Blue .... } **Each per trade**
Blood-Red .... } **pkt.,**
Soft Pink .... } (500 seeds), **35c**

Matador. Brilliant scarlet. Trade pkt .... 500 seeds, **$0.50**
Old Rose. Pink, shading to coppery red .... 500 seeds, **.50**
Hybrida. Fine large-flowering. Mixed .... 500 seeds, **.25**
Grandiflora. Semi-Dwarf. Mixed .... 500 seeds, **.35**

CALCEOLARIA HYBRIDA. Vaughan's Extra Choice Mixed. Our mixture is composed of the choicest selections of the figured, marbled, spotted and variegated varieties. **Trade pkt. (1000 seeds), 50c; 3 trade pkts. for $1.40.**

GLOXINIA HYBRIDA. Vaughan's Columbian Mixture is made up by ourselves from the choicest spotted, tigered, edged, marbled and splashed sorts of the upright and horizontal types, and we know that better seed is not to be had at any rate. **Trade pkt. (about 1000 seeds), 50c; 1-32 oz., $3.00.**

GYPSOPHILA Elegans Grand. Alba. Fine for cutting. ¼ lb., **45c;** lb., **$1.60** Oz., **15c.**

PRIMULA. Vaughan's Chinese International Mixture. Packet of 250 seeds, **50c;** 3 for **$1.40;** per 1-16 oz., **$5.00.**

PRIMULA Malacoides. An improved Forbesii........1-16 oz., **$1.00;** Trade pkt., **50c**

Just Received—PRIMULA OBCONICA

Originators Stock of the Famous Ronsdorf Strain.

Grandiflora Mixed, " Rosea, " Appleblossom, Grandiflora Crimson, " Crispa Rosea, " Salmon, } **Per Trade Pkt., $1.00.**

Gigantea Mixed, " Rosea, Gigantea Oculata Rosea, " Crimson, } **Per Trade Pkt., $1.00.**

Order at once. We have only limited quantities of these fine Primulas.

VAUGHAN'S GIANT PANSIES

VAUGHAN'S INTERNATIONAL PANSIES

Vaughan's International Pansy Mixture was first offered by us in 1889. We import from all the best European sources. Each year has added to the quality of its flowers and variety of the colors. We buy every year novelties of known merit to improve the mixture; it is always complete, always the latest and always the best mixture. We add to all Pansy Mixtures which we now buy more than 50 per cent of the choicest named kinds obtainable, each in correct proportion. This is one of the **Specialties** that has established the reputation of Vaughan's Flower Seeds, and one which we maintain most carefully. Trade pkt., **50c;** ⅛ oz., **$1.50;** ½ oz., **$5.00;** oz., **$10.00.**

Chicago Parks Bedding Mixture

This is a mixture made by ourselves from 20 different and distinct varieties of this type. While the flowers of this strain do not grow as large as those of the Giant Pansies, they excel them by a much greater number of flowers to a plant. Trade pkt., **25c;** ¼ oz., **60c;** oz., **$1.80.**

Vaughan's P. P. (Popular Price) Mixture of Pansies

This mixture like all "Vaughan" mixtures, is made up by ourselves from separate colors and strains of the Giant and Chicago Parks Bedding types, and will furnish a large variety of colors with a good proportion of giant flowers. Trade pkt., **25c;** ⅛ oz., **50c;** oz., **$3.00.**

Vaughan's Giant Pansy Mixture

Embraces, besides all the separate shades and colors, five special strains not listed elsewhere, and which can only be had in this and our International Mixture. This mixture includes the richest reds, coppers and bronzes, together with the most delicate rose and pink shadings, all the distinct colors of Trimardeau and the splendid Cassier strain. Trade pkt., **50c;** ⅛ oz., **75c;** oz., **$5.00;** ¼ lb., **$18.00.**

Vaughan's Cut Flower Mixture

This mixture is put up by ourselves and contains mostly light colored sorts. We have sold this mixture for several seasons to some of our Chicago cut flower growers, who have realized big returns from the sale of flowers. Pansies are as easily grown as violets, require less care and bring better results. Trade pkt., **25c;** ⅛ oz., **60c;** oz., **$4.00.**

New Early-Flowering Giant Pansies

The new strain produces its giant flowers about four weeks earlier than other known types. In March, when the old type pansies hardly show any buds, the plants of the new strain bore from 3 to 5 of their giant flowers. **Early-Flowering Giant White, Yellow, Light Blue, Dark Blue and Mixed (Four Colors).** Trade pkt. (500 seeds), **25c;** ⅛ oz., **60c;** oz., **$4.00.**

Write for List of Named Sorts With Prices.

Our List of "Flower Seeds for Summer Sowing" now on the press. Will be mailed shortly.

CHICAGO, ILL. VAUGHAN'S SEED STORE NEW YORK, N.Y.

Mention the American Florist when writing

The Standard Bulb Co.

BENTON, HARBOR, MICH.

Holland and French Bulbs

High Time to Order for Direct Shipment to You from Holland.

Ask Quotations.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.

WHOLESALE SEED GROWERS

Drevon=Tegelaar & Co.

WHOLESALE

FRENCH BULB GROWERS

1133 Broadway, NEW YORK

Nurseries at Ollioules, France

Abundance of Stock

	Per 100	1000
2-in. **Chinese Primroses**	$5.00	$45.00
2-in. **Primula Obconica**	5.00	45.00
2-in. **Chrysanthemums,** 28 varieties	3 75	35.00
2½-in. **Asp.Plumosus** and **Sprengeri**	5.00	48.00

Abundance of other stock. Correspondence solicited.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

BULBS

LILIUM GIGANTEUM, also **HARDIES,** shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

FOR JULY AUGUST SHIPMENT.

SEEDLING FERNS in FLATS,
all varieties.

BAMBOO STAKES

Natural and Green, in all sizes—both domestic and Japanese.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

J. Edward Moon, Morrisville, Pa., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-fifth annual convention will be held at the Congress Hotel, Chicago, June 23-25, 1920.

VISITED CHICAGO: Hugh Bryan, landscape gardener, Los Angeles, Calif.

NURSERYMEN may read with interest an article in the Country Gentleman of June 19, entitled "By Their Fruits Ye Shall Know Them."

FRESNO, CALIF.—The tenth annual convention of the California Association of Nurserymen will be held in this city, November 11-13.

American Association of Nurserymen.

The forty-fifth annual convention of the American Association of Nurserymen opens at the Congress hotel, Chicago, as we go to press with this week's issue, continuing June 23-24. There is a goodly array of members on hand for the opening session, and a considerable number attended the get-together dinner the evening preceding the opening day, when President Moon very charmingly drew from some of the leading convention speakers, highly entertaining and instructive preludes to the rich feast to follow in the regular sessions. Heretofore, the dinner or banquet has usually followed our trade conventions, and the innovation of the nurserymen in first satisfying the stomach, has a practical aspect which may produce new wonders in the horticultural mind by inducing a more generous yield of its hoarded treasures.

At the opening session, Wednesday morning, June 23, President Moon in a very able address, called attention to the fact that nurserymen, during the past year, have had about all the business that could be handled with available labor. Plantings, due to this and other causes, have been reduced until an insufficient supply in many lines exists, which conditions indicate there should be no reduction in prices, and if reliable crop reports were available as a guide to future plantings, ruinous surpluses might be avoided. The traffic situation had also been a handicap, and this is a problem of large proportions. In speaking of the success in securing preferential movement of freight last spring, he said this was but another instance where association service was worth the amount of dues to any member, results that could not have been accomplished by any volunteer organization. Considerable stress was laid upon the subject of market development, which movement in the hands of a very capable committee, is being carried forward, the trade mark of the association in advertisements throughout the United States, reaching 6,000,000 people at an issue as a symbol of dependability to planters of trees, and has had the effect of quieting careless indictments of the press. Not the least of the nurserymen's problems during the year, have been legislative acts that threaten to destroy the interstate commerce of the trade: measures that put in jeopardy the capital invested in the business, and place legal burdens that add a heavy weight to operating costs. While there is need for pest control in this country, nurserymen should lend their assistance in framing the legislation under which they are to operate, and at the same time, see that adequate protection is afforded other horticultural and agricultural interests. The president called attention to several planks which would be presented for consideration at the convention, out of which it was hoped the association would construct with unanimity, a legislative platform, after which, it would be possible to go forth, and through the influence of the or-

John Watson, Princeton, N. J.
Secretary American Association of Nurserymen.

ganization and the efforts of its members, have these features embodied into the laws of the states and the nation. In conclusion, President Moon said that membership in the association has always been necessary to the broad-minded, progressive nurseryman, desiring to assist in improving and promoting the industry. In recent years, it has rendered an increasing amount of definite, actual service, exclusively for members, that could not be dispensed with. And now, in addition to all these other advantages, the national advertising of the association makes membership in the organization the hall-mark of a trustworthy nurseryman.

David N. Mossesohn, executive director of the Dress Industries of America, addressed the meeting Wednesday morning.

R. H. Donnelly, president of the Associated Advertising Clubs of the World, will speak Thursday morning at 11 o'clock. Other speakers who will be heard on that day are Dr. Fred B. Covill, Dr. B. T. Galloway and Professor L. C. Call, of the department of agriculture, Washington, D. C.

THE EXHIBITS.

J. Horace McFarland Co., Harrisburg, Pa.—Catalogues.

A. B. Morse Co., St. Joseph, Mich.—Catalogues.

B. F. Conigisky, Peoria, Ill.—Landscape photographs.

George B. Carpenter & Co., Chicago.—Twines, cordage and rubber goods.

EARLY ARRIVALS.

The folowing, or their representatives, were noted among the early arrivals:

R. N. Adair, Wathena, Kan.
Fred Alexander, Aurora, Ill.
W. F. Allen, Salisbury, Md.
C. H. Andrews, Fairbault, Minn.
A. M. Augustine, Normal, Ill.
J. H. Austin, Winchester, Tenn.
E. Averill, Dundee, Ill.

K. B. Baker, Ft. Worth, Texas.
O. A. D. Baldwin, Bridgeman, Mich.
M. Barker, Chicago.
I. J. Barnes, Cincinnati, O.
A. I. Baumhoefner, Cedar Rapids, Ia.
A. L. Bell, Philadelphia, Pa.
E. P. Bernardin, Parsons, Kans.
E. H. Bowden, Geneva, N. Y.
F. C. Boyd, McMinnville, Tenn.
J. R. Boyd, McMinnville, Tenn.
D. C. Brown, Rochester, N. Y.
A. I. Bruce, Des Moines, Ia.
Jacob Brunning, Glen Ellyn, Ill.
C. R. Burr, Manchester, Conn.
C. M. Buttery, St. Matthews, Ky.
P. L. Byers, Clyde, O.

Campbell Nurseries, Paw Paw, Mich.
W. E. Campbell, New Haven, Conn.
O. E. Carr, Yellow Springs, O.
M. R. Cashman, Owatonna, Minn.
Cedar Rapids Nurs. Co., Cedar Rapids, Ia.
N. H. Chandler, Ithaca, N. Y.
W. E. Chandler, Argentine, Kan.
A. N. Champion, Perry, O.
R. J. Coe, Ft. Atkinson, Wis.
W. B. Cole, Painesville, O.
J. C. Corbett, Washington, D. C.
R. J. Coryell, Birmingham, Mich.
Ralph Coryell, Birmingham, Mich.
I. W. Coultra, Onarga, Ill.
P. J. Crockett, Cleveland, O.
A. J. Cultra, Onarga, Ill.

H. I. Deems, Shenandoah, Ia.
L. F. Dintelman, Belleville, Ill.
F. W. Dixon, Holton, Kan.
J. F. Donaldson, Sparta, Ky.
W. A. Drummond, Rosamond, Ill.

W. E. Endens, Clayton, Mo.
Albert Erickson, Chicago.
Chas. Ernst, Eaton, Ohio.
R. W. Ewing, Detroit, Mich.

Harold Ferris, Hampton, Ia.
W. Flemer, Jr., Princeton, N. J.
P. V. Fortmiller, Newark, N. Y.
J. H. Foster, Fredonia, N. Y.

G. E. Galeener, Vienna, Ill.
B. T. Galloway, Washington, D. C.
C. E. Gardener, Osage, Ia
F. B. Garrett & Sons, Burns City, Neb.
I. M. George, Beaver Falls, Pa.
Robert George, Painesville, O.
A. H. Gibbs, Normal, Ill.
W. L. Glenn, Rochester, N. Y.
L. Graves, Farina, Ill.
E. G. Greening, Monroe, Mich.
T. E. Griesa, Lawrence, Kan.
J. W. Griesener, Hopedale, Ill.
M. C. Griffin, Ft. Arthur, Tex.
C. M. Griffing & Co., Macclenny, Fla.
B. B. Griffiths, Fredonia, N. Y.
G. W. Gurney, Yankton, S. D.

W. S. Hallman, Coloma, Mich.
J. M. Hardyzer, Manchester, Conn.
R. R. Harris, Ottawa, Kan.
W. A. Harrison, York, Neb.
Harrison Nursery Co., York, Neb.
G. Hale Harrison, Berlin, Md.
Orlando Harrison, Berlin, Md.
Atwood Harvey, Tulsa, Okla.
Ernest Hemming, Hatboro, Pa.
A. Henderson, Chicago.
G. W. Holsinger, Rosedale, Kan.
W. T. Hood, Richmond, Va.
Chas. W. Howard, Hemet, Calif.
Joseph Howard, Hickory, N. C.
C. A. Hull, Kalamazoo, Mich.
F. S. Hubbard, Fredonia, N. Y.
Huntsville Wh. Nurs., Huntsville, Ala.
W. F. Ilgenfritz, Monroe, Mich.

O. Jackson, Springfield, O.
J. Jenkine & Co., Winona, O.
C. H. Johnson, Kansas City, Mo.

Harry Kadlee, Evanston, Ill.
D. Kahns, Glenview, Ill.
F. B. Kelly, Newark, N. Y.
J. S. Kerr, Sherman, Tex.
George Klehm, Arlington Heights, Ill.
R. R. Kilner, Chicago.
B. W. Kircullen, Springfield, N. J.
C. B. Knickman, New York.
A. R. Knight, Saginaw, Mich.
C. M. Koster, Bridgeton, N. J.
Vernon Krider, Goshen, Ind.

A. F. Lake, Shenandoah, Ia.
R. A. Lake, Shenandoah, Ia.
C. F. Lear, West Chester, Pa.
A. H. Lendenburg, Forest Park, Ill.
T. J. Littleford, Downers Grove, Ill.
A. A. Lynn, Belvidere, Ill.

B. J. Manahan, Detroit, Mich
G. A. Marshall, Arlington, Neb.
H. W. Marshall, Arlington, Neb.
J. R. Mayhew, Waxahachie, Tex.

NURSERYMEN DINING AT CONGRESS HOTEL, CHICAGO, JUNE 22.

Albert Meehan, Dresher, Pa.
S. A. Miller, Milton, Ore.
J. E. Moon, Morrisville, Pa.
A. B. Morse, St. Joseph, Mich.
Milton Moss, Huntsville, Ala.
James Morton, Chicago.
M. Murisch, Glen View, Ill.
J. C. Murphy, Girard, Pa.

T. A. McBeth, Springfield, O.
L. B. McDonald, Vincennes, Ind.
McKay Nursery Co., Madison, Wis.

Earl Needham, Des Moines, Ia.
A. E. Nelson, Chicago.
J. A. Nelson & Sons, Paw Paw, Mich.
John Nordine, Lake City, Minn.
B. L. Nordine, Lake City, Minn.
Northern Nursery Co., Denver, Colo.

E. A. Ollinger, Chicago.
C. J. W. Ottalander, Springfield, N. J.

Geo. Parker, Fayetteville, Ark.
P. M. Parkmore, Harrisburg, Pa.
C. G. Perkins, Newark, N. Y.
G. W. Peake, St. Paul, Minn.
W. H. Pearson, Aurora, Ill.
C. H. Perkins, Newark, N. Y.
C. M. Peters, Salisbury, Md.
J. M. Pitkin, Newark, N. Y.
Robert Pyle, West Grove, Pa.

A. E. Rahma, Lexington, Mass.
John Redder, Boskoop, Holland.
W. C. Reed, Vincennes, Ind.
Mrs. W. C. Reed, Vincennes, Ind.
Miss Julia Rice, Buffalo, N. Y.
J. P. Rice, Geneva, N. Y.
O. J. Richardson, Kalamazoo, Mich.
A. S. Riley, Pardeeville, Wis.
T. T. Rockwell, New York.
Geo. C. Roeding, Fresno, Calif.
Miss Janet Ruetger, Buffalo, N. Y.
Thos. Rogers, Winfield, Kan.
I. W. Root, Manheim, Pa.
E. F. Rowe, Harrisburg, Pa.

W. N. Scarff, New Carlisle, O.
W. F. Schell, Wichita, Kan.
F. E. Schifferli, Fredonia, N. Y.
G. E. Schiver, Benton Harbor, Mich.
Clarence Siebenthaler, Dayton, O.
H. D. Simpson, Vincennes, Ind.
Chas. Sizemore, Louisiana, Mo.
J. H. Skinner & Co., Topeka, Kan.
E. H. Smith, York, Neb.
J. E. Smith, Muncie, Ind.
T. J. Smith, Geneva, N. Y.
Thos. S. Smith, Geneva, N. Y.
Carl Sonderegger, Beatrice, Neb.
Chas. G. Sonderegger, Beatrice, Neb.
A. Sonnerberg, Pueblo, Colo.
J. W. Stark, Louisiana, Mo.
Lawrence Stark, Louisiana, Mo.
L. D. Stark, Louisiana, Mo.
E. A. St. Aubin, Oak Park, Ill.
R. C. Stoehr, Dayton, O.
J. E. Stoner, Westminster, Md.

H. S. Taylor & Co., Rochester, N. Y.
M. L. Taylor, Perry, Kan.
L. J. Tudor, Madison, Wis.
L. W. C. Tuthill, New York.

F. B. Vandergrift Co., New York.
F. W. Van Oven, Naperville, Ill.
G. F. Verhalen, Scottsville, Tex.
A. G. Vorse, Salt Lake City, Utah.

H. W. Walcott, Jackson, Mich.
A. W. Warren, Baker, Ore.
G. A. Washburn, Bloomington, Ill.
John Watson, Princeton, N. J.
W. H. Watson, Newark, N. J.
F. C. Weber, Chicago.
R. C. Wedge, Albert Lea, Minn.
Ed. Welch, Shenandoah, Ia.
G. L. Welch, St. Joseph, Mo.
P. Weller, Holland, Mich.
M. B. West, Perry, O.
F. A. Wiggin, Toppenish, Wash.
A. W. Willis, Ottawa, Kan.
L. E. Worth, Aurora, Ill.
H. B. Wragg, Des Moines, Ia.
C. E. Wright, Kimberly, Idaho.

J. A. Young, Aurora, Ill.
I. L. Young, Aurora, Ill.
J. V. Yournst, Chillicothe, Mo.

— THE —

Storrs & Harrison Co.

PAINESVILLE NURSERIES

Catalogues and Price Lists Free on Application.

PAINESVILLE, - OHIO

Mention the American Florist when writing

Hybrid Tea Roses

6 inch, for planting out.

HYDRANGEAS, French, 6 inch, until further notice.

WM. K. HARRIS

55th St. and Springfield Ave., WEST PHILADELPHIA, PA.

Mention the American Florist when writing

SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for

SWASTIKA BRAND CANNAS.

The CONARD & JONES CO. WEST GROVE PENN'A.

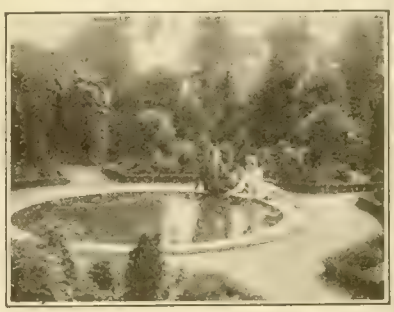
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

WANTED—Roots of

PAEONIA OFFICIANALIS RUBRA PLENA

State quantity, size and price. Address

Key 492, care American Florist.



Box-Barberry Bordered Garden.

Make a Leader of

BOX-BARBERRY

In Your 1921 Catalogue.

Many of the leading firms already have booked with us for their stock.

Write for terms or see

WALTER CAMPBELL,

At the

Nurserymen's Convention.

The Elm City Nursery Co.

Woodmont Nurseries, Inc.

New Haven, - Conn.

Mention the American Florist when writing

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

THE D. HILL NURSERY CO.

Evergreen Specialists Largest Growers in America

Box 404, DUNDEE, ILL.

Market Gardeners

Vegetable Growers' Association of America.

E. A. Dunbar, Ashtabula, O., President; Louis F. Miller, Toledo, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas. Next annual convention September 1920.

GRAND RAPIDS, MICH.—The range of A. Hannah & Son, including four acres of land, which was sold recently to the Reed & Weiley Co., the consideration said to have been $40,000, is now planted with tomatoes from which ripe fruit is being picked. Growing vegetables under glass is the specialty of the new owners.

Strawberries Marketed by Aeroplane.

The first occasion when aviation was used for marketing early fruits took place March 18, 1920, when M. de la Celle, a grower in the Maritime Alps, shipped to Paris, a case of forced strawberries, which were auctioned off in the central market. Revue Horticole, in its account, does not state the financial return.

Staking Tomatoes.

Ohio is noted for the production of fancy tomatoes by what is known as the staking system. This means that each plant is pruned to one stem, and tied to one pole or stake. In the good old days, when labor was cheap and plentiful, this method was in its glory—stakes were obtained readily from people who made it a business to cut them in the woods in the winter months. Then these stakes or poles were set in place early in the spring before the plants are set out, the general method used being the plan of running furrows four feet apart, and then opening holes with a crowbar every two feet to receive the poles. When warm weather sets in, these tomato plants are planted one to each pole and tied at once. As soon as active growth starts, the side branches are pinched out and the tieing continued. This method is an intense one, as much labor is centered on a comparatively small piece of land, and sometimes the returns are in proportion. The object is earliness and fancy fruit. To succeed, requires, first, good, warm land; second, extra good strong plants, and third, close attention to details. However, under present conditions, great difficulties have arisen. The stakes are almost unobtainable and the price of them is prohibitive; the labor to get the stakes has vanished. The trimming of the plants must be done by home help, as the class of labor available is too indifferent to be trusted with such delicate work. We have for some years discarded the stake system, and used wires. We set strong fence posts at the end of each row, and support the wires by using sawed 2x2 oak or other stakes, one of these for every five plants—10 feet apart for the supporting stake. No. 12 wire is used and stapled on top of the supporting stakes, being careful not to drive the staples home, as that injures the wire. The wires are wrapped twice around the supports, and then only given one twist. That way, the whole system is easily removed. Each plant gets one string of binder twine tied to the plant near the root and to top of wire, again, being careful not to strain the string. As the plants grow, they are twisted around the string. Only when near the top are ties needed. This system has produced excellent results in our hands, and may solve the grower's problem elsewhere. MARKETMAN.

Vegetable Markets.

Changes in leading lines of produce were mostly downward according to reports to the bureau of markets of the United States department of agriculture for the period June 13-20. New potatoes were weaker. Prices at North Carolina shipping points held within the previous week's range, but in consuming markets new potatoes sold lower. Receipts were heavy and the markets are liberally supplied. Irish Cobblers, in cloth-top slat barrels, ranged $10.25-$11 carloads, f. o. b. Haulings were moderate. North Carolina and Virginia No. 1 Irish Cobblers in cloth stave and slat barrels closed generally in consuming markets at $10-$12.50. South Carolina stock closed $10.50-$12.50. Florida No. 1 Spaulding Rose sold at $10.50-$11 per double head barrel in Cincinnati, and carlots in Chicago closed at $11.25-$12. Louisiana, Texas and Alabama Bliss Triumphs ranged $7.50-$9 per 100 pounds sacked in St. Louis, and $6.50-$8 in Kansas City. Carlots in Chicago ranged $9-$9.50, but dropped at the close to a range of $7-$7.50. Onions were dull. The markets are still heavily supplied and movement is slow. Prices of California yellow Bermudas in standard crates were slightly lower in consuming markets at 90 cents-$1.40, but Texas stock held at 75 cents-$1.50. Green wrapped tomatoes were in good demand at Mississippi shipping points, and movement good, but prices of fours, green, wrapped, lost 10 to 20 cents to a range of $1.15-$1.35, carloads, f. o. b. cash, track. Haulings were moderate. Consuming markets were generally lower. Prices in eastern cities closed at $1.50-$2, and in Chicago, $2-$2.50. Haulings and movements were moderate at Texas shipping points, and fours pink, unwrapped stock, held at $1.50-$1.65, carloads, f. o. b. Texas tomatoes ranged $2-$3 in consuming markets, closing generally $2-$2.50. Florida, fancy gloves, in 6-basket carriers, closed lower in eastern markets at $3-$5. Repacked stock in Chicago ranged $6.50-$7.50. The tomato crop in the Swedesboro, N. J., section is late, and shipments may not begin until July 15.

Tri-City Florists' Club.

Members of the Tri-City Florists' Club journeyed to the Henry Lau farm in Scott county, June 17, where they viewed a collection of trees that is probably the most complete in all the middle west. Mr. Lau, in 1870, determined to have a specimen of every tree that would grow in this climate. He employed a landscape engineer to make his plans, and then began planting, and in all the years since, his planting has been continuous. His efforts have, of course, been marked by many failures, but his successes have more than compensated for them. His collection of oaks, including the willow and the laurel leaf, and all the ordinary kinds includes one of the show trees of the grounds. This specimen is 28 years old. It is about 50 feet in height and the spread of branches from north to south is 60 feet, 3 inches. From east to west, it is 57 feet, 9 inches, and one foot above the ground the trunk measures 6 feet 8 inches in circumference. The variety is undetermined, but the tree is supposed to be a natural cross of native oaks. His collection includes six varieties of magnolia, a fine cypress, many of the conifers, the ghinko tree, persimmon, paw paw, sassafras, tupelo, a tulip tree now in full bloom and an unknown variety of linden, now covered with its creamy, delightfully scented flowers.

His brother, Charles Lau, on his farm nearby has a collection of flowers, second only in interest to Henry Lau's arboretum. He also has one of the finest arbors of choice grapes, varieties with which the ordinary grower fails utterly, but which for him are complete successes. He even grows and ripens the catawba. His flower collection includes many plants that are supposed to be hothouse plants only, and these he succeeds in growing out of doors. The florists who made the trip, declare it will not be their last visit to the place of these pioneers in the farm beautiful movement.

WM. KNEES, JR., Sec'y.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, $1.00

American Florist Co.
440 S. Dearborn St., CHICAGO

If you are interested in
POINSETTIAS
and four and five inch
BOSTON FERNS
for immediate delivery, write
GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

CARNATIONS
F. Dorner & Sons Co.
Lafayette, Ind.

CHAS. H. TOTTY
MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty

Chrysanthemums
THE BEST
In Novelties and Standard Kinds.
Catalogue on application.
Elmer D. Smith & Co.
ADRIAN, MICH.

Ready Reference Section

12 CENTS, NET, PER LINE

AGERATUMS.

Ageratum, light or dark, 2-in., $2.50 per 100; $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

ALTERNANTHERAS.

Alternantheras, Brilliantissima and Aurea Nana, 2½-in. bushy, $3.00 per 100. Cash. JOS. BANCROFT & SON. Cedar Falls, Ia.

ALYSSUM.

Alyssum, Little Gem, 2½-in., $3.00 per 100. ODOR GREENHOUSES, Iola, Kans.

ASPARAGUS.

Asparagus plumosus seedlings. $1.00 per 100, $8.00 per 1,000; 2-in., $3.50; 2½-in., $5.00; 3-in., $10.00; 4-in., $15.00 per 100. All first-class stock. HENRY SMITH, Grand Rapids, Mich.

Asparagus Sprengeri seedlings, 75c per 100. Cash please. CHAS. E. COUGILL, Auburn, Ind.

BARBERRY.

Box-Barberry, well rooted summer frame cuttings, $65.00 per 100. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BULBS.

Cold storage lily bulbs. Giganteum 7-9. Write for special prices. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Tulips, daffodils, iris, crocus, etc. Write for prices. De Graaff Bros., Ltd., Noordwyk, Holland.

CALADIUMS.

Caladiums. 5-7, $5.00 per 100; 7-9, $8.00 per 100. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

CALENDULAS.

Calendulas. Orange King, 2½-in., $3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Calendula Orange King, 2-in., $2.50 per 100. Byer Bros., Chambersburg, Pa.

CALLAS.

CALLAS-GODFREY

3-in. Ready to bloom	$10.00 per 100
3-in. Smaller plants	8.00 per 100

THE PARK FLORAL CO.
Denver Colorado

CANNAS.

Cannas. Three-in-pot plants, ready for immediate shipment: $1.00 per doz.; $5.00 per 100; $40.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

CARNATIONS.

FIELD-GROWN CARNATION PLANTS.
Enchantress Supreme, Mrs. C. W. Ward, White Perfection, Aviator.
GEORGE PETERS & SONS
Hempstead N. Y.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS

Standard Varieties

	100	1,000
Marigold	3.50	30.00
Buckbee	3.50	30.00
Enguehardt	3.50	30.00
Seidewitz	3.50	30.00
Nagoya	3.50	30.00
POMPONS		
Yellow Baby	$2.50	$20.00
Golden Climax	2.50	20.00
Buckingham	2.50	20.00
Beu	2.50	20.00

PETER REINBERG,
Wholesale Florist
30 East Randolph St., Chicago

Pompons, double, Becky McLean, Wilcox Golden Climax. Hilda Canning, Jules La Gravere; fine bronze Lilian Doty, Mardiana. Single varieties, Buckingham and white, pink, red and yellow seedlings. All good varieties, 2-in., $4.00 per 100. PARK FLORAL CO., Denver, Colo.

Chrysanthemums. Standard varieties for cut flowers and potted plants. R. C. at $3.00 per 100; 2¼-in. plants, $4.00. Send list of varieties required. HENRY SMITH, Grand Rapids, Mich.

Have caught up with orders of Annabel pompons (late cerise pink), and for next month will accept orders for R. C. at $15.00 per 100. GRAND VIEW GREENHOUSES, Hopkins, Minn.

Chrysanthemums. Trade list of the 200 best chrysanthemums for the asking. STAFFORD CONSERVATORIES, Stafford Springs, Conn.

Chrysanthemum novelties for 1920. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

Coleus. R. C., $1.50 per 100; 2¼-in. pots. $5.00 per 100. Standard varieties. HENRY SMITH, Grand Rapids, Mich.

CYCLAMEN.

Cyclamen, 75,000, standard varieties in separate colors. Strong 3-in., $25.00 per 100, $225.00 per 1,000; for July delivery, 4-in., $50.00 per 100, $450.00 per 1,000. Our cyclamen are packed with utmost care. J. W. DAVIS CO., Davis Gardens, Terre Haute, Ind.

Cyclamen. Unusually fine stock in all varieties and colors. 3-in., $25.00 per 100; 4-in., $40.00 per 100. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

CYCLAMEN.

Cyclamen, 2¼-inch. $10.00 per 100; 3-inch, $15.00 per 100. Ready now. Fine stock. J. E. MATTHEWSON, Sheboygan, Wisc.

DRACAENAS.

Dracaena Indivisa. Good strong plants, 7-in., $15.00 per dozen. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

Dracaena Indivisa, fine strong seedlings from flats, $1.50 per 100. ODOR GREENHOUSES, Iola, Kans.

ECHEVERIAS.

Echeveria. 2½-in., $4.00 per 100. Cash. JOS. BANCROFT & SON, Cedar Falls, Ia.

FERNS.

Ferns. Pot grown; shipped without pots. Boston and Scottii, 4-in., $3.00 per doz.; $20.00 per 100. 5-in., $4.80 per doz.; $35.00 per 100. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Ferns. Victory. A new and valuable variety of Nephrolepis. For sizes and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Table ferns. Standard varieties. 2¼-in., $5.00 per 100. Adiantum Cuneatum, 2¼-in., $5.00 per 100; 3-in., $12.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FREESIAS.

FRESSIA PURITY BULBS.
Fresh, sound, plump bulbs of a heavy-flowering strong-stemmed strain, for high-class florist trade. Prices per 1,000 bulbs: ½-in., $10.00; ⅝-in., $15.00; ¾-in., $20.00.
SEVIN-VINCENT CO.
417 Montgomery St. San Francisco, Cal.

California Freesias. New named colored. Gen. Pershing and Viola, per 100, $5.00; per 1,000, $40.00. Purity (Improved), ⅜-½-in., $6; ½-⅝-in., $10; ⅝-¾-in., $15 per 1,000. Vaughan's Seed Store, Chicago and New York.

FUCHSIAS.

Fuchsias, bushy, 3-in., all kinds, $4.00 per 100. Cash. JOS. BANCROFT & SON, Cedar Falls, Ia.

FUNKIAS.

Funkias Var., strong, field-grown divisions, $5.00 per 100. Cash. B. SCHELLER, Warren, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

GERANIUMS.

100,000 geraniums. Poitevine, Barney, Oberley, Castellane, 2¼-in., 4½c; Nutt, 3-in., 10c; Nutt and Castellane, 4-in., 15c; Nutt and Castellane, 4-in., extra large spread, 17½c; Am. Beauty, Barney, H. Michell, 20c. Cash. L. J. ROWE, Box 244. Titusville, Pa.

100,000 geraniums. Castellane, 2½-in., Barney and Poitevine, 2¼-in., 4½c. Cash. L. J. ROWE, Titusville, Pa.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GIGANTEUM

Lil. Giganteum. Storage bulbs to go forward every 15 days this summer. For sizes and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

Cold storage giganteum. For sizes and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

IVIES.

Pyramid Ivy. English ivy grown in pyramidal shape and afford an excellent substitute for boxwood. 8-in., $5.00 each. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

LOBELIAS.

Lobelia, Crystal, Palace, 2½-in., $4.00 per 100. ODOR GREENHOUSES, Iola, Kans.

MOONVINES.

Moonvines, 2½-3-inch; $5.00 per 100. ODOR GREENHOUSES, Iola, Kans.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANSIES.

Pansies. Vaughan's Giant Mixture. Jan. sown; bud and bloom, $1.00 per 100. ODOR GREENHOUSES, Iola, Kans.

PRIMULAS.

Primula obconica gigantea, Kermesina and Vesuvius, plenty of red. Fine, strong transplanted plants as good as 2¼-in., $4.00 per 100, postpaid; cash; immediate delivery. BRILL CELERY GARDENS, Kalamazoo, Mich.

Primula Malacoides, 2½-inch fine stock at $6.00 per 100. Would like to trade for chrysanthemum plants. JOHN RINDFLEISCH, Beloit, Wis.

ROSES.

YOUNG ROSE STOCK—2½-inch

	100	1,000
Ophelia	$7.00	$65.00
3-inch		
Ophelia	8.00	75.00

BENCH PLANTS
3-year-old

Russell	8.00	70.00
Milady	8.00	70.00
Ophelia	8.00	70.00

PETER REINBERG
30 East Randolph St. Chicago

ROSE PLANTS—2½-INCH STOCK

	100	1,000
White Killarney	$10.00	$ 90.00
Ophelia	10.00	90.00
Columbia	15.00	125.00
White Killarney, 3-inch	15.00	150.00

WIETOR BROS.
30 E. Randolph St. Chicago.
L. D. Phone Randolph 2081.

ROSES.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison N. J.

Roses. Very fine 2¼-in., own root, greenhouse grown. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

Roses. New for 1920. Pilgrim, Crusader and Mrs. John Cook. For further particulars write. A. N. Pierson, Inc., Cromwell, Conn.

Bench roses. Richmond, Hoosier Beauty, Ophelia, $12.00 per 100. American Bulb Co., 172 N. Wabash Ave., Chicago.

You Need Room

All surplus plant stock should be sold now.

The plants need more room this warmer weather and will soon spoil if they don't get it.

Every plant has cost you money and you can readily sell the surplus by advertising NOW.

SALVIAS.

Salvia, 2½-inch, $4.00 per 100. ODOR GREENHOUSES, Iola, Kans.

SEEDS.

SEEDS.
Nasturtiums, tall mixed, 25c per pound.
Nasturtiums, dwarf mixed, 28c per lb.
Sweet Peas, giant mixed, 30 per pound.
Best Quality.
AMERICAN SEED & SEEDTAPE CO.,
Newark, N. J.

Seeds. Primula Chinensis and P. Obconica Gigantea. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Specialists in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Delphinium Newport Rose, Dracaena Indivisa, Salvia Zurich, and Smilax. Also grass seed mixtures of all kinds. J. M. Thorburn & Co., 53 Barclay St., New York.

SEEDS.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices, Kelway & Son, Langport, Eng.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Flower for summer sowing. For varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Specialties: Cabbage, carrot, Dutch cornsalad, beans, peas, radish, scorssinera, etc., Write for offers. SPRUIJT & CO., Utrecht, Holland.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Garden, of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds. Choice varieties of peas and beans. John H. Allan Seed Co., Sheboygan, Wis.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

SEEDS.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax. Extra good, strong, well rooted plants. 2-in., $2.50 per 100. Elmer Rawlings, Allegheny, N. Y.

SNAPDRAGONS.

Snapdragons. Silver Pink and Nelrose, 2¼-in., $5.00 por 100. HENRY SMITH, Grand Rapids, Mich.

SPHAGNUM MOSS.

Sphagnum Moss for florists and nurserymen. For spot shipments or contract. Write us. Vaughan's Seed Store, Chicago and New York.

THUNBERGII.

Thunbergia 2½-in., 4c each. ODOR GREENHOUSES, Iola, Kans.

VEGETABLE PLANTS.

Vegetable plants. Tomato, Ponderosa, Earliana, Stone and Globe; ready for the field, $3.50 per 1000. Celery, White Plume; transplanted and ready for field, $3.00 per 1000. Cabbage, Early and Late Flat Dutch, $3.50 per 1000. ODOR GREENHOUSES, Iola, Kans.

Vegetable plants. Delivered to you, all charges prepaid. Cabbage, tomato, beet, lettuce and celery. 100, 65c; 1,000, $3.50; 5,000, $15.00; 10,000, $28.50. Price list free. COMMERCIAL PLANT CO., New Bohemia, Va.

Celery plants, Easy Blanching; now grown exclusively by 90% of Kalamazoo growers in place of Golden Self-Blanching. Strong plants, ready for the field, $3.00 per 1,000. Cash.
BRILL CELERY GARDENS
Kalamazoo Mich.

VERBENAS.

Verbenas. Strong transplanted, separate colors, per 100, $1.25 prepaid. ODOR GREENHOUSES, Iola, Kans.

VINCAS.

Vincas, variegated. Fine, long, bushy pot plants, 4-in., $12.50 per 100. THE F. WALKER CO., 312 W. Chestnut St., Louisville, Ky.

Vinca Minor, Periwinkle, Alba and Rosea, 2½-in., $4.00 per 100. ODOR GREENHOUSES, Iola, Kans.

Vincas Variegated, fine bushy. 3-in., $10.00; 4-in., $25.00 per 100. Cash. JOS. BANCROFT & SON, Cedar Falls, Ia.

MISCELLANEOUS.

Seed packets for 1920. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

White Wood Easel. Very desirable for mounting floral designs. For sizes and prices see display advertisement elsewhere in this issue. Geo. H. Angermueller Co., 1324 Pine St., St. Louis, Mo.

The Clipper lawn mower will drive out dandelion, buck plantain and crab grass in one season. Write for prices. Clipper Lawn Mower Co., Dixon, Ill.

Hanging baskets, plain wire, 10-in. $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer Florist Thread Works,, Lowell, Mass.

MISCELLANEOUS.

Good fresh tobacco stems in bales, $1.50 per hundred pounds, $25.00 per ton. Check with order. LEON S. BOUCHER CIGAR CO., Joplin, Mo.

1920 Catalogue. 48 pages for florists. Free on request. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., W. Philadelphia, Pa.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

1,000 letterheads and 1,000 envelopes, $8.50. Good stock. Cash please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 712 Milwaukee Ave., Chicago.

Lindley paper boxes for flowers. Write for sizes and prices. Lindley Flower Box Co., Marion, Ind.

Dreer's Peerless Glazing Points, 1,000 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Baskets, novelties and florists' supplies. S. H. Russin, 55 W. 19th St., New York.

MISCELLANEOUS.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 6732 Gunnison St., Chicago.

FERTILIZERS

For results use "Master Brand" prepared concentrated manures. Are perfectly adapted for both outside and inside growing conditions. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

WOOD LABELS for nurserymen and florists. The Benjamin Chase Co., Derry Village, N. H.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, Superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

THE CUSTOMERS' INTEREST FIRST

This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all the Greenhouse Boiler business

NOT CAST IRON

NOT CAST IRON

A KROESCHELL

is the key to fuel economy.

Kroeschell Bros. Co. 452 W. Erie St. CHICAGO

THE KROESCHELL POLICY

We make every kind of boiler, but it is our policy to supply only the type of boiler best suited for the conditions. You get the highest boiler value.

NOT CAST IRON

NOT CAST IRON

WIZARD BRAND Shredded Cattle Manure

TRADE MARK

Is selected quality manure taken from brick-paved Stock Yard cattle pens—dried and sterilized by a high temperature direct heat process which kills weed seeds, fungus and disease germs.

Packed in 100-lb. bags in coarse shredded form for mulching or top dressing. Largely used for mixing with bench and potting soil and liquid manuring. Unequalled for lawn and garden fertilizing.

Insist on WIZARD BRAND through your supply house or write us direct.

THE PULVERIZED MANURE CO., 32 Union Stock Yards. **Chicago**

GREENHOUSE CONSTRUCTION.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write for plans and estimates. American Greenhouse Co., Masonic Temple, Chicago.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J. Inc., New York.
Dolansky—McDonald Co., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuhl, Geo. A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
Neidinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.

FLATS
—OR—
PLANT BOXES

Made from **Genuine Louisiana Gulf Red Pecky Cypress,** selected stock. Are cut to proper size and shipped K. D.—ready to nail up.

Our stock size is 16 inches wide by 24 inches long by 3 inches high, outside measurements.

Can also furnish special sizes to meet your particular needs, in any quantity, at prices that are right.

BENCH LUMBER

We have a large and well assorted stock of Bench Lumber, and can take care of your requirements, large or small.

WRITE FOR PRICES.

The Foley Greenhouse Mfg. Co.

DESIGNERS BUILDERS HEATING ENGINEERS

Main Office and Factory: 3100 S. Spaulding Ave., CHICAGO, ILL.

WHOLESALE CUT FLOWERS.

Rice Bros., Minneapolis, Minn.
Rusch & Co., Gust., Milwaukee, Wis.
Siebrecht, Geo. C., New York.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.

WHOLESALE CUT FLOWERS.

Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Winterson Co., E. F., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Zech & Mann, Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

WE ARE SPECIALISTS IN
GREENHOUSE GLASS
Free from Bubbles—Uniform in Thickness.
PAINTS and PUTTY
Greenhouse White (Semi-Paste). The Paint Particular Florists Prefer.
It will pay you to get our estimates.
THE **DWELLE-KAISER** CO.
251 Elm St., - BUFFALO, N. Y.

Mention the American Florist when writing

Azalea Pots, Hanging Baskets, Lawn Vases, Urns. Etc.
Red Pots
Refined Clays—Skilled Labor
The Peters & Reed Pottery Co.
SO. ZANESVILLE, OHIO
"Moss Aztec" Ware
HORACE C. GRAY CO.
200 Fifth Avenue New York

Mention the American Florist when writing

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of
FLOWER POTS
Why?
A. H. HEWS & CO., INC.
Cambridge, Mass.

George Keller Pottery Co.
Successor to
GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Mention the American Florist when writing

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

Mention the American Florist when writing

Greenhouse Builders

When You Are Ready
To Talk Building
Say When and Where
and We'll Be There
Lord & Burnham Co.
Irvington Boston New York Cleveland Philadelphia Toronto Chicago Montreal

Mention the American Florist when writing

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c, postpaid.
Samples free.
HENRY A. DREER,
714 Chestnut Street,
Philadelphia.

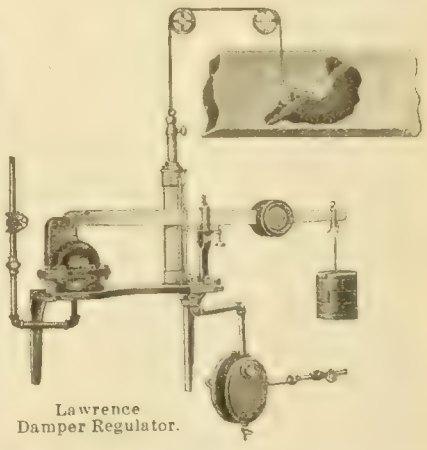
Mention the American Florist when writing

ARE YOU USING A
BOILER
That Let's the Florist Sleep
Get Posted! Ask for our catalogue.
GIBLIN & CO., UTICA, N. Y.

Mention the American Florist when writing

The Regan Printing House
Large Runs of
CATALOGUES
OUR SPECIALTY
WRITE FOR PRICES
523 Plymouth Court, CHICAGO

Mention the American Florist when writing



Lawrence Damper Regulator.

Watts Regulator Company
Manufacturers of
STEAM AND WATER SPECIALTIES
Established 1874. Factory: LAWRENCE, MASS.
Western Representatives:
FRED H. SCHINNEER CO.
549 W. Washington Blvd., Chicago
Tel. Franklin 2797

SUPERIOR
RED POTS
Quality and prices right. ASK US.
FLORIST SPECIALTY CO.
IDAVILLE, INDIANA

John C. Moninger Co.
GREENHOUSES
Designers - Manufacturers - Builders
We sell the complete house or any part
908 Blackhawk St., CHICAGO, ILL.

Index to Advertisers.

Advance Co..... III
Allan John H Seed Co.....1208
Allen J K.....1195
Alpha Floral Co....1196
Americ'n Bulb Co.I 1210
American Greenhouse Mfg Co IV
Amling E C Co.....1191
Anderson S A 1196
Angermueller G H Co.....1193
Aphine Mfg Co III
Aphrodite Co 1199
Astoria Florist 1199
Avenue Floral Co..1201
Baer Julius 1201
Bailey & Sons Co..1199
Barnard W W Co..1209
Barnes W J.....1198
Bassett&Washburn1184
Baumer Aug.....1198
Baum's Home of Flowers 1196
Baur Window Glass Co..... IV
Bayersdorfer H&Co1190
Begerow's.....1200
Berger Bros.....1192
Berning H G.....1192
Blackistone Inc ... 1200
Bodger J & Sons Co1209
Bohannon Flo Co...1196
Bolgiano J & Son...1207
Bramley & Son.....1200
Braslan Seed Growers Co.....1202
Breitmeyer's J Sons1200
BrennerEdward....1195
Broadway Florist...1199
Brown A J Seed Co 1202
Brown Bag Filling Machine Co 1207
Bruns H N 1197
Bryan Alonzo J 1211
Buckbee H W.....1200
Budlong Co J A....1189
Bunyard.....1199
Burpee W A Co....1209
California Florists .1198
Central Floral Co ..1201
Central Refrigerator & Equipment Co.1191
Chicago Feed & Fertilizer Co.....1220
Chicago Flower Growers Assn....1185
Clark E B Seed Co.1207
Clarke's Sons D....1199
Clay & Son.....1220
Clipper Lawn Mower Co.....1220
Coan J J.....1195
Conard & Jones Co.1213
Cooke Geo H 1200
Cowee W J.... III
Coy H C Seed Co..1209
Craig Robt Co.....1210
Culp W H & Co....1198
Danker Fred A 1196
Dards Chas 1199
DeGraff Bros.....1210
Dietsch A & Co ... IV
Dolansky-McDonald Co. 1195
Dominion Floral Co1197
Dorner F & Sons Co1214
Dreer H A.....III 1219
Drevon-TegelaarCo1211
Dunlop John H.....1200
Dwelle-Kaiser Co..1219
Eble Charles..... 1197
Edwards Fold'g Box1219
Elm City Nurs Co..1213
Engelmann C.....1196
Erne & Co 1190
Evans A W B 1200
Excell Laboratories III
Eyres H G.....1196
Fallon Florist.....1201
Ferrell A T & Co..1205
Fleischman 1200
Florist Specialty Co1219
Foerster Co Jos 1187
Foley Greenhouse Mfg Co.....1218
Ford M C 1195
Ford William P....1195
Fox J M & Son Inc.1198
Frauenfelder C.....1197
Frey C H.....1196
Frey & Frey.....1198
Friedman.... 1197
Froment H E.....1195
Futterman Bros....1194
Galvin Thos F.....1199
Gasser J M Co.....1196
Giblin & Co.....1219
Gnatt Ove Co The..1182
Godineau R & M...1208
Goldstein I.....1195
Gorham Printery Inc IV
Grakelow Chas H 1201
GrandRapidsFlo Co1201
Grimm & Gorly....1198
Gude Bros.....1201
Habermehl's Sons JJ1196
Hardesty & Co.....1200
Harris Wm K.....1213
Hart Geo B 1195
Hart Henry.....1199
Haven Seed Co.....1209
Heinl John G & Son1198
Henderson A & Co I
Henderson Lewis. 1198
Henry Co The John1190
Henshaw Floral Co1195
Hentz & Nash.....1194
Hess & Swoboda...1198
Hession.....1199
Hews & Co A H...1219
Hill D Nursery Co 1213
Hogewoning & Sons1210
Hollywood Gardens1198
Holm & Olson.. 1198
Holton & HunkelCo1193
Hurff Edgar F.....1210
Hurst & Son. 1210
Ickes-Braun Mill Co IV
Idlewild Greenhs ..1201
Jahn Hugo. 1201
Joy Floral Co.....1197
Kasting W F Co.... I
KellerPott'yCoGeo.1219
Keller Sons J B....1196
Kelway & Son.....1210
Kennicott Bros Co.1184
Kervan Co The.....1195
Kessler Wm 1195
Kottmiller A. 1199
Kroeschell Bros Co1218
Kruchten John.....1191
Kuhl Geo A 1214
Landreth Seed Co..1207
Lang Flo & Nurs Co1198
Lange A.....1197
Lecakes C & Co ..1194
Lindley Flower Box Co.....1190
Littlefield Florist...1200
Longren A F..... 1190
Lord & Burnham Co1219
Louise Flower Shop1196
McCallum Co 1193
McGill R C & Co...1209
McHutchison & Co.1211
Mackie William....1195
Malandre Bros.....1199
Matthews the Flo'st1200
Matthewson J E....1197
Meconi Paul.....1195
Metaire Ridge Nurs1209
Meyer John C Florist Thread Works... 1190
Michigan Cut Flower Exchange.....1191
Michell HenryFCo 1207
Millang Jos A 1194
Miller Floral Co....1201
Miller & Musser ...1191
Moninger J C Co....1219
Murray Samuel.....1201
Neidinger Jos G Co.1193
Newell A 1201
N Y Cut Flower Ex.1195
N Y Floral Co.....1198
New York Seed Co.1207
Niessen Leo Co . 1192
Oriental Goldfish & Supply Co.....1190
Papadem J G Co.. 1199
Park Floral Co.....1201
Peacock E R Co....1203
Pearson E W 1196
Pedrick G R & Son 1211
Penn the Florist....1200
Peters&Reed Potty1219
Philips Bros 1197
Pierce F O Co..... IV
Pierson F R Co ... I
Pierson A N (Inc) .. I
Pieters-Wheeler Seed Co 1202
Pikes Peak Flo Co.1201
Pillsbury I L..... III
Pittsburgh Cut Flo Co 1182
Platt Co Frank S ..1203
Podesta & Baldocchi1200
Poehlmann Bros Co II
Pollworth C C Co..1193
Polykranas Geo J...1194
Potter Floral Co....1201
Proto-Feed & Guano Co.....1220
Pulverized Manure Co The.....1218
Pyfer A T & Co.....1186
Raedlein Basket Co1191
Randall A L Co 1183 1191
Randall's Flo Shop.1200
Randolph & McClements..... 1196
Rawlings Elmer....1210
Ready Reference...1215
Reed & Keller III
Regan Ptg House ..1219
Reid Edw 1192
Reinberg Geo.....1191
Reinberg Peter.....1185
Rice Bros..... 1193
Rice Jerome B Seed Co 1203
RobinsonJCSeedCo1207
Rock Wm L Flo Co.1198
Rodgers Fl'wr Shop 1196
Rodgers J W.....1200
Rohnert Waldo. 1209
Rosaia Bros.....1201
Rosery Floral Co...1201
Routzahn Seed Co. 1209
Rusch G & Co.....1199
Russin S H.... 1194
Saake O C.....1201
Salzer Seed Co J A.1198
Sceery Edw.....1201
Schiller the Florist.1197
Schillo A Lum Co .. IV
Schlatter W & Son 1220
Schling Max.....1199
Schmidt Chas L....1196
Shaffer Geo C 1200
SharpPartridge&Co1220
Sheppard H W.....1200
Siebrecht Geo C....1195
Simon & Son I N...1208
Situations & Wants1181
Skidelsky S S & Co. I
Smith A W & Co...1196
Smith & Co E D .. 1214
Smith & Fetters Co1201
Smith Henry.....1201
Standard Bulb Co..1211
Storrs & Harrison..1213
Stumpp G E M.....1199
Thorburn J M & Co 1209
Tonner O A & L A.1187
Totty Chas H 1214
Traendly & Schenck1195
Traveling Wholesale Florist.....1194
Trepel Joseph.....1196
United Cut Flo Co.1195
Van Meeuwen & Tegelaar 1207
Vaughan A L Co . 1187
Vaughan's Seed Store ..I 1186 1203 1207 1211 1213
Vick's Sons Jas....1209
Vincent R Jr & Sons Co..... I
Walker F Co.....1201
Waller L D Seed Co1209
Watts Regulator Co.....1219
Weber F H.....1201
Weiland & Risch..1191
Weir Jas.....1196
Western Seed & Irrigation Co.....1203
Wietor Bros.....1186
Williams Mrs E A.1196
Winterson Co E F.1190
Wittbold G Co 1197
Wolf John 1198
Wolfskill Bros & Morris Goldenson1196
WoodruffSD&Sons.1209
Yokohama Nurs Co1203
Young A L & Co...1194
Young John & Co..1195
Zech & Mann.1188 1191

Magic Fertilizers

"FOR THE FLORIST"

Chicago Feed and Fertilizer Co.

809 Exchange Avenue, U. S. Yards, Chicago

Mention the American Florist when writing

"Master Soil Builders"

Send for prices on Master Brand Vine and Plant Manure—eventually you will use it. Why not now?

The Proto-Feed & Guano Co.

4121 South La Salle Street, CHICAGO

Mention the American Florist when writing

Before

No loss if you mend your split carnations with

Superior Carnation STAPLES

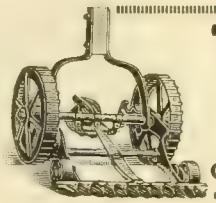
35c per 1000; 3,000 for $1.00 Postpaid

Wm. Schlatter & Son

After

422 Main Street, Springfield, Mass.

Mention the American Florist when writing



THE CLIPPER

There are three things that destroy your lawns—Dandelions, Buck Plantain and Crab Grass. In one season the Clipper will drive them all out. Your dealer should have them—if he has not, drop us a line and we will send circulars and prices.

CLIPPER LAWN MOWER COMPANY Dixon, Illinois

THE RENOWNED FOOD FOR PLANTS

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES

Price: $6.00 Per Volume

Carriage prepaid to any part of the United States

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

GREENHOUSE

G L A S S

BEST BRANDS

SHARP, PARTRIDGE & CO.

2263 LUMBER ST., CHICAGO, ILL.